

Research

## The effect of retailer awareness, retailer association, retailer perceived quality, and retailer loyalty towards purchase intention

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### Abstract

Retail developments in Indonesia continue to increase, especially modern retail which has the greatest growth in comparison with traditional retail, especially retail trade of food and beverage categories. One of them developed at this time is 7-Eleven, attended by positioning itself as a convenience store, but also provides some seating and tables inside and outdoors for 24 hours (hybrid convenience stores). With increasing competition in the retail, it is no less important is whether retail brand or brand can affect consumer purchase intention to come to a retail shop. This study aims to analyze the influence of awareness retailers, retailers association, perceived quality retailer, and retailer loyalty towards consumer's purchase intention possessed. Hypothesis testing is done by using Structural Equation Modeling (SEM). The results of testing the hypothesis known that retailer awareness is not proven positive influence on purchase intention. Retailer awareness and retailer association also not proved a positive influence on retailer loyalty. While retailer association, retailer perceived quality and retailer loyalty proven positive effect on the purchase intention. Hypothesis testing results also showed that the retailer perceived quality has a positive effect on the retailer loyalty.

**Keywords:** association; awareness; loyalty; perceived quality; purchase intention; retail.

## 1. Introduction

Indonesia with a population of about 250 million, is a huge potential market in the fight today's business and for companies to develop their business. It is also supported by a report from AT Kearney research institute called Global Retail Development Index Ranking (GRDI) from 2013 to 2015 will continue to rise. By 2015 Indonesia managed to climb three positions and ranked 12 out of 30 developing countries included in the survey as the country became an easy target of retail investor. Indonesia also has a growing middle class segment, accompanied by rising incomes, increasing the population by demographic bonus, urbanization, strong levels of consumer optimism, commercial property growth, increasing purchasing power and other things can also be seen in economic growth in Indonesia, stable in recent years, which is above the average of 6%. Retail growth in Indonesia is mainly dominated by modern retail. According to the Indonesian Market Traders Association

(IKAPPI), in 2007 there were 18,000 of modern retail in Indonesia and at the end of 2014 there were have 23,000 modern retails throughout Indonesia.

The continued development of technology and business management are increasingly diverse foods in a variety of scales, encourage the presence of a strong and broad market to absorb the output results the more it. This opportunity is captured by the emergence of modern retail networks continue to grow in Indonesia. The application of the concept, the use of technology as well as trying to accommodate the development of the lifestyle of today's society must provide added value for modern retailing compared to traditional markets.

Of the various types of retail in Indonesia, the most dominant retail is retail trade categories of goods, especially food, beverages and tobacco. According to the Association of Food and Beverage (GAPMMI) estimates the value of the sales of food and beverage products in 2015 could reach Rp 1,000 trillion. Data from the BPS is also known, that during the last 10 years of the average expenditure per capita a month for food and drinks for 51% of total expenditure. The average growth per year on the market in packaging of food and beverages and soft drinks during the years 2013 to 2017 is expected to be above the 10%.

Modern retail outlets are located mainly around the community, especially in the Greater Jakarta area is kind of a minimarket and convenience stores. One of them developed at this time is 7-Eleven that comes with the concept of hybrid convenience stores in Indonesia. 7-Eleven is a store that sells fast food and beverage convenience items in addition to other products with the concept of self-service at a competitive price for the size of the middle class society. The menu is typical of the 7-Eleven also not left behind become featured menu for the target consumer.

Opportunities for the 7-Eleven to continue to develop its business is still wide open. When compared with similar current convenience store 7-Eleven is the market leader. Until the end of 2014, 7-Eleven has had 190 outlets in Jakarta and surrounding areas. According to an observer Sumardy the business of Octovate Consulting Group, see the characteristics of Indonesian consumers are very concerned about the fame of the brand so that the chances of success 7-Eleven so great. "Consumers also prefer to be in 7-Eleven as they get new experience compared to buying the same product in other outlets".

With more and simmering rivalry retail stores in Indonesia at this time, to the existence of a brand is important. This is due to run a retail business, selecting a brand or brand the company has an important role in attracting and convincing potential customers. Because it takes a brand or brand retail outlets which can describe the identity of the business and will be a valuable asset, not only as a means of distinguishing.

The main objective of this study was to determine whether a retail brand or brand can affect consumer purchase intention to come to a retail shop. In this study, the retail brand refers to the "retailer as a brand or retail store as a brand" (Das, 2014a; Das, 2014b; Moller and Herm, 2013). Likewise, brand awareness, brand association, perceived quality and brand loyalty has been referred to here as the retailer awareness, retailers association, perceived quality retailer, and retailer loyalty. The emergence of "retailer as a brand" is one of the most important trends in the retail brand research (Grewal et al., 2004). This has been proven in several studies regarding retail brand recently (for example, Moller and Herm, 2013; Das, 2014a; Das, 2014b; Das et al., 2013).

Pursuant to the main purpose, this research will attempt to achieve the following objectives:

1. To investigate and analyze the effect of retailer awareness on purchase intention.
2. To investigate and analyze the effect of retailer awareness on retailer loyalty.
3. To investigate and analyze the effect of retailers association on retailer loyalty.
4. To investigate and analyze the effect of retailers association on purchase intention.

