

THE EFFECT INTEGRATED MARKETING COMMUNICATION AND BRAND IMAGE ON REPURCHASE INTENTION BY RINDU THAI TEA

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Abstract

Integrated marketing communication (IMC) has become an important marketing strategy in the mid of the global COVID-19 pandemic that is set by WHO in the first quarter of 2020. In Indonesia, hundreds thousands of employees have been laid off due to the pandemic. Some SMEs were also forced to close. Rindu Thai Tea, which implements this integrated marketing strategy, has managed to survive and be able to build a good brand image in its customers. The menu attributes of Rindu Thai Tea products are easy to identify through menu lists and online media such as Instagram and Grab food. Customers are also facilitated when they want to make purchases both offline and online (grabfood). The results of the study show that IMC has a positive influence on repurchase decisions (repurchase intention) through the brand image that is built by Rindu Thai Tea.

Keyword: Integrated marketing communication, repurchase intention, brand image

1. INTRODUCTION

The World Health Organization (WHO) officially declared the corona virus (COVID-19) as a pandemic on March 20, 2020. This virus spread rapidly in the world and caused many deaths. Not only casualties, this pandemic also has an impact on all aspects of human life such as economic, social and cultural aspects. First time in Indonesia, the government has banned homecoming activities which are a socio-cultural aspect of the community. The government also makes strict regulations regarding restrictions on community activities. This rule has an impact on the economic aspect. Restrictions on community activities by the

government encourage people not to congregate, keep their distance and always stay home.

Traditional markets are empty of visitors, cinemas are closed, malls are not allowed to open until night, and worship places are also opened with very strict rules. This condition makes the community's economic cycle stalled. Because sales are not smooth, the craftsmen (local workers) are forced to not be able to carry out normal production. This makes a lot of raw materials that are not distributed smoothly and accumulate because there are no orders. The sellers also try various efforts so that the products they offer can be sold. One way is sell their product cheaply and give big discount. They did it to make their product turnover smoothly.

In East Java Province, there were 20,036 workers who were laid off by the company in April 2020, exactly a month after the WHO declared the corona virus as a world pandemic that all countries had to watch out for. Meanwhile, in the third quarter of 2020, the East Java data center explained that 7,246 new workers were fired because the company's operations were obstruction. Meanwhile, owners of micro, small and medium enterprises (MSMEs) also feel the impact. Community activities are very limited because many of them stayed at home, making their business empty of visitors. The Central Statistics Agency (BPS) of East Java Province explained that there were 87 percent of MSME players affected by this corona virus pandemic. Whereas in this province, BPS explained that there are 414,000 MSMEs that grow every year. The coronavirus pandemic has changed BPS data and showed a very drastic downward trend. The affected MSME actors have businesses in the tourism and culinary sectors. These two business sectors are the sectors that have been most affected so far. Tourist attractions are closed automatically also closing several other businesses such as culinary. The impact of the corona virus pandemic is felt in 3 major cities in East

Java, namely Surabaya, Malang and Jember. As the third major city in the province, Jember is also feeling the impact of the corona virus pandemic. Bank Indonesia (BI) in 2020 conducted a survey of MSME actors in Jember. As a result, there are 91.43 percent of SMEs in Jember that are affected. This is a very large number because it is close to 100 percent, or all SMEs in Jember. Meanwhile, 33 percent of MSME actors were forced to lay off their employees because their income had dropped, while more than 60 percent of them made employee shift changes programs on a rotating basis. So they are not laid off, but their working hours are reduced by working alternately.

Researchers made observations in the Tegal Gede area, Summersari Jember, especially in the areas of Jl Kalimantan and Jl Java, many shops were closed. Even though this area is the most crowded area in Jember. The economic cycle is also good, a lot of MSME players and big city brands from Bandung and Jakarta have established business branches in this area. But during the pandemic, everything changed. Brands from big cities were closed and laid off all their employees. In 2020 only 27 percent of MSMEs can survive in Jember, while 40 percent of them last for only 2 months. Kulo Coffee, Soe Coffee at Lippo Mall, Nano Kopi are all closed. They experience bottlenecks in the distribution of raw materials to the decline in the number of sales. The government's restrictive program gave birth to an unfavorable economic impact on MSME business actors. But there is a different phenomenon where local brands in the culinary business still survive and even open branches in several places. Her name is Rindu Thai Tea. Professor of the Faculty of Economics and Business, Prof. Isti Fadah and Amalina Maryam Zakiyyah did a SWOT analysis on this business in early 2020 and concluded that the strength of this brand is its affordable price and good digital marketing. Researchers observed this brand and got information that digital marketing is done through whatsapp, email, social media and websites. While offline marketing they do by making quizzes and collaborating with student activities (seminars and campus events).

