



# Impact of innovation, after sales service, customer relationship management on repurchase intention with corporate brand image as mediation

Anastasia Ika Purwanti<sup>1</sup> Lamhot Henry Pasaribu<sup>2</sup>

<sup>1,2</sup>Master of Management Study Programme, Universitas Pelita Harapan, Jakarta, Indonesia

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## ABSTRACT

Advertising industry plays an important role in the development of a company, because through advertising, a company can deliver its message to consumers directly or indirectly. The study aims to test previous research on the influence of innovation, after sales service, and customer relationship management on repurchase intention through corporate brand image as a mediated variable. This research uses PT Prisma Harapan which is one of the advertising companies that many have media outside the digital space as the focus of research. The respondents of this study were obtained using purposive sampling with the sample criteria in this study being companies that had at least collaborated with PT Prisma Harapan in the last 2 years. The respondents collected in this study were 55 respondents. The collected data were analyzed using the PLS-based SEM method. The results of the study showed that innovation does not directly affect repurchase intention, innovation must go through corporate brand image as a mediating variable. However, after sales service, customer relationship management have a positive influence on repurchase intention and this influence become stronger when mediated by corporate brand image.

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### Corresponding Author:

Anastasiaika79@gmail.com

Master of Management Study Programme,

Universitas Pelita Harapan,

Jalan M.H. Thamrin Boulevard No.1100, Klp. Dua, Kec. Klp. Dua, Kabupaten Tangerang, Banten, Jakarta, 15811, Indonesia,

Email: Anastasiaika79@gmail.com

## INTRODUCTION

The advertising industry is an industry that plays a very important role in the economy because through advertising, a company can convey its message to consumers directly or indirectly. In the Indonesian market, according to Annur, (2023), the value of advertising spending reached USD 19.2 billion or around IDR 288 trillion in 2022, making Indonesia the country with the largest advertising spending value in Asia. Year-over-year/yoy, this number climbed by 5.02% over the prior year. Additionally, Nielsen Ads Intelligence observed that in 2022, online and game

advertising accounted for the majority of advertising spending in Indonesia, with television, the internet, and print media following closely behind. This increase occurred due to several factors, such as the Covid-19 pandemic which changed consumer behavior towards digital so that the demand for digitalization continues to increase. Likewise, the online gaming industry is growing rapidly. In today's digital era, according to Neilson, (2023) the advertising industry has been divided into 2 categories, namely digital and conventional advertising. Although currently according to Chaffey & Ellis-Chadwick, (2022), digital media has taken more than 50% of the client's total advertising budget, the use of conventional media such as TV, radio, billboards/out of home is still a significant promotional media in marketing communications for most large businesses. Išoraitė & Gulevičiūtė, (2023) stated that conventional advertising media is still a powerful marketing tool because it provides excellent results in informing about products, attracting new customers, and increasing customer circles and brand awareness.

Neilson, (2019) stated that as one of the conventional media, namely billboards/out of home, according to research, there is still great potential for brand owners to maximize the use of this media in promoting their products. The survey indicates that on weekdays, almost two-thirds (67%) of consumers spend time outside of their homes. Customers spend an average of 4 hours 45 minutes in the Jabodetabek region. When engaging in activities away from home, the typical customer travels for one hour and eighteen minutes. The high level of community activity outside the home on weekdays shows that the billboard/out of home advertising industry still has good potential. In the development of billboards/out of home, media owners have expanded into digital billboards/digital out of home to keep up with the times and to balance digital advertising, the percentage of which is getting higher. Digital billboard/digital out of home is an outdoor advertisement that uses an LED (light emitting diode) screen, located in a public or private area presenting video information in the form of product promotions, company profiles, other information according to telkomdigitalsolution, (2023). One of the companies that pioneered digital out of home (DOOH) services is PT Prisma Harapan, founded in 2004.