5. To investigate and analyze the effect of retailers perceived quality on retailer loyalty.
6. To investigate and analyze the effect of retailers perceived quality on purchase intention.
7. To investigate and analyze the effect of retailer loyalty on purchase intention.

## 2. Literature Review

### 2.1 Definition of retail

According to [Breman & Joel \(2001\)](#) is a retail business activity includes the sale of products and services to consumers for personal, family, and to supply the needs of the family. But also found that retail business customers resell products purchased for a profit. The retailer seeks to provide satisfaction to the customer needs by customizing existing products or products with price, quantity, place and time in accordance with customer wants.

According to [Kotler \(2003\)](#), retail is an important link in the distribution channel that can connect the entire business as well as those who are also included in the physical transfer and ownership of the goods or services from producers to consumers. While [Levy and Weitz \(2004\)](#) found retailing are all activities related to the activities of sale or distribution of products or services directly to the end consumer who focuses on activities that lead to provide added value to the goods or services for personal use and not for use business. Both also believe in the concept that is a retail management orientation that focuses on how a retailer in determining the needs of the target market and satisfy their needs more effectively and efficiently than what has been done by the competitor.

### 2.2 Brand

According to the American Marketing Association (AMA) brand is a name, term, sign, symbol, design, or any combination thereof are intended to identify the goods or services of a person or group of sellers and a differentiator of the goods or services from competitors. Not only that, the brand is the 'promise' of companies with consistently to provide the features, benefits and services to its customers. Then the 'promise' is what makes the public more aware of the brand, compared with other brand ([Stanton et al., 1989](#); [Aaker, 1997](#)).

Brand functional in identifying goods or services of a person or group of providers and distinguish it from other providers of similar products ([Kotler, 2000](#)). In addition, the brand is something that is formed in the mind of the customer and has the power to establish customer trust. So, the brand can provide value added for the product to its customers which is expressed as a brand that has the brand equity ([David A. Aaker, 1991](#)).

### 2.3 Brand Equity

[Aaker \(1991\)](#) gives the first definition of brand equity as a concept that combines tangible and intangible elements. The dimensions of brand equity is defined as a set of brand assets (including brand loyalty, brand awareness, perceived quality, brand associations, and others) associated with a brand name that add or subtract from the value provided to the consumer. This definition indicates that the brand equity adds value to the product or service and increase customer satisfaction, which in turn provides a number of benefits to the company.

According to [Aaker \(1991\)](#), brand equity is a multidimensional concept which is the main dimensions of brand awareness, perceived quality, brand associations and brand loyalty. Aaker eliminate a fifth dimension of brand equity, namely the ownership of assets and other, because this component is considered not related to the consumer. See from most of the research related to the concept and measurement of brand equity using the dimensions of brand awareness, perceived quality, brand association and brand loyalty; (Eg,

Cobb-Walgren et al, 1995; Yoo et al., 2000; Yoo & Donthu, 2001; Washburn & Plank, 2002; Ashill & Sinha, 2004; Pappu et al, 2005; Pappu et al, 2006; Konecnik & Gartner, 2007; Tong & Hawley, 2009; Lee and Back, 2010). Following some of these approaches, this study uses the size of consumer-based brand equity is composed of four dimensions: brand awareness, brand association, perceived quality and brand loyalty, as it has been called at the start of the study related to retailer awareness, retailers associations, retailers perceived quality, and retailer loyalty. These variables are the components forming retailer equity (Aaker, 1991) were collected into one, so as to form a strong dimension of retailer equity in the minds of consumers.

### 2.3.1 *Retailer awareness*

Retailer awareness is conceptualized as a “consumer’s ability to recognize or recall that the retailer is a member of certain retailer category” (Pappu and Quester, 2006). Retailer awareness is the extent to which retailers’ names are familiar to shoppers (Aaker, 1991). It is the strength of a retailer’s presence in shoppers’ minds. The strength of retailer awareness is reflected by the ability to recognize the retailers under several conditions including store recognition and store recall (Keller, 1993). The study argued that a retailer’s name is an information-rich cue to its image (Grewal et al., 1998). Retailer awareness increase the chances of a retail brand be included in the considerations of consumers, simplify the selection and make consumers accustomed to choosing retail brands (Hauser & Wernerfeldt, 1990; in Jinfeng and Zhilong, 2009).

### 2.3.2 *Retailer association*

Retailer associations is defined as “anything linked to the memory of the retailer” (Pappu and Quester, 2006). Three desirable characteristics of brand associations are strength, favorability and uniqueness (Keller, 1993). Keller (1993) argued that “the presence of strongly held, favorably evaluated associations that are unique to the brand and imply superiority over other brands is critical to a brand’s success” (p. 6). Linkage to a brand (retailer) becomes more powerful if it has more experience with the brand (retailers). Keller also argues that “the existence of a strong, positive association assessment that is unique to the brand (retailers) and implies superiority over brand (retailers) is another very important thing for the success of a brand (retailers)”. Retailer positive associations owned by a retailer, influence the decision of consumers to prefer to shop at the retailer, thus encouraging consumers to repurchase at the retailer (Jinfeng and Zhilong, 2009). Brand associations linked to product performance related to the brands or to the image of the brands (Keller, 1993) or to the product performance, such as attributes, features or benefits that buyers link to a brand and that differentiate it from the competition.

