



The Influence of Experiential Marketing and Social Media Marketing on Repurchase Intention Mediated by Brand Trust Variables in the Ovo Application in Pekanbaru City

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ABSTRACT

This research aims to determine and analyze the influence of experiential marketing and social media marketing on repurchase intention which is mediated by brand trust variables in Pekanbaru City. This research is quantitative research with research sampling using the purposive sampling method. The sample used was 130 OVO users using the SEM-PLS method. The results of this research were that the Experiential Marketing variable had a positive and significant effect on Repurchase Intention on the OVO application in Pekanbaru City, Social Media Marketing had a positive but not significant effect on Repurchase Intention. Meanwhile, the mediation regression test concluded that Experiential Marketing towards Repurchase Intention which was mediated by Brand Trust mediates, in the Social Media Marketing test towards Repurchase Intention which was mediated by the Brand Trust variable in the OVO application in Pekanbaru City.

Keywords: Experiential Marketing, Social Media Marketing, Brand Trust, Repurchase Intention

1. Introduction

The increasingly rapid development of digital technology has encouraged the emergence of various innovations in the business world, especially in the financial services sector. Various conveniences and benefits are offered to facilitate user activities (Ashghar, 2020). Technological developments have brought speed, accuracy and security to every electronic transaction (Rimiyati, 2022). With technology, everything can be obtained easily and quickly (Phil, 2019). Electronic wallet technology (Elektronik Wallet) has provided benefits and convenience for its users (Tarigan et al, 2022). Their habit of spending time in shopping centers is one factor, starting from hanging out, drinking coffee at famous places, to watching cinema. They pay for all these things via smartphone. The reason is that apart from being easier, the discount offered is also quite large (Desilia, 2020). The more users feel that the application is easy to use and are satisfied with the products offered, the more likely a person will have the intention to make a repeat purchase (Repurchase Intention) in the future.

Based on Bank Indonesia data, there are 38 digital wallets that have received official licenses and supervision by the OJK. One of them is OVO which was officially launched in 2017 and is under the auspices of PT Visionet International. OVO is a smart application that provides online payment and transaction services (OVO Cash), and you can also have the opportunity to collect points every time you make a payment transaction via OVO. In general, OVO Cash can be used for various types of payments via OVO. In general, OVO Cash can be used for various kinds of payments that have collaborated with OVO to be faster. OVO has various advantages, including easy payments for every grab service transaction, transaction payments without change, getting various kinds of discounts for OVO users, and ease of topping up balances (Desilia, 2020).

There are several factors that dominate the influence of repeat purchases in choosing an online payment application. The first factor is Experiential Marketing, the Experiential Marketing process is an approach in the marketing process that is usually carried out by marketers. Marketers in this case are actors or providers of tourism facilities, namely the community, entrepreneurs, government and regional government (Astari, 2016). One of the basic experiences experienced by consumers in consuming goods and services is closely related to the concept of Experiential Marketing.

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Building consumer interest in repurchase intention requires Experiential Marketing, where Experiential Marketing has several elements such as sense, feel, think act, and relate which makes companies not only sell products or services, but also offer unforgettable experiences. Experiential Marketing is a marketing concept that aims to create loyal consumers by touching their emotions and providing a positive feeling towards a product. The stronger and clearer the Experiential Marketing provided by the company to consumers, the more consumers will have a Repurchase Intention to that company. Research conducted states that Experiential Marketing has a significant and positive influence on repurchase intention (Meliana, 2022). Research conducted by (Mailoor et al, 2021), shows that Experiential Marketing has a negative and insignificant effect on Repurchase Intention. From previous research there is a Research Gap, so it will be necessary to carry out further research with Experiential Marketing which is carried out on Repurchase Intention.

Furthermore, the dominant factor that influences consumer repeat purchases is determining that social media marketing is a supporter of traditional and digital marketing communication tools, and social media marketing is a process that encourages individuals to communicate product promotions via websites, social online channels, by utilizing a much larger community. rather than through traditional advertising channels and social media marketing is a form of marketing used to create awareness, recognition, memory, and even action towards a brand, product, business, individual, or group either directly or indirectly using tools from the web, social, such as blogging, microblogging, and social networking (Anggraheni, 2023).

Every marketer tries to attract the attention of potential consumers in various ways, one of which is by providing information about the products they sell on various social media platforms. The most common social media groupings used as marketing tools by companies or marketers are Instagram, Facebook, Twitter, and YouTube, where these media are at high user and high accessibility and can be said to be social media marketing that is widely used by most people and has a variety of users ranging from teenagers to adults, and provides the latest features but is still in demand for all its users. This type of marketing can be considered as part of online marketing activities that complement traditional web-based promotional strategies (Qurniawati, 2018). These four Social Media are the most commonly used marketing tools because they represent the largest Social Media Platforms currently.

