THE EFFECT OF PROMOTIONAL COMMUNICATION MIX, PERCEIVED VALUES, AND BRAND IMAGE ON REPURCHASE INTENTION

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ABSTRACT

The concept of promotion by Penta Helix collaboration communication approach is needed by companies to synergize with stakeholders in facing challenges during the COVID-19 pandemic. The research was conducted on consumers in DKI Jakarta from PT Birdi Indonesia as the golf market leader brands in Indonesia. This study using the theory of Elaboration Likelihood with SEM analysis and purposive sampling methods as many as 255 people. 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 on brand image, perceived value on brand image, and brand image on repurchase intention. Meanwhile, there are 2 positive results that are not significant and rejected (P value > 0.05) on the relationship variable of the promotional communication mix on repurchase intention and perceived value on repurchase intention. The company communicates with the Penta Helix collaboration, namely: Academics, Business Sector, Communities, Government, Media. Persuasion communication activities on cognitive processes that contain the values of brand messages that are communicated until fully received to influence decisions in repurchasing. The results showed that consumers prefer functional value or a central route that involves message elaboration and is based on quality.

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

INTRODUCTION

The COVID-19 pandemic has had an impact on the economic decline in Indonesia and various other countries in the world. Based on data from the International Monetary Fund (IMF) quoted from Warta Ekonomi (2020), noted that the global economy has fallen into the brink of crisis after around 95 percent of countries in the world are projected to experience contraction or suffer negative economic growth. In addition, the IMF noted that the COVID-19 pandemic has also caused global economic losses of US$12 trillion or around Rp. 168,000 trillion (exchange rate of Rp. 14,000).

The instability of economic conditions due to the COVID-19 pandemic is increasingly felt by the people of Indonesia, especially household consumption. Household consumption is the main pillar of the economy, which has seen a significant slowdown, which in turn affects the performance of industry and micro, small and medium enterprises. Based on achievement data from the Badan Pusat Statistik (2020), Indonesia's economic performance in Quarter 3-2020 year on year (y-on-y) experienced a contraction of -3.49% compared to the same period compared to 2019. So this GDP achievement confirms Indonesia's economic recession after previously in Q2-2020 experienced a decline of -5.32%.
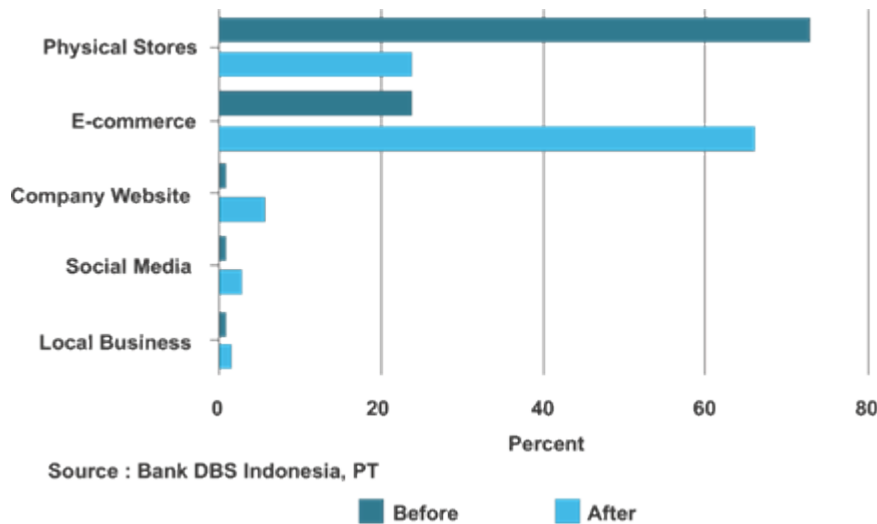

Source : Bank DBS Indonesia, PT

Figure 1: Sales Data Before-After the COVID-19 Pandemic
Source: Bank DBS Indonesia (2020)

Figure 1 shows the changes in people's behavior in shopping during the COVID-19 pandemic. The existence of social restrictions by the government has resulted in a sharp decline in public visits to physical stores, and increased visits to online e-commerce sites, company sites, social media and local business sites.

In the COVID-19 pandemic, an applicable integrated marketing communication concept is needed. Various marketing communication channels (advertising, personal selling, publicity and events) must be utilized optimally to reach the target user community (Kusni-adji, 2017).

The challenges during this pandemic can be used as opportunities to make behavioral changes through more effective socialization and communication through the Penta Helix collaboration. The elements of the Penta Helix according to Satari and As'ad (2018:95), namely ABCGM (Academics, Business Sector, Communities, Government, Media): Academics, Business Sector, Community, Government, and Media. In this context, business actors

can collaborate with stakeholders to be able to face challenges during the COVID-19 pandemic. Drive the creative economy through the Connect – Collaborate - Commerce approach involving Penta Helix related stakeholders in order to achieve their common goals.