### 2.3.3 *Retailer perceived quality*

Retailer perceived quality is conceptualized as the “perception of the quality of the retailer as well as the (perception of) quality of products (goods or services) offered by retailers” (Pappu and Quester, 2006). Retailer higher perceived quality can be a driving force for consumers in choosing a particular retailer as compared to other competitors as the main option (Jinfeng and Zhilong, 2009). Sometime, retailer perceived quality and retailer associations are seemed as a combined dimension (Yoo and Donthu, 2001). However, retailer association and retailer perceived quality are two distinct constructs (Pappu and Quester, 2006). Study argued that perceived quality influences consumer behavior (Bolton, 1998). Richardson et al. (1994) found that consumer decision making process is largely influenced by perceived quality than other factors such as value-for-money.

### 2.3.4 Retailer loyalty

Store loyalty is conceptualized as “the tendency to be loyal to a focal retailer as demonstrated by the intention to buy from the retailer as a primary choice” (Pappu and Quester, 2006). Meanwhile, according to brand loyalty is the degree to which customers have a positive attitude towards a brand (retailers), have committed and are likely to continue to purchase products with a brand (retailers) in the future. Loyalty creates numerous benefits and hence is beneficial in developing and implementing various marketing strategies (Jacoby & Chestnut, 1978). For example, loyalty generates a stable customer pool for firms’ products and services (Oliver, 1997). Loyal customers spread positive word of mouth about the brands/companies, participate in repeat purchase, and are willing to pay higher price (Zeithaml et al., 1996). A small change in customer retention rate may have significant impacts on retail earnings. Thus, the effort to maintain retailer loyalty is considered as a critical retailer strategy to retain existing customers and thus profitability and sustainability are ensured (Wallace et al., 2004).

Consumers will be loyal to the store if they have a relationship with the employee, hence the many shops that encourage their employees to become more actively involved in the organization's programs are supported loyalty (Macintosh & Lockshin, 1997) and build relationships with consumers. Consumers receive value from this program and / or of goods purchased from the store and are loyal to the store. Retailers make customer loyalty a priority store so they can achieve a competitive advantage that is sustainable and strengthen their position in the market (Kotler, 1994).

Loyalty is something that is coveted by marketers, loyalty is defined as the desire of consumers to subscribe to a company for a long period of time, buy and use the products or services offered by the company and voluntarily offer or recommend it to friends or colleagues, even willing to buy with a more expensive price.

### 2.3.5 Purchase intention

Purchase intention can be conceptualized as individual’s intention to buy products/services. Purchase intention can ultimately result in actual purchase behavior (Luo et al., 2011). The greater the purchase intention is, the greater a consumer’s desire to purchase a product or service (Schiffman and Kanuk, 2000). Meanwhile, according to Peter and Olson (2000) intention is a plan to engage in a particular behavior to achieve the goal. The intention to purchase a particular brand, product or service requires assessment of all brands, products or services offered by competitors (Teng et al., 2007). Intentions to purchase products/services arise when they provide the features that meet the consumers’ need (Fournier, 1998). Studies argued that purchase intention is affected by both recognized value and excellent offers of a product/service (Monroe and Krishnan, 1985; Zeithaml, 1988).

While according to Belch and Belch (2004) purchase intention is the tendency to buy a brand and are generally based on correspondence between the motives of purchase with the attributes or characteristics of a brand that can be considered. Spears and Singh (2004) argues purchase intention is individual consciousness to make an effort to buy a brand or product. Kotler (2000) says that the purchase intention is part of the process leading to measures purchases made by consumers.

Other definition of purchase intention is a possibility for consumers planned to buy a product or service in the future (Dodds, Et al., 1991). Purchase intention can also be used by researchers as an indicator that is quite important in making estimates or predictions of the behavior of consumers. At the moment the consumer has a positive purchase intention (there is an intention to make purchases in the future), it will generate a positive brand commitment and ultimately become the driving force for consumers to make purchases.

### 3. Hypotheses development and conceptual framework

#### 3.1 Retailer awareness and purchase intention

Brand (retailer) awareness is the ability of a customer to identify a brand (Keller, 2003). Retailer awareness plays a significant role in influencing consumer decision making process (Hartman and Spiro, 2005; Arnett et al., 2003). For an example, awareness is considered as a deciding factor in low involvement purchase decision making process (Hoyer & Brown, 1990). In addition, brand awareness makes a customer to become aware of a product or service and then builds an intention of purchase the same (Percy & Rossiter, 1992). Aaker (1990) argued brand awareness enhances purchase intention.

Knowledge related to brand awareness will affect the purchase intention. This will give effect to the decisions of consumers when making a purchase of a product (Keller, 1993, Keller, 1998). Grewal et al. (1998) hypothesized that more positive the store/brand name or the reputation associated with the store is, the more positive the buyers' perceptions of the store are. Brand awareness helps a customer to select a brand (Laurent et al., 1995).

When a consumer awareness is increasing, it makes the customer is willing to pay for a brand better known by them. So, brand awareness is an important factor in the manipulation associated with the purchase decision and purchase intention (Yaseen, Et al., 2011). This leads to develop the following hypothesis.

