

ABSTRACT

The COVID-19 pandemic is making social changes through digitalization in new forms of commercial transactions, promotions and consumption styles. The concept of promotion by moving the creative economy through the Penta Helix collaboration communication approach is needed to synergize between stakeholders in dealing with the COVID-19 pandemic.

This quantitative study is to measure the indirect relationship between variables and see the associative relationship, the research objectives are as follows: 1) To measure and analyze the effect of the promotional communication mix on brand image, 2) To measure and analyze the effect of the promotional communication mix on repurchase intention, 3) To measure and analyze the effect of perceived value on brand image, 4) To measure and analyze the effect of perceived value on repurchase intention, 5) To measure and analyze the effect of brand image on repurchase intention.

This research is included in the positivism paradigm by using the survey method. The research was conducted on consumers in DKI Jakarta from PT Birdi Indonesia as the market leader for golf sports brands in Indonesia. In this study, using the Elaboration Likelihood theory with SEM analysis and data collection methods with purposive sampling as many as 255 people.

Based on the results of the R square test, it shows that the promotional communication mix variable and perceived value are able to explain the strong relationship between brand image variables of 80.2%. Testing with P value there are 3 significant positive results and the hypothesis is accepted (P value 0.05) on the relationship between promotional communication mix variables on brand image, perceived value variable on brand image, and brand image variable on repurchase intention. Meanwhile, there are 2 positive results that are not significant and the hypothesis is rejected (P value > 0.05) on the relationship of the promotional communication mix variable to repurchase intention and the perceived value variable to repurchase intention. The correlation of elaboration likelihood theory to the input of persuasive communication processes and cognition processes, to the output of the ability to process messages. The process of persuasion communication activities in the cognitive process that contains the values of the brand message is communicated until the message is fully received to consumers to influence repurchase. Based on the results of the study, it was found that consumers prefer functional values or the central route that involves elaborating messages and leading to quality. The central route results from the consumer's careful and thoughtful consideration of the true benefits of the message received. Attitude changes that occur through the central route have an effect on a positive brand image in the long run.

Keywords: promotional communication mix, perceived value, brand image, repurchase intention.

ABSTRAK

Pandemi COVID-19 membuat perubahan sosial melalui digitalisasi dalam bentuk baru transaksi komersil, promosi, dan gaya konsumsi. Konsep promosi dengan menggerakkan ekonomi kreatif melalui pendekatan komunikasi kolaborasi *Penta Helix* diperlukan untuk saling bersinergi antar *stakeholders* dalam menghadapi pandemi COVID-19.

Penelitian kuantitatif ini untuk mengukur hubungan tidak langsung antar variabel dan melihat hubungan asosiatif, tujuan penelitian sebagai berikut: 1) Untuk mengukur dan menganalisis pengaruh bauran komunikasi promosi terhadap citra merek, 2) Untuk mengukur dan menganalisis pengaruh bauran komunikasi promosi terhadap minat beli ulang, 3) Untuk mengukur dan menganalisis pengaruh nilai yang dirasakan terhadap citra merek, 4) Untuk mengukur dan menganalisis pengaruh nilai yang dirasakan terhadap minat beli ulang, 5) Untuk mengukur dan menganalisis pengaruh citra merek terhadap minat beli ulang.

Penelitian ini termasuk dalam paradigma *positivisme* dengan menggunakan metode survei. Penelitian dilakukan pada konsumen di DKI Jakarta dari PT Birdi Indonesia sebagai *market leader* merek olahraga golf di Indonesia. Pada penelitian ini menggunakan teori *Elaboration Likelihood* dengan analisis SEM dan metode pengumpulan data dengan *purposive sampling* sebanyak 255 orang.

Berdasarkan hasil uji *R square* menunjukkan bahwa variabel bauran komunikasi promosi dan nilai yang dirasakan mampu menjelaskan hubungan kuat variabel citra merek sebesar 80,2%. Pengujian dengan *P value* terdapat 3 hasil positif signifikan dan hipotesis diterima ($P \text{ value} \leq 0,05$) pada hubungan antar variabel bauran komunikasi promosi terhadap citra merek, variabel nilai yang dirasakan terhadap citra merek, dan variabel citra merek terhadap minat beli ulang. Sedangkan terdapat 2 hasil positif tidak signifikan dan hipotesis ditolak ($P \text{ value} > 0,05$) pada hubungan variabel bauran komunikasi promosi terhadap minat beli ulang dan variabel nilai yang dirasakan terhadap minat beli ulang. Keterkaitan teori *elaboration likelihood* pada *input* proses *persuasive communication* dan proses kognisi, hingga pada *output* kemampuan untuk memproses pesan. Proses kegiatan komunikasi persuasi pada proses kognitif yang berisikan nilai-nilai pesan merek dikomunikasikan sampai pesan diterima secara penuh kepada konsumen hingga mempengaruhi pembelian kembali. Berdasarkan hasil penelitian diperoleh hasil bahwa konsumen lebih memilih nilai fungsional atau rute sentral yang melibatkan elaborasi pesan dan berujung pada kualitas. Rute sentral tersebut dihasilkan dari pertimbangan hati-hati dan bijaksana konsumen tentang manfaat sebenarnya dari pesan yang diterima. Perubahan sikap yang terjadi melalui rute sentral berpengaruh terhadap citra merek yang positif dalam jangka panjang.

Kata kunci : bauran komunikasi promosi, nilai yang dirasakan, citra merek, minat beli ulang.