James & Dave (2020) highlight that if organizations collaborate with their competitors (what they call inter-enterprise collaboration), they can acquire new resources and capabilities (combined with their own assets) to produce higher levels of performance than if they operate under an individualistic business model. In addition, satisfying public services or known as excellent service is one of the priorities because this has an impact on the demands of corporate institutions to provide good services. Good service quality will allow this to happen if there is effective communication between stakeholders (Yuliawati et al., 2019:499).

In the perspective of this study, namely communication theories using the sociopsychological tradition with a quantitative (objective) approach. The communication theory that can explain how the communicator's strategy is communicated, especially for the context of brand communication, is the Elaboration Likelihood Model (ELM). This study tries to measure and test the ELM theory in relation to consumer decisions. The success of branding is influenced by the precise mix of promotional communication and good communication must be persuasive. The process of persuasion activities involves how the brand is communicated to consumers. Activities carried out was about how the communication process in the cognitive process stage to be fully or partially received by the audience.

The change in attitude both cognitively, affectively, and conatively using two routes. First, the central route involves the elaboration of the message and leads to the quality of the argument. While the second route is a peripheral route that only relies on instructions that allow the recipient of the message to make decisions quickly. In research conducted by Kitchen (2017), it is explained that the conceptualization of integrated marketing communication (IMC) has evolved from an approach that focuses narrowly on the simple coordination of marketing communications or the promotion mix, to an organizational approach that broader (Porcu et al., 2017), where IMC covers all organizational entities, as most empirical research so far has been based on a much narrower approach to promotion, it is highly limiting and unresponsive to today's communication environment. Thus, further empirical research is needed to assess the broader role of IMC, by taking a broad perspective (Luxton et al., 2017), which is the approach adopted in this study by looking at the exogenous variables of the influence of the promotional communication mix on brand image. and repurchase intention. The results of the previous research journal, Moin (2017:19) explained that advertising promotion showed a significant influence on brand image, brand awareness, brand associations, perceived quality and brand loyalty. This study uses the components of the promotion communication mix as part of integrated marketing communication to see the effect of the effectiveness of communication in promotional activities on the company's performance to encourage purchases, persuade customers, support purchases, and build loyalty and brand image among customers.

Based on a previous research journal by Toni (2017:7) it is explained that perceived value determines the relationship between the total benefits obtained and the efforts or sacrifices made by consumers. In previous studies it was explained that perceived value is the fundamental basis for many organizational activities, and it is considered important for company success because of its significant impact on brand loyalty (García-Fernández et al., 2018). Perceived value also represents the aggregation of benefits that customers seek,

expect, or experience, as well as the possible unintended consequences as a result. So this research by looking at the exogenous variables of perceived value on brand image and repurchase intention.

Arnould et al. in the journal Raji et al. (2019) explains that, brand image includes attributes that shape consumer's meaning and perception of a brand which includes physical and functional attributes such as packaging and physical appearance as well as intangible attributes such as beliefs, emotions, associations and symbolic meanings that are interconnected with the brand so that in this research, brand image variable is needed as a mediation between exogenous variables, namely the promotional communication mix and perceived value of the endogenous variable, namely repurchase intention.

Previous research by Lai and Saleem in Shah (2019) explained that brand image is an antecedent and strong predictor of customer satisfaction and repurchase intention. Huang et al., (2019) examined repurchase intention, the relationship of brand image through partial mediation of perceived value in the ecotourism industry. Han et al. (2019) found brand image and brand trust as strong predictors of repurchase intention in the airline business. So, in this study, we want to deepen the measurement of the relationship between the variables of the promotional communication mix, perceived value, brand image and repurchase intention.

In this study, the subject and object of research were PT Birdi Indonesia. This private company was founded in 2012 with manufacturing and retail industries in the fashion sector and is one of the market leaders for national golf brands that can sustain and develop with an extensive marketing network, especially during difficult times during the COVID-19 pandemic and access to limited. This study uses a promotional communication mix variable with the selected dimensions, namely advertising, sales promotion, and personal selling, adapted to promotional activities involving the creative economy with a collaborative communication approach. In collaboration activities between stakeholders, they offer promotional messages in the form of benefits. So that the research uses the perceived value variable to help explain attitude changes both cognitively, affectively, and conatively. Both of these variables have persuasive communication aspects, which will later help explain route elaboration by consumers.
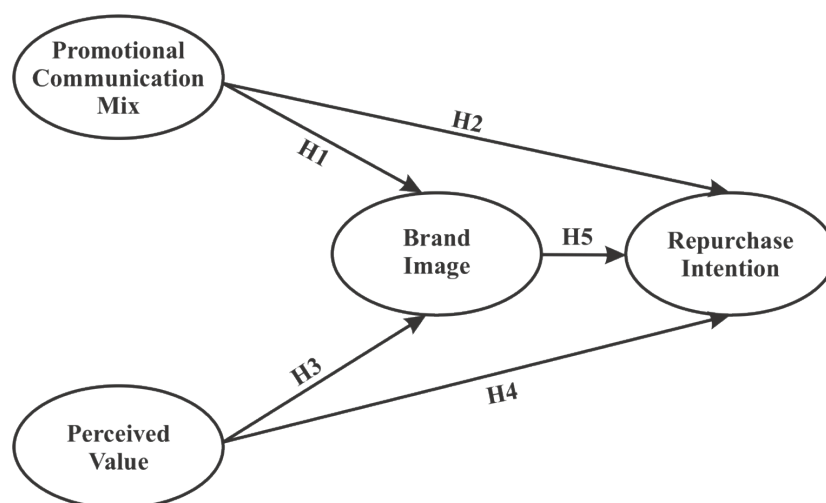