**H1.** Retailer awareness has positive impact on purchase intention

#### 3.2 Retailer awareness and retailer loyalty

Ability of a retailer and a consumer to recall and identify a brand is known as brand (retailer) awareness (Aaker, 1996). Brand names offer characters that help retailers and consumers to spot service providers and to assume the outcomes of the services (Turley & Moore, 1995). Customers have a tendency to pay more money for known and famous brands (Keller, 1993). Brand awareness affects perceptions and tastes: "People like the familiar and are prepared to ascribe all sorts of good attitudes to items which are familiar to them" (Aaker & Joachimsthaler, 2000). Brand name positively influences purchase intention (Grewal et al., 1998). Aaker (1991) argued that brand awareness impacts brand loyalty.

Consumers have a tendency to pay more for a brand that has been known and famous (Keller, 1993). Loyalty begins when customers realize a product (Aaker, 1991). In this way, the brand with a higher level of consciousness is more likely to be purchased by consumers (Mohd Yasin et al., 2007). Thus, consumers tend to buy a brand that has been known to be compared with an unknown brand.

Awareness can affect customers' perceptions that led to the selection of different brands and in turn also affect brand loyalty (Aaker, 1996; Keller, 2003). Additionally, high levels of brand awareness can reduce the risk of marketing actions of competitors (Keller, 1993; Keller, 2003). Aaker (1991) argues that brand awareness affects brand loyalty. This leads to develop the next hypothesis of this study.

**H2.** Retailer awareness has positive impact on retailer loyalty.

#### 3.3 Retailer awareness and retailer loyalty

Brand associations have strongest influences on consumer behavior (Romaniuk & Gaillard, 2007). Association represents the basis for purchasing decisions and brand loyalty (Aaker, 1991). To create the differential consumer response, it is important that some of the strongly held brand associations are not only favorable but also unique.

Retailer association positively related to the retailer's loyalty because they can be a signal of commitment and quality that help consumers in considering the retailer when

making the choice to a store, which leads behavior to re-visit a retailer. One of the first steps in maintaining customer loyalty is by building and maintaining brand image (association).

Retailer associations make the consumer decision making process easy when features like price and quality, offered by retailers are similar. It gives buyers reasons and justifications to purchase the products (Keller, 1993; Keller, 1998). In this context, some studies argued that brand association enhances brand loyalty (e.g., Gladden and Funk (2001)). This leads to develop the third hypothesis of this study.

**H3.** Retailer association has positive impact on retailer loyalty.

### *3.3 Retailer association and purchase intention*

Brand (retailer) associations contains the meanings of a brand for a consumer, by linking information about the product to the brand nodes in memory, therefore accounting for the product attributes, perceived benefits, and various summary evaluations of evoked brands (Farquhar and Herr, 1993). The impact of consumers' brand associations on their evaluations of brands is determined by the strength, favorability and uniqueness of the brand associations (Keller, 1993).

Positive brand association to a brand will encourage consumers to use the brand (Broniarczyk & Alba, 1994). So that consumers would prefer to use a brand that is seen by the community as a good brand, quality, used by people who are well-known, reliable and others. This makes the brand which has a good association in the eyes of the public to be more readily accepted and consumed. In addition a good brand association will lead to the reason for making the purchase. Researchers argued that brand associations have positive influence on purchase intention (e.g., O'Cass and Lim (2002)). Thus, we assume the following hypothesis in our study context.

**H4.** Retailer association has positive impact on purchase intention.

### *3.4 Retailer perceived quality and retailer loyalty*

Loyalty can occur when the service quality has been judged favorably and the experiences have delivered satisfactions, and to persist unless and until a negative post-purchase experience gives sufficient reasons to become disloyal (Selnes, 1993). Selnes (1993) argued that the perceived quality affects brand reputation and customer satisfactions, that satisfaction in turn affect brand reputation, and that both satisfaction and brand reputation determine brand loyalty. Superior quality not only attracts new customers, but also to encourage repeat purchases and leads to loyalty (Parasuraman, et al., 1994).

Customer perception of quality will be linked to their loyalty as repeat purchases (Pappu et al., 2005). The greater brand loyalty from customers, then these customers increasingly regards the brand as a superior brand. Therefore, companies must understand how customers evaluate the quality and nature of the customer base to be loyal to the company (Kandampully, 1998). Excellence of products or services offered by companies depends on consumer perceptions (Lobo et al., (2007)).

High quality brand creates motivation to repurchase and influence brand loyalty through the perception of the value of price and customer satisfaction. In addition, Aydin & Ozer (2005) argued that perceived service quality is an antecedent of loyalty. Garton (1995) advocated that the perceived quality has effect on a customer's intention to re-purchase, and hence on the likelihood of loyalty developing. Thus, we develop the next hypothesis as follows.

**H5.** Retailer perceived quality has positive impact on retailer loyalty.

### 3.5 Retailer perceived quality and purchase intention

In order to develop marketing strategies and forecast sales of a product or service, the manager is interested in matters relating to the purchase intention. Purchase intention influenced by several factors, where the perceived quality, is one of those factors. The importance of perceived quality originates from its beneficial impact on purchase intentions. Studies found contradicted findings on the influences of perceived quality on purchase intention.