Social Media Marketing is used by consumers to find out about a product. The interactions that occur between consumers and producers on social media can reduce costs and increase brand awareness. Promotion and electronic transactions through social media will help to expand the marketing area for the products they will sell, while for buyers, it will make it easier to obtain and compare information about the products they will buy (Wulandari et al, 2023). Social media marketing has a positive influence on Repurchase Intention. Social media marketing has proven to be effective in building relationships with consumers, increasing their relationship with the company and influencing customers' intentions to make repeat purchases (Silalahi, 2023). Social media marketing has no effect on Repurchase Intention (Nathalia, 2022). From previous research there is a Research Gap, so it will be necessary to carry out further research with social media marketing carried out on Repurchase Intention. Experiential Marketing, Social Media Marketing, and Repurchase Intention influence building Brand Trust (Aulia et al, 2023). Brand Trust is a big consideration when using a digital wallet (Eri Ronaldo April Sinurat, 2022).

2. Research Method

2.1. Repurchase Intention

Repurchase Intention is a behavior that appears as a response or shows the consumer's desire to repurchase a product, because consumers have gained trust in making the purchase at a price commensurate with its quality (Ulfiyani, 2022). Consumers' Repurchase Intention can be influenced by many factors, including experiential marketing, service quality, and customer satisfaction (Mauladdawil, 2023). Repurchase Intention is considered very important for business because it can be used as a benchmark for the success or failure of the product/service being marketed. Repurchase intention shows a customer's desire to revisit in the future. Repurchase intention is related to previous purchase experience (Thamrin & Tantri, 2018). Repurchase Intention is a repurchase intention which refers to the possibility or opportunity of using a previous service provider or services in the future (Wiatna & Sanaji, 2022). Purchase intention includes representing the consumer's trend to buy a brand or to take purchasing action, measured in the level of the consumer's likelihood of repurchasing products from a particular brand (Guarango, 2022).

2.2. Experiential Marketing

Experiential Marketing is a concept that aims to eliminate the benefits of features and benefits achieved by current customers (Indriani, 2019). Experiential marketing is the process of identifying and satisfying consumer needs and aspirations in a profitable way, involving consumers through two-way communication that brings the brand personality to life and adds value to the target audience (Febrini et al, 2019). Experiential Marketing is From the definition above, it can be concluded that Experiential Marketing is a way that companies must understand in approaching and retaining consumers, from the

experience gained and through the products or services produced by the company by adding positive things and a sense of impression for consumers. when carrying out the process of purchasing a product or service. services, as well as presenting something unique and having characteristics that other products do not have (Lena Ellitan, 2023).

2.3. Social Media Marketing

According to (Kotler, 2016), social media marketing aims to use various information in the form of words, images, sounds and videos to companies or other consumers. Social media marketing is one of the selected uses of social media in business to understand and interact with consumers so that they can achieve the goals desired by the company. According to Eta (2014), social media marketing (SMM) is a form of using the internet such as social media and websites as a marketing tool. Social media is a forum for many online activities, one of which is marketing activities. Marketing using social media (social media marketing) is a business activity carried out to attract consumer interest without the need to meet face to face. Marketing is an activity through which a company hopes to create value for customers and achieve profitable relationships with customers. Therefore, companies must have the right strategy in marketing via social media to achieve this goal. (Nofirda et al., 2023)

2.4. Brand Trust

According to Murthy in Ellitan (2023), Brand Trust is a consumer's belief that the company or brand they choose can solve the problem. The more reviews and popularity of the online site, the greater the level of confidence. This makes potential customers more confident that the site is truly available and can be trusted. The level of trust arises from a number of suggestions from close individuals as well as a number of reviews on social media or websites. According to Chaudhuri & Holbrook (2001), Brand Trust is the willingness of some consumers to depend on the ability of a brand to carry out all desires or functions of a product or service. It can be concluded that Brand Trust occurs in consumers because of consumer expectations. Meanwhile, according to Lau & Lee (1999), Brand Trust accepts if there is a risk due to expectations of a brand.