Figure 2: Problem Constellation Model

The message elaboration process will determine how it relates to the brand image. If the attitude formed is positive, it will create a good brand image in the eyes of the public which

will later be profitable for the company. Brand image is how other parties view a company in the long term and determine repurchase decisions. The relationship between variables will be described in a problem constellation model to better understand the relationship between variables through construct visualization. Visualization of the problem constellation model can be seen in the image figure 2. above

Based on theoretical studies, previous research and frameworks of thought, the authors formulate hypotheses in the study as follows:

a. H1 : Promotional communication mix has an effect on brand image.
b. H2 : Promotional communication mix has an effect on repurchase intention.
c. H3 : Perceived value has an effects on brand image.
d. H4 : Perceived value has an effects on repurchase intention.
e. H5 : Brand image has an effects on repurchase intention.

METHODOLOGY

The populations in this study are consumers who have joined the Birdie Membership Community and have repurchased PT Birdi Indonesia products in DKI Jakarta totaling 1020 people. While the object of research is PT Birdi Indonesia's customers who get a promotion mix through advertising, sales promotion, and personal selling. Based on the subject and object of the research, it can be seen that the population used in this study are members of the Birdie Membership Community and have repurchased PT Birdi Indonesia products in DKI Jakarta. The population selection in the city of DKI Jakarta as the research location is because the head office of PT Birdi Indonesia is in the city of DKI Jakarta and the majority of activities are carried out in the areas of Jakarta, Bogor, Depok, and Tangerang (Jabodetabek).

The data collection or sampling technique used in this study was the non-probability sampling method. The non-probability sampling technique chosen in this study used purposive sampling. In this study, there are 17 manifests/indicators so that to meet the requirements for drinking samples, an analysis method with SEM is needed by adopting the opinion expressed by Riadi (2018, p. 26), then the number of indicators is 17 multiplied by 15 to get a result of 255 samples to meet the number requirements. the best sample in getting the results of the SEM partial least square method analysis test with the SMART PLS 3.0 tool.

Table 1. Indicator Concept

Latent Variable	Dimension	Indicator
Promotional Communication Mix (X1) (Aldebi & Aljboory, 2018)	Advertising	Advertisements are characterized with being attractive and comprehensive. The electronic means of advertisement are characterized with being clear, accurate, and providing adequate information.
	Personal selling	Have the ability of persuading and can establish friendly relationships. Highly professional in dealing, solving their problems and making them feel satisfied.
	Sales promotion	Responsible for promotion give souvenirs. There are good offers and discounts on the prices and services

Perceived value (X2)	Non-functional value	Using it is makes me feel excited. Using it is truly enjoyable.
	Functional value	Helps me to accomplish just what I need to on experiences. Using it is pragmatic and economical.
Brand image (Y1) (Raji et al., 2019)	Non-functional brand image Functional brand image	Brand is desirable. Brand provides good value to its users. Brand with consistent quality and performance. Brand with very good design and model variety.
Repurchase intention (Y2) (Ali & Bashin, 2019)	Favorable	I intend to continue to purchase goods online from site that I use regularly. I intend to use internet shopping site that I regularly use as priority online store for future purchases. I intend to recommend internet shopping site to other

Table 1 shows the operationalization of the concept on each variable which is then used as a question in the questionnaire. The relationship between variables, dimensions and indicators is based on several previous studies. The test results used a small sample of 35 people with 3 stages of testing, namely the convergent validity test, discriminant validity test and reliability test. Then the next test used a large sample of 255 people with 5 stages of testing, namely the convergent validity test, discriminant validity test, reliability test, hypothesis testing and correlation test.