According to Devantha & Ekawati, (2021) repurchase intention is a reaction following a buy that is brought on by the advantages and contentment that customers have with previously acquired and utilized goods. According to Ekeke & Uboegbulam, (2021), Returning customers are considered very important in an organization because it is a sign that customers are satisfied with the brand's products/services and it is determined by several factors. There are various factors that can influence consumers to make repeat purchases, one of which is after sales service (after sales service) provided when consumers first make a purchase. After sales service is a service provided by producers to consumers after consumers buy products from the company (Sunarya & Jamaludin, 2022).

Returning customers are considered very important in an organization because it is a sign that customers are satisfied with the brand's products/services and it is determined by several factors. The after-sale service offered to customers upon their initial purchase is one of the many elements that might persuade them to make more purchases. After-sales service is a service that manufacturers offer to customers following a purchase of goods from the business. Huang, (2019) and Javed & Wu, (2020) shows that after sales service has no significant effect on repurchase intention.

In addition to after sales service, PT. Prisma Harapan, which is a pioneer of DOOH services, is currently considered a pioneer in the progress of the advertising industry in Indonesia. Innovations carried out by PT. Prisma Harapan are thought to be a factor that makes consumers return to cooperate. Innovation functions as a basic tool for corporate strategy used in developing new processes, products, and services and improving existing ones with the aim of penetrating the market and expanding market share (Ekeke & Uboegbulam, 2021). Research conducted by Amoako et al., (2023) and Sari et al., (2021) proves that innovation can trigger consumers to make repeat purchases.

In business to business (B2B), establishing long-term relationships with clients is an important thing to do. According to Haryandika & Santra, (2021), Customer relationship management (CRM) needs to be done. CRM focuses on different vital aspects, especially on the importance of having a direct relationship between clients and the company in addition to retaining current customers, and most importantly building a strong long-term relationship with customers. Some companies usually always do advertising in a planned manner every year, therefore maintaining relationships with customers in the advertising industry is very important considering the limited number of B2B clients. Research conducted by Adefulu et al., (2020) proves that Customer relationship management has an influence on repurchase intention. Likewise with what is done by Qalbi et al., (2022) which shows that CRM can make customers loyal to the company.

With good after sales service, innovation also good CRM activities, the company's image can automatically grow positively. The company's image according to Darmawan, (2019) become one of the marketing elements that must be the focus of the company because through a good corporate image, an impression and emotional value will be created in consumers so that positive feelings will arise when consuming the brand. Devantha & Ekawati (2021) states the concept of corporate image is based on the concept of brand image. Brand image itself is the impression of a product embedded in the minds of consumers. Where in this study brand image refers to the company itself, namely corporate image. Research conducted by Zunaini et al., (2021), Devantha & Ekawati, (2021) and Shen & Ahmad, (2022) shows that brand image has a significant and positive influence on repurchase intention

## RESEARCH METHOD

This research uses a quantitative type. Penelitian ini menggunakan 55 perusahaan sebagai sampel dalam penelitian ini. The sampling technique used is non-probability sampling, with purposive sampling, with the criteria that the company has collaborated with Prisma Advertising at least once in the last 1 year. Data was collected through primary data sources using a questionnaire. Repurchase intention in this study was measured using 5 indicators adapted from Ali & Bhasin, (2019). Innovation in this study was measured using 7 indicators adapted from Wu & Chen, (2014). After sales service in this study was measured using 18 indicators adapted from Wahjudi et al., (2018). Corporate brand image in this study was measured using 7 indicators adapted from (Araújo et al., 2023). Customer relationship management in this study was measured using 5 indicators adapted from Guerola-Navarro et al., (2021). The answer scale used in this study uses a 5-point Likert scale. The data analysis method is carried out using SEM-PLS.

## RESULTS AND DISCUSSION

23 companies out of 55 companies have been clients of PT. Prisma Harapan for more than 4 years, which means they are quite loyal customers. Meanwhile, 15 companies or 27.3% have been clients of PT Prisma Harapan for a period of 3-4 years, 5 companies or 9.1% have been clients of PT. Prisma Harapan for a period of 2-3 years, 5 companies or 9.1% have been clients of PT. Prisma Harapan for a period of 1-2 years, and as many as 7 companies or 12.7% have only been clients of PT. Prisma Harapan for less than 1 year. This shows that more than 50% of respondents in this study are loyal customers who have made repeat orders for more than 3 years.