Aaker (1996) argues perceived quality was good in the eyes of consumers because it can increase purchase intention may be good reason in the minds of consumers to choose the brand. Kotler (1994) states that the perceived quality is the overall features and characteristics that make a product can satisfy the needs of consumers, whether express or not. Perceived quality of a brand will provide strong reasons to make a purchase, brand influence what needs to be considered, and ultimately choose the brand of a particular brand. Thus, keeping in mind our study perspective, we develop the next hypothesis as follows.

**H6.** Retailer perceived quality has positive impact on purchase intention.

### 3.6 Retailer loyalty and purchase intention

Loyalty has been a major focus of strategic marketing planning (Kotler, 1994) and offers a significant basis for developing a sustainable competitive advantage (Dick & Basu, 1994). This is because with a sustainable competitive advantage, consumers can see it as an added value that is owned by a brand to remain a major consideration in the purchase.

Brand loyalty is a repurchase vow that promises a consumer will repurchase his/her favorable brands in the future, and they will not change his/her loyalty under which ever condition (Oliver, 1999). In addition, some studies argued that consumers must have positive feelings to brands, and then they will produce purchase intention (Assael, 1998). Studies argued that brand loyalty positively influences purchase intention (Hennig-Thurau et al., 2002; Mittal et al., 1998). Thus, we develop the final hypothesis of this study as follows.

**H7.** Retailer loyalty has positive impact on purchase intention.

Based on the aforesaid hypotheses, the conceptual framework of this study is represented in Fig. 1.

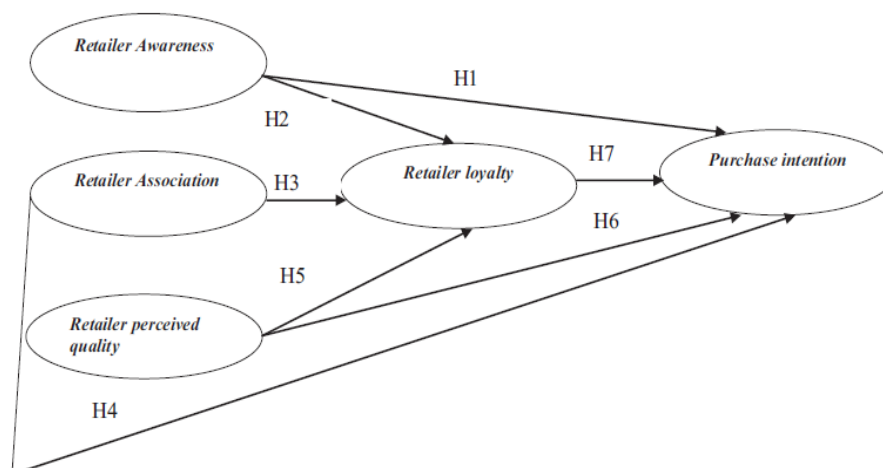


Figure 1. Conceptual framework of the study  
Source : Das, G(2014)



## 4. Research Method

### 4.1 Measure

For measuring retailer awareness, retailer association, retailer perceived quality and retailer loyalty, we have adopted the items developed by Pappu and Quester (2006). Retailer awareness, retailer association, retailer perceived quality and retailer loyalty comprise of three, five, four and three items, respectively. Pappu and Quester (2006) developed and tested these items in retail branding context (Pappu and Quester, 2008). The items were measured with 7-point Likert type scale (1 = strongly disagree, 7 = strongly agree). The purchase intention was measured with four items, adopted from Summers et al. (2006) study, using 7-point Likert-type scale (1 = strong disagree, 7 = strongly agree). As well as composed of dichotomous questions, multiple-choice and open questions.

#### 4.1.1 Sample and data collection

This study uses a sampling method in the form of non-probability sampling. To be more specific, the techniques that researchers use in this study belong to the convenience sampling. Convenience sampling is a sampling technique, where respondents are chosen by the researchers on the basis of compliance with the target of the respondent or that are part of the unit of analysis.

The minimum number of samples according to Hair et al. (2008) required to manage the data using Structural Equation Modeling (SEM) is the number of the item in question times five. So that the required number of respondents in this study are  $19 \times 5 = 95$  respondents. Taking into account that the data produced has a good degree of accuracy of the population so as to provide better results, so in this study establishes a sample of 147 respondents.

Data were collected by cross sectional survey in five urban areas Jakarta, Bogor, Depok, Tangerang, and Bekasi using self-administered questionnaires from 147 respondents that were chosen by convenience sampling. The eligibility criteria of the responding candidate are as follows: purchase any food item from the selected retail stores least 4–6 times in the past six months. In the period ranging from November 2014 to this research, namely April 2015, on one of the 7-Eleven retail food are located in Jakarta, Bogor, Depok, Tangerang, and Bekasi. This criterion was set with the objectives of capturing shopping behavior in precise way and to facilitating the data collection process. The questionnaire comprised of questions related to the constructs needed for this study and demographic of the respondents (see Appendix A for details of constructs).