This integrative marketing program carried out by Rindu Thai Tea is attractive because it does not only do offline marketing like most other business actors, but also does marketing digitally (online). This marketing program is the object of study in the theory of Integrated Marketing Communication (IMC) where the spirit is to combine

several marketing channels into one goal. Fajar, 2017 in one of his studies explained that this theory encourages companies to be careful in integrating their marketing communication channels through many channels with clear, consistent and convincing messages. This is quite different from Rindu Thai Tea's competitors who only do one type of marketing, namely offline marketing. This local Jember brand has successfully run its marketing programs offline and online (digital), such as creating a website www.rindu.id and social media on Instagram, namely: www.instagram.com/rindu.indonesia. The original local Jember brand, which was founded at the end of 2019, has also succeeded in conveying a message to its buyers through one of Google's programs, namely: Google My Business. This program allows its customers to give honest reviews or testimonials because their reviews are moderated directly by Google and cannot be changed by anyone.

Researchers interviewed one of the consumers, they admitted that during the pandemic period it was easier to recognize some of the Rindu Thai Tea menus on GrabFood so that the next stage they could easily order them. Kotler and Keller (2007) explained that brand image is a perception about a brand as reflected by brand associations in the minds of consumers (Santoso et al., 2019). And the most basic elements of brand image theory are: attributes, benefits and brand attitude. Rindu Thai Tea managed to accommodate the elements of the brand image into an integrated marketing program between offline (conventional) and online (digital) marketing. The researcher also interviewed consumers who often make purchases through online media, namely GrabFood. They admitted to making repeat purchases because they had previously purchased Rindu Thai Tea products offline.

Researchers assumed that their repeat purchases are a form of brand loyalty. Peter and Oslonn (2000) explained that repurchase interest can be concluded as a tendency to repurchase and obtain a positive response to past actions (Setoyorini and Nugraha, 2016). This local brand from Jember, which has more than 10 business branches, has successfully implemented in an integrated marketing program.

2.LITERATUR REVIEW

Integrated marketing communication is a concept whereby a company integrates and coordinates

communication channels to send a clear, consistent, and convincing message regarding the company and its products (Philip and Garry Armstrong, 2017). Baack and Kenneth E Clow explain that Integrated Marketing Communication (IMC) is coordination and integration of all marketing communication tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customer and other ends users at a minimal cost (Danibrata, 2011). Similar to what Kotler said, IMC can also be understood as a coordinated and integrated effort of all marketing communications tools, tools, and resources in an enterprise designed to maximize impact on customers and other end users at minimal cost. The scope of Integrated Marketing Communication (IMC) proposed by Smith, P.R and Ze Zook is a form of integrated marketing communication within an organization.

All modern organizations, both business and non-profit companies, use various forms of marketing communication to promote what they offer and achieve financial and non-financial goals (Fajar, 2017). The main forms or scope of this marketing communication include: advertising, sales promotion, public relations, personal selling, direct marketing, events. Consumers more often buy products with well-known brands because they feel more comfortable with familiar things, there is an assumption that well-known brands are more reliable, always available and easy to find, and have quality that is not in doubt, so that better-known brands are more frequent. consumers choose over unknown brands (Aaker, 1991). According to (Simamora, 2006) said that the image is a relatively consistent perception in the long term (enduring perception). Consumers who have a positive image of a brand will be more likely to make a purchase (Setiadi, 2003).

Kotler and Keller (2007) defined brand image as a perception of a brand as reflected by brand associations in the minds of consumers (Santoso et al., 2019). Brand image cannot stand alone. Some branding experts, for example, often teach several things that must be considered when creating a branding concept for products that are being developed. This is what happens in the practical world, while in the academic world, brand image consists of components: attributes, benefits and brand attitude. Schiffman and Kanuk (2008: 506) explained that basically consumers often make three buying models, namely trial, repeat and long-term (Hong and Brahmana, 2016). The character of the three

buying models can be seen from how consumers behave when making a purchase. For example, the first time they buy a product in small quantities, they are usually doing an experiment. Meanwhile, if they buy in more quantities than before, it can mean that they are making repeat purchases. Likewise, when consumers make repeat purchases several times it can be explained that they are making long-term purchases.

Repurchase intention shows the customer's desire for the future. Repurchase behavior is often associated with a commitment to brand loyalty. Repurchase intentions are usually identified with brand commitment (Erciş et al., 2012). True loyalty only reflects the psychological commitment of consumers to a brand, while repeat purchases are made by consumers to purchase a brand repeatedly (Tjiptono, 2000). Peter and Olson (2000) explain that consumers make repeat purchases because of an impulse and buying behavior repeatedly. This at the next stage can foster a loyalty to what is felt to be appropriate for him. Loyalty is the most basic spirit of a belief in a product or brand. So, repurchase interest can be concluded as a tendency to repurchase products that have been previously purchased, and obtain a positive response to past actions (getting a positive experience related to the use of the product or the service) (Setyorini and Nugraha, 2016).). Putri in one of her studies on repurchase intention explained several factors that encourage consumers to make repeat purchases, including: customer satisfaction, service quality, brand preferences, product quality, perceived value and price (Putri, 2016)..