RESULT AND DISCUSSION

The confirmatory factor analysis (CFA) test stage using a large sample (N=255) it will be analyzed through 2 stages, namely the outer model by testing the weight values on the indicators owned by each latent variable and the inner model by testing the weights/ values of the relationship. formed between exogenous latent variables and endogenous latent variables.
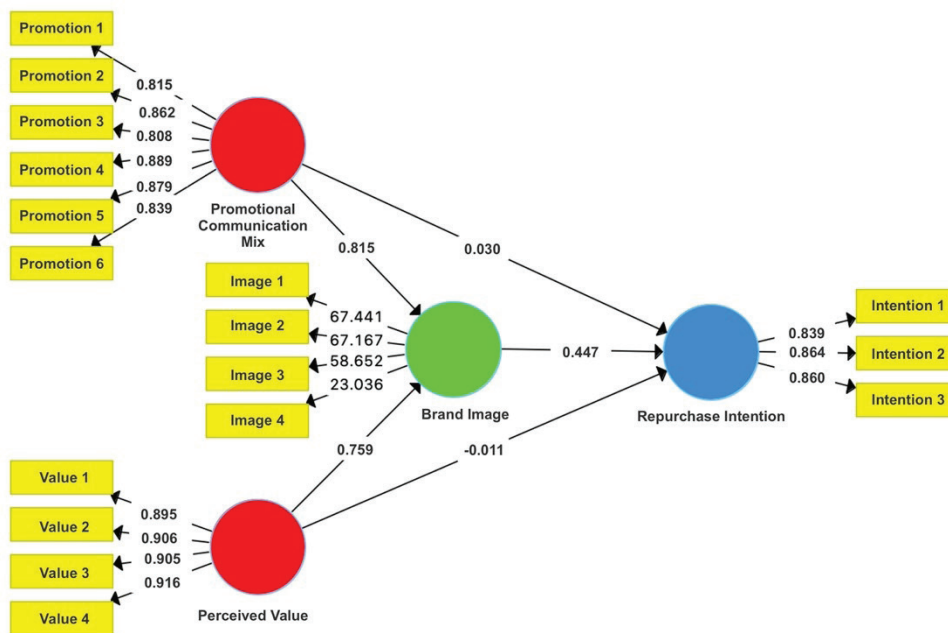

Figure 3: Outer Model (N=255)

Based on Figure 3 of the outer model with a large sample of 255 respondents, the results of the factor loading (λ) value of each reflexive indicator on exogenous and endogenous latent variables are obtained. The average result of the exogenous latent variable of the promotional communication mix on the six indicators is 0.848. The average result of the exogenous latent variable the perceived value of the four indicators is 0.905. The average result of the endogenous latent variable of brand image against the four indicators is 0.873. And the average result of the endogenous latent variable of repurchase intention on the three indicators is 0.854.

Table 2: Convergent Validity Test Results (N=255)

Latent Variabel	Indicator	Factor Loading (λ)	Criteria	Result
Promotional Communication Mix (X1)	promotion1	0,815		Valid
	promotion2	0,862		Valid
	promotion3	0,808	λ > 0.70	Valid
	promotion4	0,889		Valid
	promotion5	0,879		Valid
	promotion6	0,839		Valid
Perceived Value (X2)	value1	0,895		Valid
	value2	0,906	λ > 0.70	Valid
	value3	0,905		Valid
	value4	0,916		Valid
Brand Image (Y1)	image1	0,912		Valid
	image2	0,891	λ > 0.70	Valid
	image3	0,911		Valid
	image4	0,778		Valid
Repurchase Intention (Y2)	intention1	0,839		Valid
	intention2	0,864	λ > 0.70	Valid
	intention3	0,860		Valid

Based on the results of the convergent validity test (N=255) in Table 2, it can be seen that the test results show the weight/value of the loading factor (λ) of each reflexive indicator on the exogenous and endogenous latent variables, which have a significant validity value above 0.70. So that it proves that the value is declared valid and is considered capable of explaining the indicator with its construct. From the measurement of reflexive indicators, it can be declared reliable if it has a correlation value above 0.70 :

Table 3: Cross Loading Test Results (N=255)

Latent Variabel	Indicator	Promotional Communication Mix (X1)	Brand Image (Y1)	Repurchase Intention (Y2)	Perceived Value (X2)
Brand Image (Y1)	image1	0,723	0,912	0,445	0,814
	image2	0,785	0,891	0,365	0,868
	image3	0,703	0,911	0,413	0,770
	image4	0,685	0,778	0,394	0,657
Repurchase Intention (Y2)	intention1	0,336	0,388	0,839	0,370
	intention2	0,341	0,392	0,864	0,349
	intention3	0,322	0,402	0,860	0,343
Perceived Value (X2)	value1	0,762	0,815	0,387	0,895
	value2	0,835	0,764	0,368	0,906
	value3	0,788	0,807	0,332	0,905
	value4	0,853	0,844	0,409	0,916
Promotional Communication Mix (X1)	promotion1	0,815	0,672	0,336	0,666
	promotion2	0,862	0,688	0,369	0,689
	promotion3	0,808	0,638	0348	0,722
	promotion4	0,889	0,739	0,293	0,835
	promotion5	0,879	0,758	0,306	0,803
	promotion6	0,839	0,720	0,337	0,833