## 5. Data analysis and results

### a. The sample and descriptive statistics and reliability of the constructs

The participants' demographic profile information of the sample and descriptive statistics of the constructs are represented in Table 1 including gender, age, education, occupation, and average monthly expenditure. Table 1 shows that 59% of the respondents were female ( $n = 87$ ) and 41% of the respondents were male ( $n = 60$ ). The age of the respondents ranged from 15 to 29. About 47% of the respondents were between 20 - 24 years old. The average age was 22 years. Almost of the respondents are undergraduate student with 85% of the respondents and average monthly expenditure is Rp. 1,750,000. The reliability statistics (Cronbach alphas) of the five constructs are 0.705, 0.838, 0.762, 0.907, and 0.903 for 757 for retailer awareness, retailer association, retailer perceived quality, retailer loyalty, and purchase intention respectively.

**Table 1 The Sample and Descriptive**

Criteria	Frequency	%
Gender		
Male	60	41

Female	87	59
Age		
15 - 19	46	32
20 - 24	67	47
25 - 29	29	21
30 - 34	0	0
Over 34	0	0
Education		
Elementary school	0	0
Junior high school	40	28
Senior high school	82	58
Post graduate	20	14
Occupation		
Undergraduate student / student	121	85
Employed (government/private)	10	7
Entrepreneur	2	2
Others	9	6
Average monthly expenditure	Mean	Rp. 1,750,000

**Table 2 Measurement Model**

Construct	Variables	Standardized loadings	t value	CR	AVE
Retailer awareness	RA1	0.83	11.56	0.87	0.71
	RA2	0.85	11.86		
	RA3	0.83	11.64		
Retailer association	RAS1	0.79	10.76	0.86	0.65
	RAS2	0.59	7.19		
	RAS3	0.81	11.09		
	RAS4	0.81	11.1		
	RAS5	0.73	14.17		
Retailer perceived quality	RPQ1	0.76	10.63	0.86	0.64
	RPQ2	0.64	8.21		
	RPQ3	0.75	10.05		
	RPQ4	0.96	14.17		
Retailer loyalty	RL1	0.68	8.87	0.82	0.69
	RL2	0.71	9.46		
	RL3	0.93	13.52		
Purchase intention	PI1	0.79	10.87	0.83	0.68
	PI2	0.75	10.21		
	PI3	0.77	10.42		
	PI4	0.65	8.41		

## 6. Hypotheses testing

The hypotheses of this study were examined with a sophisticated multivariate statistical tool named structural equation modeling (SEM). The hypotheses were represented in the conceptual framework of this study (Fig 1.). Fig 1. represents many dependence relationships, particularly regressions, among the selected constructs. Each construct is comprised of several items. Hair et al. (2008) defined structure equation modeling as a multivariate technique combining aspects of factor analysis and multiple regressions that enables the researcher to simultaneously examine a series of interrelated dependence relationships among the measured variables and latent constructs (variates) as well as between several latent constructs. We used LISREL (version-8.51) to perform SEM. SEM consists of two sub-models, measurement model and structural model (Byrne, 2010). The measurement model depicts the links between the latent variables and their observed measures, and the structural model depicts the links among the latent variables themselves (Byrne, 2010).

### a. Measurement model

This section aims to analyze the relationship of these variables with the latent unobserved variables or indicators which reflect the latent variables. The analysis conducted on the validity of the measurement model study was conducted by examining the t-value and standardized loading factor ( $\lambda$ ) in each variable observed or indicator, this is done by checking whether the validity criteria have been met through the t-value value  $\geq 1.96$  (Rigdon and Ferguson, 1991) and the Standardized value loadings  $\geq 0.50$ .

The goodness-of-fit measures were used to assess the overall model fit. As indicated by the results of the study, the overall fit indices for the proposed/base model were acceptable, with chi square/df equal to 2.11, RMSEA of 0.079, SRMR of 0.071, NFI of 0.83, CFI of 0.90, GFI of 0.84, RFI of 0.80, PNFI of 0.68, and IFI of 0.91 All the above fit indices for the measurement model indicated an acceptable fit.

A confirmatory factor analysis (CFA) was performed to assess reliability and validity for measured constructs using Lisrel 8.51. Table 2 shows that the reliabilities of all constructs; Construct Reliability (CR) were above a 0.7 and Average Variance Extracted (AVE) were above a 0.5 threshold as suggested. The Table 2 also shows that the validity of all constructs; Standardized loadings were above a 0.5 and t value were above a 1.96. It can be said that the measurement model has good reliability and validity.

**Table 3 Structural Model Estimates**

Causal relationship	Standardized path coefficients	t value
H1 (RA $\rightarrow$ PI)	-0,03	-0,57
H2 (RA $\rightarrow$ RL)	0,07	0,88
H3 (RAS $\rightarrow$ RL)	0,02	0,23
H4 (RAS $\rightarrow$ PI)	0,10	1,78*
H5 (RPQ $\rightarrow$ RL)	0,21	2,49
H6 (RPQ $\rightarrow$ PI)	0,12	2,14
H7 (RL $\rightarrow$ PI)	0,70	8,83

\*t value  $\geq 1.645$

### b. Structural model

The structural model, representing path analysis, depicts the links among the latent variables (Byrne, 2010). The proposed structural model in this study depicts the linkages

between retailer awareness, retailer association, retailer perceived quality, retailer loyalty and purchase intention.