3.CONCEPTUAL MODEL

The thinking framework is a conceptual model of how theory relates to various factors that have been identified as important problems, Sugiyono (2017:20). The conceptual framework describes the direct influence between the variables of integrated marketing communication (X) on Brand Image (Z) and Repurchase Intention (Y); and the direct effect of Brand Image (Z) on Repurchasing Intention (Y). Indirect effect of integrated marketing communication (X) variable on Repurchase Intention (Y) through Brand Image (Z)

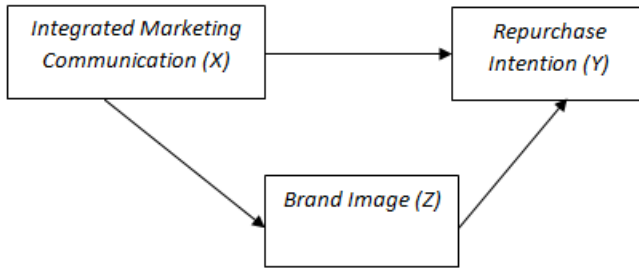


Figure 1. Conceptual Framework

4. HYPOTHESIS

4.1. The Effect of Integrated Marketing Communication on Brand Image

Oluwafemi and Adebisi, (2018) have conducted a joint study that raised the theme of integrated marketing. One of the results of his research explained that integrated marketing communication has a positive effect on customer loyalty. In theory and scientific studies of marketing, customer loyalty can arise because the customer has made a purchase or has experience with the brand image he bought before. This is closely related to Kotler's theory which explained that brand image is built from a set of beliefs, ideas and impressions that a person has of a brand. Therefore, the researcher tries to formulate the first hypothesis as follows:

H1: Integrated marketing communication affects the brand image of Rindu Thai Tea

4.2. The Effect of Integrated Marketing Communication on Repurchase Intention

Khasanah et al., (2020) explained that integrated marketing communication (IMC) is a form of integrated marketing that uses several marketing channels such as advertising, sales force, direct marketing, public relations, sponsorship, exhibitions, packaging, merchandising, selling and management, social media and websites. Meanwhile, the 2021 research conducted by Arifin and Kotrat resulted in the finding that integrated marketing communication has a positive influence on repurchase intention. This is the reason why the researcher made the second hypothesis as follows: H2: Integrated marketing communication affects the repurchase intention of Rindu Thai Tea

4.3. The Effect of Brand Image on Repurchase Intention

Riki Wijayajaya and Tri Astuti in 2018 conducted a study involving the variables of trust, brand image and repurchase intention. This scientific research concludes that brand image has a positive influence on the intensity of repurchase or repurchase intention. In the following year, 2019, Arif in one of his scientific studies conducted a quantitative research study that raised variables similar to the research of Riki Wijayajaya & Tri Astuti. Arif examined the variables of brand image, price and repurchase intention. Arif's research concluded that brand image has a significant positive effect on repurchase intention. This study strengthens the researcher's assumption that brand image has a significant effect on repurchase intention. The researcher formulates the third hypothesis as follows: H3: Brand image affects repurchase intention of Rindu Thai Tea Integrated Marketing Communication has an

4.4. The effect on Repurchase Intention through Brand Image

Hossain et al., in 2017 conducted scientific research with integrated marketing communication (IMC) variables, brand orientation and market orientation. This study presents its findings which illustrate that IMC has an effect on brand orientation. Several studies that have been stated above also support that brand image has an influence on repurchase intention. Where the theory of repurchase intention is also strengthened by a positive image of a brand. The more positive the experience felt by consumers, the stronger the urge to repurchase (repurchase intention). This assumption strengthens the fourth hypothesis as follows:

H4: Integrated marketing communication has an indirect effect on repurchase intention through the Rindu Thai Tea brand image

4.CONCLUSION

Rindu Thai Tea manages to perfectly combine offline (conventional) and online (digital) marketing. Consumers are attached with online media to recognize the variants product of this original Jember local brand. Websites, social media and Grab Food contribute to making it easier for consumers to make repeat

purchases. Unlike its competitors who do online marketing, Rindu Thai Tea also maximizes its marketing process through whatsapp and email broadcasts that have been successfully obtained from members or consumers who register for promo programs through the website. This is a breakthrough that is not used by its competitors. Rindu Thai Tea has proven to survive with its digital marketing methods. Like the WhatsApp broadcast that has not been done by many competitors. While whatsapp is a communication channel that is private / personal. The next researcher can raise the theme of how Rindu Thai Tea faces complaint behavior and how it affects repurchase intention.

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