3. Result and Discussion

Based on figure 1 Daily Social uses Gojek's digital wallet, namely GoPay. This percentage is the highest among other similar fintechs. As many as 80.4% also used OVO and 75.6% used DANA for payments. Meanwhile, respondents who used ShopeePay and LinkAja were recorded at 53.2% and 47.5%. From the graphic image, OVO achieved the highest market neutralization of 35.0%, followed by Dana 30.9%, GoPay 16.6%, ShopeePay 5.2% and LinkAja 2.9%. Despite being the highest market neutralizer in 2020 at 35.0%, OVO has not yet succeeded in becoming the most widely used digital wallet in Indonesia, it is still inferior to the GoPay digital wallet. OVO is considering this to find out the factors that can influence the success of using e-wallet. Repurchase Intention is an important factor that influences the success of using a digital wallet. The high use of digital wallets is due to public trust (Brand Trust) which is based on individual needs for payment methods through experience (Experiential Marketing) and product promotion through social media marketing (Chaniago et al, 2022).

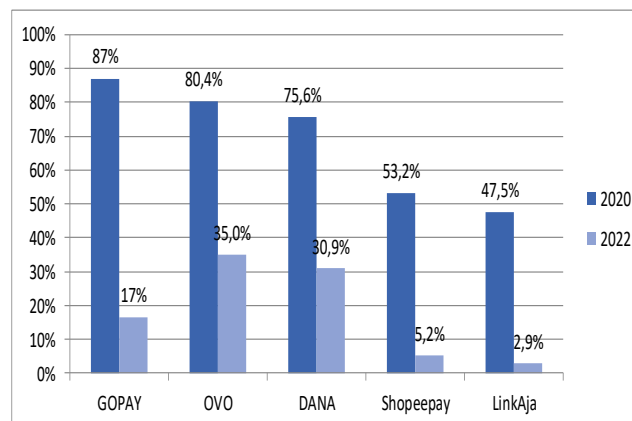


Figure 1. Persentase of Respondent used e-wallet in di Indonesia during 2020 - 2022

This research uses a quantitative study using a survey method through questionnaires distributed to OVO application users in Pekanbaru with the criteria of having used the OVO application more than once, with a total of 130 respondents. Data analysis was carried out based on a questionnaire that had been distributed in the form of themes and categories that identified emerging patterns and trends. Data analysis was carried out using the PLS method of data analysis which was processed using the SmartPLS application.

This research used Likert Scale to explain variable X_1 , X_2 , Y and Z as follows:

Table 1 Likert Scale Interpretation

Description	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Table 2 Results of Cross Loading Values

Item	Experiential Marketing	Sosial Media Marketing	Repurchase Intention	Brand Trust
X1.2	0.750	0.530	0.480	0.464
X1.6	0.785	0.566	0.479	0.410
X1.7	0.739	0.487	0.545	0.477
X1.8	0.762	0.510	0.450	0.454
X1.12	0.777	0.577	0.626	0.570
X2.5	0.557	0.783	0.629	0.573
X2.6	0.585	0.820	0.599	0.549
X2.7	0.566	0.820	0.488	0.538
X2.8	0.595	0.862	0.546	0.607
Y.4	0.524	0.505	0.745	0.619
Y.5	0.549	0.636	0.827	0.674
Y.6	0.525	0.569	0.797	0.647
Y.7	0.589	0.527	0.816	0.640
Y.8	0.516	0.484	0.754	0.598
Z.4	0.509	0.535	0.533	0.733
Z.5	0.386	0.426	0.530	0.767
Z.6	0.448	0.414	0.523	0.753
Z.7	0.499	0.563	0.701	0.763
Z.8	0.491	0.562	0.680	0.769
Z.9	0.534	0.623	0.684	0.800

Source: Processed Primary Data (2024)

Table 3 Descriptive Statistical Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Experiential Marketing -> Repurchase Intention	0.232	0.226	0.094	2.470	0.014
Sosial Media Marketing -> Repurchase Intention	0.140	0.142	0.086	1.620	0.105
Experiential Marketing -> Brand Trust -> Repurchase Intention	0.162	0.167	0.064	2.542	0.011
Sosial Media Marketing -> Brand Trust -> Repurchase Intention	0.277	0.280	0.066	4.190	0.000

Source: SEM PLS Processing Results (2024)

Based on the table above, the descriptive statistical analysis of this research variable can be explained as follows:

1. Repurchase Intention (Y)

Based on the statistical tests above, it is known that the minimum value is -2.139, the maximum value is 1.993 and the average value (mean) is 0.000 with a standard deviation of Repurchase Intention indicating that there is a good cause of the data because the average value is greater than the standard deviation value, namely 1,000.

2. Experiential Marketing (X1)

Based on the statistical tests above, it is known that the minimum value is -2.504, the maximum value is 2.024 and the average value (mean) is 0.000 with the Experiential Marketing standard deviation indicating that there is a good cause of the data because the average value is greater than the standard deviation value, namely 1,000.