Table 3 shows the result of hypotheses testing all hypotheses. The goodness-of-fit measures were used to assess the overall structural model fit. As indicated by the results of the study, the overall fit indices for the proposed model were acceptable, with Chi-square/df equal to 1.86, RMSEA of 0.069, SRMR of 0.077, NFI of 0.85, CFI of 0.92, GFI of 0.85, RFI of 0.82, PNFI of 0.70, and IFI of 0.93. All the above fit indices for the final model indicated an acceptable structural model fit.

## 7. Discussion and conclusions

This section discusses the result of Structural Equation Modeling regarding the hypotheses we build in this study. The significance of the path coefficients were evaluated by analyzing  $t$  value for the parameters. The objective of this study was to determine whether a retail brand or brand can affect consumer purchase intention to come to a retail shop. The impacts of one constructs on others were represented in hypotheses H1 to H7, as depicted in conceptual framework. The hypotheses were tested through structural equation modelling (SEM). The results of SEM were represented in Table 3.

According to the study results, four of the seven proposed hypotheses were supported. Research results related to Table 3 shows that H1, retailer awareness not significant influences purchase intention (path coefficient = -0.03,  $t = -0.57$ ). The results of testing this hypothesis do not correspond with the results of previous studies conducted by [Das, G \(2014\)](#). It can also be seen from the average value of the variable descriptive statistics retailer awareness high, 7-Eleven has a high retailer awareness because its location is easily found. While it is why purchase intention is not high awareness among other retailers because some respondents considered that the products are sold in 7-Eleven is a product which in general can be found at other convenience store or similar. So it is not strong enough to attract customers have the intention to make purchases at 7-Eleven.

The research result related to H2, suggesting that retailer awareness not significant influences retailer loyalty (path coefficient = 0.07,  $t = 0.88$ ). From the results of the descriptive analysis conducted, retailer awareness has high average value is high but the average value of retailer loyalty is low. It is also because of the 7-Eleven consumers prefer to buy products from other retailers, although these products can be purchased at 7-Eleven. The one that caused this to happen is because of the increasing number of substitute products from other retailers that is located within easy reach or get closer to the consumer. Especially when consumers want to buy common items sold at other retailers.

The research result related to H3, suggesting that retailer association not significant influences retailer loyalty (path coefficient = 0.02,  $t = 0.23$ ). According to [Jones \(2002\)](#), to keep the brand in order to remain in the market by providing better performance than competitors, and can communicate the added value that can be obtained by consumers. For retailers it is important to have a strong association of the 7-Eleven in order to make the 7-Eleven as the first choice for its customers. Especially with the increasing emergence of similar retailers that offer almost the same value as that offered by 7-Eleven. It is also supported by the results of the descriptive analysis of retailer loyalty that RL3 indicator has an average value of the lowest of indicators other retailer loyalty. Where, 7-Eleven not are the first choice when consumers want to buy. Currently it can be seen kind of place like 7-Eleven, where a retailer or other competitors who also began to adopt the same concept with 7-Eleven. Competitors include Lawson, Circle K, Indomart Point and Family Mart.

H4 proposed that there was a positive relationship between retailer association and purchase intention (path coefficient = 0.10,  $t = 1.78$ ). This finding is consistent with the study by [Das \(2014\)](#). Positive brand association to a brand will encourage consumers to use the brand ([Broniarczyk & Alba, 1994](#)). Because consumers will tend to choose a brand that

is considered good, quality and some other things to be considered by the consumer. In this study, 7-Eleven as a brand is considered to have positive associations by respondents who are also customers of 7-Eleven. In line with the results of descriptive analysis that 7-Eleven has an average value of the high association retailers are statements related to the 7-Eleven offers a variety of excellent product and 7-Eleven offers convenient amenities.

The research result related to H5, was a positive relationship between retailer perceived quality and retailer loyalty (path coefficient = 0.21,  $t = 2.49$ ). This result is consistent with [Das \(2014\)](#) study results, which reported that greater retailer perceived quality would result retailer loyalty. According to [Selnes \(1993\)](#) perceived quality affect brand reputation and customer satisfaction, and satisfaction ultimately affect brand reputation, as well as both the satisfaction and brand reputation will determine retailer loyalty. The majority of respondents stated that the perception of the quality of the products and services provided by 7-Eleven is quite good and the products offered by 7-Eleven have superior features. So this affects the attitudes of consumers 7-Eleven linked their loyalty to the 7-Eleven. In particular on the signature dish of 7-Eleven that must be maintained, because many consumers who come to the 7-Eleven to buy the signature dish offered by 7-Eleven.

The research result related to H6, was a positive relationship between retailer perceived quality and purchase intention (path coefficient = 0.12,  $t = 2.14$ ). This value illustrates that consumer perception of the product and service quality given by the 7-Eleven is pretty good. So this makes the consumer has a purchase intention of the 7-Eleven. According to [Das, G \(2014\)](#) states that the purchase intention is influenced by several factors, where the perceived quality, is one of those factors. When 7-Eleven can provide quality products and better service to customers, then this will encourage the consumer to have a purchase intention for 7-Eleven.