### Outer Model

Outer model analysis aims to see the suitability between variables and their measurements. This analysis evaluates convergent validity, discriminant validity and reliability.

**Table 1.** Convergent Validity

Variable	Code	Outer loadings	AVE	Result
After sales service	ASS.01	0.853	0.816	Valid
	ASS.02	0.877		Valid
	ASS.03	0.793		Valid
	ASS.04	0.914		Valid
	ASS.05	0.925		Valid
	ASS.06	0.912		Valid
	ASS.07	0.921		Valid
	ASS.08	0.876		Valid
	ASS.09	0.872		Valid
	ASS.10	0.951		Valid
	ASS.11	0.949		Valid
	ASS.12	0.928		Valid
	ASS.13	0.924		Valid
	ASS.14	0.901		Valid
	ASS.15	0.888		Valid
	ASS.16	0.915		Valid
	ASS.17	0.938		Valid
	ASS.18	0.910		Valid
Corporate brand image	BI.01	0.912	0.764	Valid
	BI.02	0.922		Valid
	BI.03	0.890		Valid
	BI.04	0.868		Valid
	BI.05	0.911		Valid
	BI.06	0.888		Valid
	BI.07	0.708		Valid
Customer relationship management	CRM.01	0.966	0.906	Valid
	CRM.02	0.957		Valid
	CRM.03	0.934		Valid
	CRM.04	0.962		Valid
	CRM.05	0.941		Valid
Innovation	IN.01	0.919	0.852	Valid
	IN.02	0.936		Valid
	IN.03	0.912		Valid
	IN.04	0.941		Valid
	IN.05	0.943		Valid
	IN.06	0.918		Valid
	IN.07	0.890		Valid
Repurchase Intention	RI.01	0.976	0.916	Valid
	RI.02	0.975		Valid
	RI.03	0.962		Valid
	RI.04	0.939		Valid
	RI.05	0.934		Valid

Every indicator has a value above 0.700, and every variable has an AVE value more than 0.500. Thus, it can be said that every indication used in this research is reliable. HTMT was used in this study to test discriminant validity. The average of the indicator correlations across constructs measuring different constructs as contrasted to the (geometric) average of the indicator correlations measuring the same construct is known as a heterotrait-heteromethod correlation (HTMT).

**Table 2.** Discriminant Validity Test

Variable	ASS	CRM	CBI	IN	RI
After sales service					
Customer relationship management	0.830				
Corporate brand image	0.846	0.868			
Innovation	0.811	0.820	0.869		
Repurchase Intention	0.890	0.812	0.831	0.832	

All variables have met the discriminant validity aspect because all values are below the recommended value, which is below 0.90. for this reason, it can be concluded that the indicators on all variables are able to measure the targeted variables, and do not measure other variables. In measuring reliability with the PLS method, you can use a composite reliability value of more than 0.7 and a Cronbach's alpha value of more than 0.6 (Hair et al., 2022).

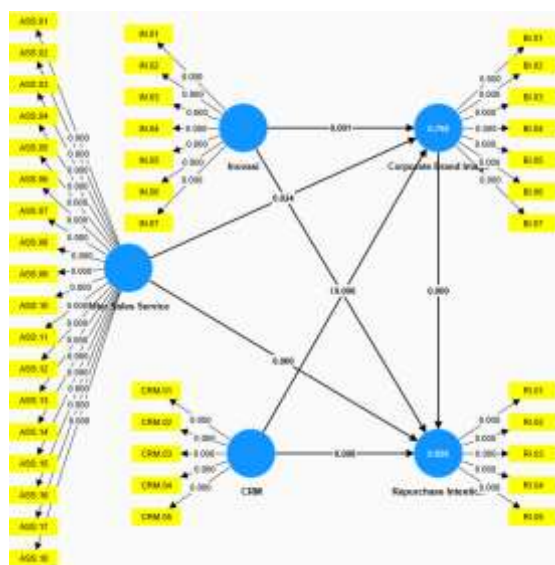
**Table 3.** Reliability Test

Variable	Cronbach's alpha	Composite reliability	Decision
After sales service	0.987	0.988	Reliable
CRM	0.974	0.980	Reliable
Corporate brand image	0.947	0.957	Reliable
Innovation	0.971	0.976	Reliable
Repurchase Intention	0.977	0.982	Reliable