After analyzing and knowing the results of the convergent validity test on each indicator owned by the latent variable, the next research carried out was a test through discriminant validity. In this test, the value of each indicator owned by the latent variable, namely the value of cross loading and the value of average variance extracted (AVE) must be greater than 0.70 according to the minimum limit, so that it is declared valid and considered capable of explaining the indicators with their constructs. The results of the cross loading test

(N=255) are as show on table 3.

The results of the cross loading test analysis on discriminant validity, show that the re-lationship between indicators belonging to latent variables and latent variables has a value greater than 0.70 compared to the relationship between indicators belonging to latent vari-ables and other latent variables is still smaller. So that it proves that the value is declared valid and is considered capable of explaining the indicator with its construct. Then, the next testing stage is to analyze the average variance extracted (AVE) value.

In the process of testing the average variance extracted (AVE) value, to be declared valid and considered capable of explaining the indicator with its construct value (the cor-relation between the exogenous latent variable and the endogenous latent variable), the value of the latent variable must be greater than 0.70. It is intended that the results of the exogenous latent variables can have a greater effect on the endogenous latent variables. The results of the average variance extracted (N=255) test are as follows:

Table 4: Test Results Average Variance Extracted (N=255)

Latent Variabel	Average Variance Extracted (AVE)	Criteria	Result
Promotional Communication Mix (X1)	0,721	AVE > 0,70	Valid
Perceived Value (X2)	0,820	AVE > 0,70	Valid
Brand Image (Y1)	0,765	AVE > 0,70	Valid
Repurchase Intention (Y2)	0,730	AVE > 0,70	Valid

Based on the results of the average variance extracted (N = 255) test, it appears that the largest latent variable is in the perceived value with an AVE value of 0.820, while for the smallest variable there is a promotional communication mix with an AVE value of 0.721. So that from the four latent variables, namely the promotional communication mix, perceived value, brand image and repurchase intention, they were declared valid in discriminant valid-ity testing. Test the large sample (N) by analyzing the value of composite reliability (cr) and the value of Cronbach's alpha (α), with the target construct value must be greater than 0.70. The results of the composite reliability test (N=255) are as follows:

Table 5: Composite Realibility Test Results (N=255)

Latent Variabel	Composite Realibility (cr)	Criteria	Result
Promotional Communication Mix (X1)	0,939	cr > 0,70	Reliable
Perceived Value (X2)	0,948	cr > 0,70	Reliable
Brand Image (Y1)	0,929	cr > 0,70	Reliable
Repurchase Intention (Y2)	0,890	cr > 0,70	Reliable

Table 6: Cronbach's Alpha Test Results (N=255)

Latent Variabel	Cronbachs Alpha (α)	Criteria	Result
Promotional Communication Mix (X1)	0,922	α > 0,70	Reliable
Perceived Value (X2)	0,927	α > 0,70	Reliable
Brand Image (Y1)	0,896	α > 0,70	Reliable
Repurchase Intention (Y2)	0,815	α > 0,70	Reliable

Based on the results of the composite reliability test (cr), it can be seen that the largest latent variable is in the perceived value with a cr value of 0.948, while for the smallest vari-

able there is repurchase intention with an AVE value of 0.890. The reliability test for the next stage takes into account the value of Cronbach's alpha (α) where the construct value must be greater than 0.70. So that the four latent variables are declared valid in the composite reliability (cr) reliability test, and can be continued to the reliability test stage with Cronbach's alpha (α). The results of the cronbachs alpha test (N=255) are as show on Table 6.

Based on the results of the Cronbachs alpha (α) test, it appears that the largest latent variable is in the perceived value with a cr value of 0.927, while for the smallest variable there is repurchase intention with an AVE value of 0.815. So that from the four latent variables, namely the promotional communication mix, perceived value, brand image and repurchase intention, it was declared valid in the Cronbachs alpha (α) reliability test.

The next stage is the CFA test on the inner model to determine the value of R square, goodness of fit model, and testing the hypothesis (estimated path coefficient). The first stage in the inner model is to test the value of R square, namely the criteria that must be achieved on the endogenous latent variables are 0.75, 0.50 and 0.25. If the results of the R square test exceed the limit of 0.75, then there is a strong relationship between the exogenous latent variable and the endogenous latent variable.