H7 proposed that there was a positive relationship between retailer loyalty and purchase intention (path coefficient = 0.70,  $t = 8.83$ ). This finding is consistent with the study by [Das \(2014\)](#). Brand loyalty is a promise that consumers will buy back their preferred brand in the future, and they will not change loyalty in any condition ([Oliver, 1998](#)). This is what encourages the strong purchase intention to consumers. If consumers feel loyal to the 7-Eleven, then in the future they will buy back at 7-Eleven and it will take up to in the future. It is known that they have a fairly high purchase intention, because they feel they have positive feelings towards the 7-Eleven, as from variations in the menu offered by 7-Eleven is very diverse, the facilities provided by the 7-Eleven for its customers to the locations of outlets 7-Eleven is located strategically. That a person who is loyal to a brand can be seen from the extent, to which a consumer shows a positive attitude towards a brand, has a commitment to a particular brand as well as having an interest to continue to buy in the future.

Based on the analysis, it can be seen that the importance of the brand or trademark of a retail purchase intention can influence consumers to come to a retail shop. Hence a well-known retail brands can attract and convince to influence consumer purchase intentions. However, some hypotheses related to the implementation retailer as a brand and its influence on consumer purchase intention in this study was not significant. Previous research conducted by [Das \(2014\)](#), it has been mentioned that the relationship between retailer awareness, retailers association, retailer perceived quality and retailer loyalty towards purchase intention have a positive and significant influence.

If seen from the data processing of the model and the results of this study compared with previous studies conducted by [Das \(2014\)](#) have some differences. Where from seven hypotheses are three hypotheses that are not in accordance with the results of previous studies, while as many as four hypotheses consistent with studies done before. There are variables that affect significantly, but several other variables did not have a significant influence.

## 8. Managerial implications

This study provides important insights to companies. Companies should look for and consistently innovate or novelty associated with the products and services offered. Where a growing number of retailers in Indonesia, it is very important to do that 7-Eleven has the advantage that it can be seen the advantages for consumers 7-Eleven. 7-Eleven also should be able to increase the variety of products offered. This has become one of the advantages offered by the 7-Eleven. So, 7-Eleven can retain the interest of consumers to make purchases at 7-Eleven. Especially for the signature dish of 7-Eleven that continues to provide a variety of options. 7-Eleven can also improve and add facilities to become a differentiator from other retailers. So it would be better, for 7-Eleven continues to improve its services, products and facilities to customers. Associated with facilities e.g. 7-Eleven can provide delivery facilities to their customers. As performed by some other retailers today.

The other thing can be done through an evaluation of the supplier of the products 7-Eleven in cooperation, such as the SMEs. 7-Eleven parties can also provide training and coaching SMEs in cooperation with 7-Eleven. Especially to maintain the quality of the menus featured 7-Eleven. Good service can also be done through the provision of training to the officers who are directly dealing with consumers 7-Eleven.

7-Eleven parties can create customer loyalty through a loyalty program. One of them by launching the application for smartphone users. The consumer data can be used by 7-Eleven to know things related to the consumer as the menus are most often purchased by consumers, so 7-Eleven can recommend products or menus that may be preferred by consumers.

## 9. Limitations and future studies

Some limitations of this research should be noted when interpreting the findings. Future studies should also take into consideration and involves several factors that may contribute to the variables in the study. Such as location, price, promotion, satisfaction, and social behavior variables of a retailer / salesperson can also affect purchase intentions. To test the mediation on research variables, especially to see the mediation between variables retailer loyalty with purchase intention. So the company can determine whether there is a relationship between these variables and mediation can be related analysis. Future studies should conduct research related to the nonfood retailer. Also conduct research to compare several different retail types in order to see the picture of retail in Indonesia is more comprehensive. It can also be a comparison with the research that has been done today. Using a mall intercept for further research in order to sampling. Where by using the expected way, may represent samples used in this study population better. The next research can use more indicators and more in line with the object of research that have been previously. This is done to obtain more representative results and according to the research object selected.

## Appendix A

### Measures

#### Retailer awareness

- Some characteristics of 7-Eleven come to my mind quickly (RA1).
- I am aware of the 7-Eleven (RA2).
- I can recognize 7-Eleven among other stores (RA3).

#### Retailer association

- 7-Eleven offers very good store atmosphere (RAS1).
- 7-Eleven offers very convenient facilities (RAS2).
- 7-Eleven offers very good customer service (RAS3).
- 7-Eleven offers very good variety of products (RAS4).

- 7-Eleven offers very good after sales service (RAS5).

#### Retailer perceived quality

- 7-Eleven offers products of very good quality (RPQ1).
- 7-Eleven offer products of consistent quality (RPQ2).
- 7-Eleven offers very reliable products (RPQ3).
- 7-Eleven offers products with excellent features (RPQ4).

#### Retailer loyalty

- I consider myself loyal to 7-Eleven (RL1).
- I will not buy products from other retailers, if I can buy the same item at 7-Eleven (RL2).
- 7-Eleven would be my first choice (RL3).

#### Purchase intention

- I will shop from 7-Eleven in the near future (PI1).
- Whenever I need to buy something, it is very likely that I will purchase from 7-Eleven (PI2).
- I want to buy some products from the store 7-Eleven (PI3).
- I intend to buy products from 7-Eleven stores in the year ahead (PI4).

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The authors declare no conflict of interest.

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