The findings demonstrate that all variables have composite reliability values better than 0.7 and Cronbach's alpha values larger than the lower bound of 0.6. in order for every item or indication used to measure a variable to be deemed trustworthy. Consequently, the structural model (inner model) testing may proceed.

**Inner Model**

Inner model or structural model testing is conducted to see the relationship or influence between research variables. In inner model testing, the r square value, multicollinearity, f square, and hypothesis testing results will be evaluated:



**Figure 1.** Model Research

Testing the correlation between the independent variables in the research model is the goal of the multicollinearity test. In order to prevent multicollinearity in a research model, a good model should not contain multicollinearity. In this study, the Variance Inflation Factor (VIF) value is examined to determine whether multicollinearity exists in the research model (Hair et al., 2022).

**Table 4.** Multicollinearity Test

Variable	CBI	RI
After sales service	3.593	3.958
CRM	3.647	4.174
Corporate brand image		4.956

Innovation	3.327	3.974
Repurchase Intention		

Table 4 show that all research variables have a VIF value of less than 5.00, so it can be said that there is no multicollinearity in this study. The results of the R2 calculation in this study are as follows:

**Table 5. R-Square Test**

Variable	R-square	R-square adjusted
Corporate brand image	0.798	0.786
Repurchase Intention	0.896	0.888

The r square value of the corporate brand image variable is 0.786, which means that 78.6% of the corporate brand image variable can be explained by innovation, after sales service and customer relationship management, while the remaining 21.4% is influenced by other variables outside this study. The repurchase intention variable has an r square of 0.888, which means that 88.8% of the repurchase intention variable can be explained by innovation, after sales service, customer relationship management and corporate brand image, while the remaining 11.2% is influenced by other variables outside this study.

The T-test aims to test the independent variables that affect the dependent variables individually. t-statistic is used to test the significance of the hypothesized path. In this study the hypothesis is accepted if the t-statistic is above 1.65 and the p-value is below 0.05. The following are the results of the partial test.

**Table 6. Hypothesis Test**

	Hypothesis	Original sample	T statistics	P values	Result
H1	Innovation -> Corporate brand image	0,361	3,112	0,001	Supported
H2	After sales service -> Corporate brand image	0,271	1,970	0,024	Supported
H3	CRM -> Corporate brand image	0,326	2,498	0,006	Supported
H4	Corporate brand image -> Repurchase Intention	0,390	3,737	0,000	Supported
H5	Innovation -> Repurchase Intention	-0,018	0,237	0,407	Not Supported
H6	CRM -> Repurchase Intention	0,344	2,542	0,006	Supported
H7	After sales service -> Repurchase Intention	0,289	3,944	0,000	Supported

Table 6 shows that innovation, after sales service and customer relationship management have a significant and positive influence on corporate brand image. This shows that hypothesis 1, namely innovation is supported by corporate brand image. The higher the innovation carried out by PT. Prisma Harapan, the better the corporate brand image will be. This can be seen from the original sample value of 0.361, which means that if innovation increases by one unit, it is predicted that the corporate brand image will increase by 0.361. The results of this study are in line with those conducted by Wahyuni, (2019), Wahono & Masykuroh, (2022) and Hanaysha, (2022) shows that innovation has a significant influence on brand image

Hypothesis 2, which shows the relationship between after sales service and corporate brand image, the results show that after sales service is supported by corporate brand image. The higher the after sales service performed by PT. Prisma Harapan, the better the corporate brand image will be. The initial sample value of 0.271 indicates that a one-unit improvement in after-sales service is expected to result in a 0.271 rise in the corporate brand image. The findings of this investigation are consistent with those of Haris dan Laena (2023) and Hisanuddin (2022) shows that after sales service significantly influences brand image.