Table 7: R Square Test Results (N=255)

Latent Variabel	R Square (R^2) Test Result	Criteria	Result
Brand Image (Y1)	0,802	$R^2 > 0,75$ (strong) $R^2 > 0,50$ (moderat) $R^2 > 0,25$ (weak)	Strong
Repurchase Intention (Y2)	0,213	$R^2 > 0,75$ (strong) $R^2 > 0,50$ (moderat) $R^2 > 0,25$ (weak)	Weak

Based on the results of the R square test with a large sample of 255 respondents, there are 2 structural models, namely brand image (Y1) and repurchase intention (Y2), each of which relates the exogenous latent variable to the endogenous latent variable. The first structural model is the promotional communication mix on brand image and perceived value on brand image. The model has an R square test result value of 0.802 with the criteria for the results of R2 > 0.75 with strong results. These results indicate that the exogenous latent variable of promotional communication mix and perceived value can explain the strong relationship between the endogenous latent variable of brand image by 80.2% and the remaining 19.8% is influenced by other exogenous latent variables not tested in this study.

Meanwhile, in the second structural model, namely the promotional communication mix on repurchase intention, perceived value on repurchase intention and brand image on repurchase intention. The model has an R square test result value of 0.213 with the criteria for the results of R2 > 0.25 with weak results. These results indicate that the exogenous latent variable of the promotional communication mix, the exogenous latent variable of perceived value and the endogenous latent variable of brand image are unable to explain the relationship between the exogenous latent variable of repurchase intention with the test result of 21.3% and the remaining 78.7% is influenced by the variable. Other exogenous latents that were not tested in this study. The second testing stage on the inner model is using the goodness of fit test with reference to the standardized root mean square residual (SRMR) 0.05, it is declared good fit, while if 0.10 < SRMR < 0.05, the model is acceptable (marginal fit). The results of the SRMR test are as follows:

Table 8: Test Results Standardized Root Mean Square Residual (N=255)

Test	SRMR Test Result	Criteria	Result
SRMR	0,065	SRMR ≤ 0.05 (good fit) 0,10 < SRMR < 0,05 (marginal fit)	Marginal fit

Based on the results of the goodness of fit test with a large sample of 255 respondents, the result of the standardized root mean square residual (SRMR) is known to be 0.065 and is included in the criteria of 0.10 < SRMR < 0.05, which is declared an acceptable model (marginal fit). Marginal fit explains that the structural model tested is quite good (acceptable), in describing the data to form a structural modeling relationship, namely the relationship between exogenous latent variables and endogenous latent variables.
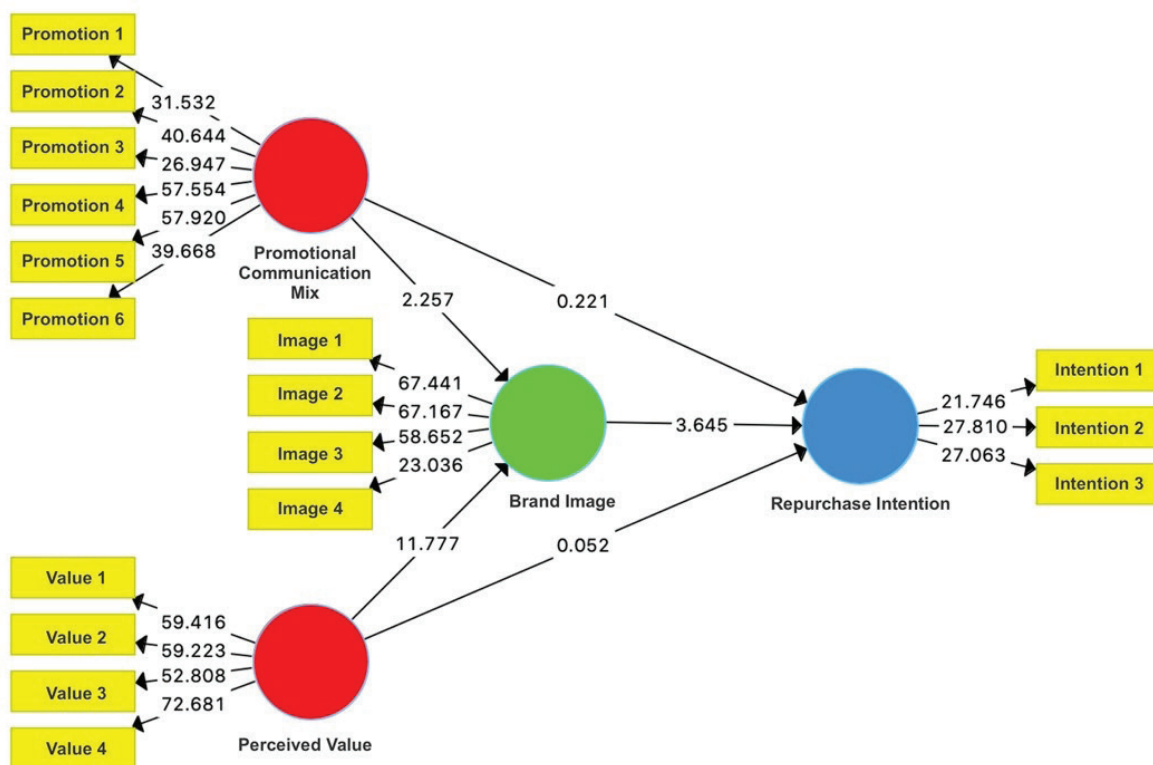