3. Sosial Media Marketing (X2)

Based on the statistical tests above, it is known that the minimum value is -3.226, the maximum value is 1.987 and the average value (mean) is 0.000 with the Social Media Marketing standard deviation indicating that there is a good cause of the data because the average value is greater than the standard deviation value namely 1,000.

4. Brand Trust (Z)

Based on the statistical tests above, it is known that the minimum value is -2,180, the maximum value is 1,956 and the average value (mean) is 0,000 with the Brand Trust standard deviation indicating that there is a good cause of the data because the average value is greater than the standard deviation value, namely 1,00

Table 4. Reliability Analisis

Variabel	Cronbach Alpha's	Composite Reliability	Description
Experiential Marketing	0.821	0.874	Reliabel
Sosial Media Marketing	0.839	0.893	Reliabel
Repurchase Intention	0.847	0.891	Reliabel
Brand Trust	0.858	0.894	Reliabel

Source: SEM PLS Data Processing Results (2024)

Based on Table 4., it can be seen that the Cronbach alpha's value in this study has a value above 0.6. Experiential Marketing has a value of 0.821, social media marketing has a value of 0.839, Repurchase Intention has a value of 0.847 and Brand Trust has a value of 0.858. Apart from that, the composite reliability value is also above 0.7. Namely, Experiential Marketing has a value of 0.874, social media marketing has a value of 0.893, Repurchase Intention has a value of 0.891, and Brand Trust has a value of 0.894. Based on these values, it can be concluded that the data in this study is reliable because it meets the criteria.

3.1. Inner Model Analysis

a. R-Square (R^2)

R-Square is a measure of the proportion of variation in the value of a variable that is influenced (endogenous) which can be explained by the variable that influences it (exogenous), this is useful for predicting whether the model is good/bad. The criteria for R-Square are: (1) if the value (adjusted) = 0.75 → the model is substantial (strong); (2) if the value (adjusted) = 0.50 → the model is moderate; if the value (adjusted) = 0.25 → the model is weak (bad) (Juliandi, 2018).

b. Path Coefficient

The Path Coefficient testing stage is carried out to test whether a variable has a positive or negative relationship with other variables. There is a value limit in the Path Coefficient test, namely if the Path Coefficient value is > 0 , then the variable has a positive relationship with other variables. Conversely, if the Path Coefficient < 0 , then the variable has a negative relationship with other variables.

3.2. Hypothesis Testing

Hypothesis testing is carried out to partially test the influence of the independent (exogenous) variable on the dependent (endogenous) variable. Hypothesis testing in SEM-PLS is carried out by looking at the magnitude of the Path Coefficients, t-statistics and p-values. The way to do this is by knowing the significance value between the variables. Hypothesis testing aims to determine whether a hypothesis is accepted or rejected.

The t-statistics value in hypothesis testing must produce a value > 1.96 . This research uses a significance level of 95% ($\alpha = 0.05$). The t-table value with a significance level of 95% is 1.96. The limit for rejecting and accepting the proposed hypothesis refers to the value 1.96. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and if it has t-statistics smaller than 1.96 then the hypothesis will be rejected.

If the Path Coefficients value > 0 indicates that the hypothesis has a positive effect, conversely if the Path Coefficients value < 0 indicates that the hypothesis has a negative effect. The p-values in hypothesis testing must produce a value < 0.05 which can be said to have a significant influence.

Table 5. Hypothesis Test Results

	Path Coefficient	T-Statistics	P- Values	Result
Experiential Marketing -> Repurchase Intention	0.232	2.470	0.014	Positive and significant
Sosial Media Marketing -> Repurchase Intention	0.140	1.620	0.105	Positif but not significant
Experiential Marketing -> Brand Trust -> Repurchase Intention	0.162	2.542	0.011	Positif and significant
Sosial Media Marketing -> Brand Trust -> Repurchase Intention	0.277	4.190	0.000	Positif and significant

Source: Processed Data (2024)

Based on Table 5 shows that the hypothesis results which can be explained as following:

a. Experiential Marketing has a Positive and Significant Influence on Repurchase Intention

The Path Coefficients value for the Experiential Marketing variable in hypothesis testing received a value of 0.232, so the Path Coefficients value is > 0 . This means that Experiential Marketing has a positive effect on Repurchase Intention, because the OVO application leaves the impression of an unforgettable positive experience for customers. The t-statistics value is 2.470, so the t-statistics value is > 1.96 and then for the p-values of 0.014, the p-values are < 0.007 . From these results it can be concluded that Experiential Marketing has a significant effect on Repurchase Intention behavior. This means that the first hypothesis is accepted.