Hypothesis 3 shows that customer relationship management is supported by corporate brand image. This means that the higher the customer relationship management carried out by PT.

Prisma Harapan, the better the corporate brand image will be. This can be seen from the original sample value of 0.326, which means that if customer relationship management increases by one unit, it is predicted that the corporate brand image will increase by 0.326. The results of this study are in line with those conducted by Lidiawan et al., (2020), Budiyo & Novandalina, (2023) and Kuncoro, (2024) shows that customer relationship management has a significant influence on brand image.

In this study, after sales service, customer relationship management and corporate brand image have a significant influence on repurchase intention, so that both hypothesis 4, hypothesis 6 and hypothesis 7 in this study are supported. The higher the corporate brand image carried out by PT. Prisma Harapan, the better the repurchase intention will be. This can be seen from the original sample value of 0.390, which means that if the corporate brand image increases by one unit, it is predicted that the repurchase intention will increase by 0.390. The results of this study are in line with those conducted by Zunaini et al., (2021), (Devantha & Ekawati, 2021) and Shen & Ahmad, (2022) shows that brand image has a significant and positive influence on repurchase intention. The higher the customer relationship management carried out by PT Prisma Harapan, the better the repurchase intention will be. This can be seen from the original sample value of 0.344, which means that if customer relationship management increases by one unit, it is predicted that repurchase intention will increase by 0.344. The results of this study are in line with those conducted by Adefulu et al. (2020) and (Qalbi et al., 2022) proves that Customer relationship management has an influence on repurchase intention, the higher the after sales service carried out by PT Prisma Harapan, the better the repurchase intention will be. This can be seen from the original sample value of 0.289, which means that if after sales service increases by one unit, it is predicted that repurchase intention will increase by 0.289. The results of this study are in line with those conducted by Huang, (2019) and Javed & Wu, (2020) shows that after sales service does not have a significant effect on repurchase intention.

Hypothesis 5 which tests the effect of innovation on repurchase intention in this study is not supported. The results of this study are not in line with those conducted by Ekeke dan Uboegbulam (2021), Amoako et al., (2023) and Sari et al., (2021) shows that innovation can trigger consumers to make repeat purchases. The absence of innovation's influence on repurchase intention can be caused by several factors. The majority of respondents agree that the services offered by PT. Prisma Harapan are very innovative services in the advertising industry, clients of PT Prisma Harapan strive for more efficient costs and increase the rate of return on marketing activities or commonly called return on marketing investment (ROMI). Therefore, digital out of home (DOOH) advertising services that tend to have higher costs than regular services are not always used as daily advertising services and are only used for certain periods for clients. So it can be concluded that although DOOH services are innovative services, they do not significantly encourage consumers to make repeat purchases

## CONCLUSION

The results of the study indicate that after sales service, customer relationship management and corporate brand image can significantly influence repurchase intention. It is known that the indicator related to the description of what type of company uses Prisma Advertising services is one of the indicators that received a low answer, if the managerial party can do branding by displaying clients from well-known companies that use the services of PT Prisma Harapan. Although this has been done on several websites or promotional media, it has not been done personally, such as when providing a price offer proposal. By branding the portfolio, it is expected that the company's corporate brand image can increase and repurchase interest will also increase. If the managerial party wants to increase repurchase intention, customer relationship management needs to be considered. Based on the results of the descriptive analysis, it is known that the

indicator related to ownership of the right software (technology) to serve our company as a client and consumer loyalty programs has the lowest indicator. If the managerial party can have a consumer loyalty program such as getting free design changes to advertising images if consumers make a second order. In addition, the managerial party should also be able to develop a portal or technology that can be accessed by clients to be able to monitor advertising output better, this certainly requires further research and development in order to develop a portal that can be accessed by consumers in the future. The managerial side can pay attention to matters related to handling complaints and warranties easily, quickly and according to promises is an indicator that has the lowest answer value. This shows that the managerial side can re-evaluate the implementation or procedures in providing services related to customer complaints, especially in terms of time or promises given.

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