Figure 4: Results of Data Processing

Based on the results of the inner model test, the positive relationship is explained by the direction of the arrow. The relationship between the latent variables comes from the exogenous latent variable and the endogenous latent variable, while the negative or inverse relationship comes from the endogenous latent variable to the exogenous latent variable. The relationship of the exogenous latent variable of the promotional communication mix to the endogenous latent variable of brand image can be seen in the arrow path with a positive t value (t value) of 2.257, and the relationship of the exogenous latent variable of the promotional communication mix to the endogenous latent variable of repurchase intention can be seen in arrow path with a positive t value (t value) of 0.221. The relationship of the exogenous latent variable perceived value to the endogenous latent variable of brand image can be seen in the arrow path with a coefficient value of a positive t (t value) value of 11.777,

and the relationship of the exogenous latent variable perceived value to the endogenous latent variable of repurchase intention can be seen in arrow path with a positive coefficient of t value (t value) of 0.052. The relationship between the endogenous latent variable of brand image and the endogenous latent variable of positive repurchase intention is greater with a t value (t value) of 3.645 compared to the direct relationship between the exogenous latent variable the perceived value of the endogenous latent variable of repurchase intention which has a smaller positive value than the relationship both of them. So that the endogenous latent variable of positive significant brand image has a greater t value (t value) in mediating the relationship between the endogenous latent variable of promotional communication mix on repurchase intention, and the endogenous variable of positive significant brand image has a greater t value (t value) in mediates the relationship between the endogenous latent variable perceived value on repurchase intention.

Table 9: P Value Test Result

Test	T Statistics	P Value	Criteria	Result
Promotional communication mix on brand image	2,3227	0,0206	P value 0.05 is significant. P value > 0.05 not significant	Positive and significant (hypothesis accepted)
Promotional communication mix on repurchase intention	0,2124	0,8319	P value 0.05 is significant. P value > 0.05 not significant	Positive and not significant (hypothesis rejected)
Perceived value on brand image	12,0944	0,0000	P value 0.05 is significant. P value > 0.05 not significant	Positive and significant (hypothesis accepted)
Perceived value on repurchase intention	0,0531	0,9577	P value 0.05 is significant. P value > 0.05 not significant	Positive and not significant (hypothesis rejected)
Brand image on repurchase intention	3,6365	0,0003	P value 0.05 is significant. P value > 0.05 not significant	Positive and significant (hypothesis accepted)

Based on the results of the first P Value path coefficients test, the results show that the path test of the promotional communication mix on brand image based on T Statistics is 2.3227 and P Value is 0.0206. So that the results are stated according to the criteria of P value 0.05, significantly positive, and the hypothesis is accepted. These results are the same as previous research journals, Moin (2017: 19) explains that advertising promotion shows a significant influence on brand image, brand awareness, brand associations, perceived quality and brand loyalty. Sales promotion showed a significant positive effect on brand image, brand awareness and brand association, perceived quality and brand loyalty. This is also supported by the results of the research journal, Raji (2019:231) showing the role of social media advertising content and social media sales promotion content in developing a hedonic and functional brand image and in increasing consumer behavior intention, especially with regard to brand preferences and purchase intentions.

The correlation between elaboration likelihood theory and the relationship of promotional communication mix variables to brand image is persuasive communication which includes the dimensions of advertising, personal selling, sales and promotion. Persuasive promotional communication with stakeholders. Individuals behave because there is encouragement or promotional persuasion from communicators that influence them to act so that it can have a positive and significant effect on brand image. It is also inseparable from collaborative activities between stakeholders. The company initiates the formation of a community which includes loyal customers. The company conducts intensive communica-

tion with stakeholders in order to make attractive membership offers by targeting consumer databases, involving collaborative collaboration between stakeholders, namely: Academics, Business Sector, Community, Government, and Media.

In the second path test, namely the promotional communication mix on repurchase intention based on T Statistics, which is 0.2124 and P Value is 0.8319. So that the results are stated according to the criteria P value > 0.05, positive is not significant, and the hypothesis is rejected. According to the results of research journals, Raji (2019:231) shows the role of social media advertising content and social media sales promotion content in developing a hedonic and functional brand image and in increasing consumer behavior interest, especially with regard to brand preferences and purchase intentions. However, the results of the study explain that the exogenous variable of the promotional communication mix on repurchase intention is still weak based on the level of significance and correlation between dimensions. Promotional activities that are carried out directly improve brand image but do not directly create repurchase intention. The correlation of elaboration likelihood theory with persuasive promotional communication carried out with stakeholders from communicators that influence them to act so that it can have a positive effect on repurchase intention, although not significant. The challenges during this pandemic can be used as opportunities to make behavioral changes through more effective socialization and communication through the Penta Helix collaboration.