b. Social Media Marketing has a positive and insignificant effect on repurchase intention

The Path Coefficients value for the Social Media Marketing variable in hypothesis testing received a value of 0.140, so the Path Coefficients value is > 0 . This means that Social Media Marketing has a positive effect on Repurchase Intention. The t-statistics value is 1.620, so the t-statistics value is > 1.96 and then for the p-values of 0.105, the p-values are < 0.007 . From these results it can be concluded that Experiential Marketing has an insignificant positive effect on Repurchase Intention. This means that the second hypothesis is rejected.

c. Experiential Marketing Has a Positive and Significant Influence on Repurchase Intention Mediated by the Brand Trust Variable

The path coefficient value for the Experiential Marketing variable towards Repurchase Intention which is mediated by Brand Trust in hypothesis testing gets a value of 0.162, so the Path Coefficients value is > 0 . The t-statistics value is 2.542, then the t-statistics value is > 1.96 and then for the p value -values are 0.011, then the p-values are < 0.007 . From these results it can be concluded that Experiential Marketing has a mediating effect on Repurchase Intention through Brand Trust this means that the third hypothesis is accepted.

d. Social Media Marketing has a positive and significant influence on repurchase intention which is mediated by the Brand Trust variable

The Path Coefficients value for the Social Media Marketing variable towards Repurchase Intention which is mediated by Brand Trust in hypothesis testing gets a value of 0.277, so the Path Coefficients value is > 0 . The t-statistics value is 4.190, then the t-statistics value is > 1.96 and so on for the value p-values are 0.000, then the p-values are < 0.007 . From these results it can be concluded that Social Media Marketing has a mediating effect on Repurchase Intention through Brand Trust. This means that the fourth hypothesis is accepted.

3.3 Outer Model Analysis

Evaluation of the measurement model (Outer Model) consists of three stages, namely convergent validity test, discriminant validity test, and reliability test.

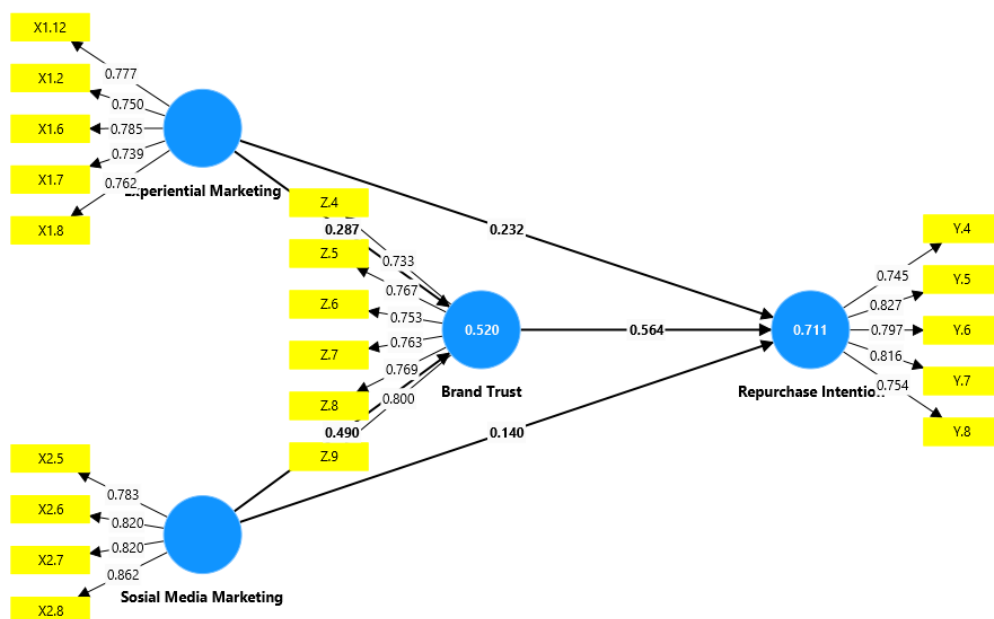


Figure 2. Outer Model

Testing for discriminant validity in this research uses cross loading values with the aim of testing whether the research instrument is valid in explaining or reflecting latent variables. A model has good discriminant validity if each loading value of a latent variable has the largest loading value compared to other loading values of the latent variable. Reliability test is a test to measure the internal consistency of measuring instruments. To measure the reliability of a construct in SEM PLS using smartPLS, two methods are used, namely Cronbach alpha's and composite reliability. If all latent variable values have a Cronbach alpha's value of > 0.6 and composite reliability > 0.7 , it means that the construct has good reliability or the questionnaire used as a tool in this research is consistent.

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