In the third path test, the perceived value of brand image based on T Statistics is 12.0944 and P Value is 0.0000. So that the results are stated according to the criteria of P value 0.05, significantly positive, and the hypothesis is accepted. These results are the same as previous research journals, Siti et al (2017:1) that perceived value has a significant effect on brand image. The results also state the same results as previous research explaining that perceived value is the fundamental basis for many organizational activities, and it is considered important for the success of the company because of its significant impact on brand loyalty (García-Fernández et al., 2018). Perceived value also represents the aggregation of benefits that customers seek, expect, or experience, as well as the possible unintended consequences as a result. The correlation of elaboration likelihood theory with the relationship of perceived value variable to brand image is that perceived value variable can influence consumer attitudes both cognitively, affectively, and conatively. If the attitude formed is positive, it will create a good brand image in the eyes of the public which will later benefit the company.

In the fourth path test, the perceived value of repurchase intention based on T Statistics is 0.0531 and P Value is 0.9577. So that the results are stated according to the criteria P value > 0.05, positive is not significant, and the hypothesis is rejected. These results also state the same results as previous research by Lai and Saleem in Shah (2019) explaining that brand image is an antecedent and strong predictor of customer satisfaction and repurchase intention. Huang et al., (2019) examined repurchase intention, the relationship of brand image through partial mediation of perceived value in the ecotourism industry. Meanwhile, Han et al., (2019) found brand image and brand trust as strong predictors of repurchase intention in the airline business. So that the relationship between the exogenous latent variable of perceived value on the endogenous variable of repurchase intention is positive but not significant because the relationship of the exogenous latent variable of perceived value requires a mediating variable, namely brand image. The relationship between the elaboration likelihood theory and the relationship between the perceived value variable and the repurchase intention variable is that in the process of persuasion activities that occur is how

the cognitive process containing brand values is communicated until the message is fully received to consumers which can ultimately influence consumer decisions in repurchasing.

In the fifth path test, namely brand image on repurchase intention based on T Statistics, which is 3.6365 and P Value is 0.0003. So that the results are stated according to the criteria of Pvalue 0.05, significantly positive, and the hypothesis is accepted. These results also state the same results as previous research which explains that brand image will not only have a direct impact on brand attitudes, but also encourage consumers to repurchase. In the research journal Han et al,. (2019) found brand image and brand trust as strong predictors of repurchase intention in the airline business. For certain brands, consumers develop cognitive and affective responses, then repeatedly buy certain brands. A good brand image is considered an important aspect of a company's competence to maintain its market position and market share. Mansur (2021) in Yuliawati (2022:2) state that, organizations use public communication to create, strengthen, and define vision, mission, their images, especially in the public eye. Promoting products or services they produce. The correlation between the elaboration likelihood theory and the relationship between brand image variables and repurchase intention variables is at the output stage of the ability to process, after previously there was an input of persuasive communication and cognition processes. When the brand image that is formed to consumers is good, it will be able to create confidence to buy or reuse.

Based on tests on all paths, the results of T Statistics and P Value are known, it can be seen that there are 3 significant positive relationships between latent variables, and the hypothesis is accepted, namely the promotional communication mix on brand image, perceived value on brand image, and brand image on repurchase intention. While the two positive latent variable relationships are not significant, and the hypothesis is rejected, namely the promotional communication mix on repurchase intention, and perceived value on repurchase intention.

CONCLUSION

The role of social media advertising content and social media sales promotion content in developing a hedonic and functional brand image. Promotional persuasion from communicators that influence them to act so that it can have a positive and significant effect on brand image. Promotional communication mix on repurchase intention is still weak based on the level of significance and correlation between dimensions because promotional activities carried out directly improve brand image but do not directly create repurchase intention.

Promotional offers made by providing an aggregation of the sought-after benefits, which are the result of collaboration between stakeholders, can increase the perceived value by active participation in the community, build brand communication, maintain a strong and positive brand image.

Brand image as an antecedent and strong predictor of customer satisfaction and repurchase intention, thus requires a mediating variable, namely brand image. Consumers prefer functional value or a central route that involves elaborating messages and leading to quality.

The relationship between brand image variables and repurchase intention variables is at the output stage of the ability to process, after previously there was an input of persuasive communication and cognition processes. When the brand image that is formed to consumers is good, it will be able to create confidence to buy or reuse.

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