

The Influence of Integrated Marketing Communications on Brand Awareness and its Impact on the Repurchase Intention of Batik X at PT. Mahakarya Putra Indonesia

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ABSTRACT

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The batik industry in Indonesia has significant potential with a wide market share and a high number of consumers. However, PT Mahakarya Putra Indonesia, as one of the companies engaged in the batik fashion industry, still faces challenges in achieving a repurchase rate of 60%, while the realization is only 32%. The company has implemented various strategies, including integrated marketing communications, to increase brand awareness and repurchase intention. This study aimed to analyze the effect of integrated marketing communications on brand awareness and its impact on the repurchase intention of Batik X at PT Mahakarya Putra Indonesia. The study used a quantitative approach with a sample of 100 respondents. Data were analyzed using correlation and path analysis to evaluate the relationship between variables. The results showed that Integrated Marketing Communications has a significant influence on the brand awareness of Batik X at PT Mahakarya Putra Indonesia. In addition, Integrated Marketing Communications also has a direct impact on the repurchase intention of the product. Then, brand awareness affects repurchase intention. Furthermore, Integrated marketing communications affect repurchase intention through brand awareness of Batik X at PT Mahakarya Putra Indonesia. The findings of this study confirm the importance of integrated marketing communications as a strategy to increase brand awareness and repurchase intention. These results provide a basis for companies to strengthen coordinated marketing activities to achieve the expected repurchase target.

Keywords: Integrated marketing communications, brand awareness, repurchase intention, batik industry, Indonesia.

INTRODUCTION

Batik, as one of the creative products in the textile industry, was recognized by UNESCO in 2009 as a distinctive "Intangible Cultural Heritage of Humanity" from Indonesia (UNESCO, 2009). This recognition confirms that batik is not just a product of art, but also has a deep meaning that includes aspects of sociology, anthropology, philosophy, and economics, in line with its role in the history of Indonesian society. To celebrate this recognition, the government designated October 2 as National Batik Day through Presidential Decree No. 33/2009 (Ministry of Tourism of the Republic of Indonesia, 2009).

The recognition of batik as a cultural heritage has a significant economic impact on the people of Indonesia, especially as the national batik host. The sector involves around 49,000 micro, small, and medium enterprise (MSME) units with 200,000 artisans, accounting for 20% of the total national textile MSMEs. The domestic batik market has great potential, with a market value of five trillion rupiah per year and more than one million buyers every month. Globally, the export value of batik fabrics and products in 2016 reached USD 149.9 million (equivalent to IDR 2.2 trillion), with Japan, the United States, and Europe as the main markets (Kompas, 2016; Industry, 2017).

PT Mahakarya Putra Indonesia, as one of the companies engaged in the batik fashion industry, started its sales

business by opening a small shop in the hotel lobby area and around the tourist destination of Malioboro, Yogyakarta. The company's current marketing strategy involves collaborating with several department stores and hotels in Indonesia, Singapore, and Japan in order to expand the product's reach to consumers. In addition, the company also has several stores in Jakarta, Surabaya, and Yogyakarta to build direct relationships with customers in the long term. As a result of the strategy, the company was able to collect data on visitors and buyers, which was later used to build a comprehensive database, recording active, passive, and prospective buyers.

Table 1: Number of buyers of X Batik at PT Mahakarya Putra Indonesia for the period 2014-2018.

City	Repurchase	One-time purchase	Total
Jakarta	702	1537	2239
Bandung	93	136	229
Surabaya	98	192	290
Total	893 (32%)	1865 (68%)	2758 (100%)

Source: Internal Data of PT Mahakarya Putra Indonesia (2019)

Based on Table 1, it can be seen that the percentage of repeat purchases is 32%, and one-time purchases show a percentage of 68% of a total of 2758 buyers based on the domicile of buyers in the three major cities of Indonesia.

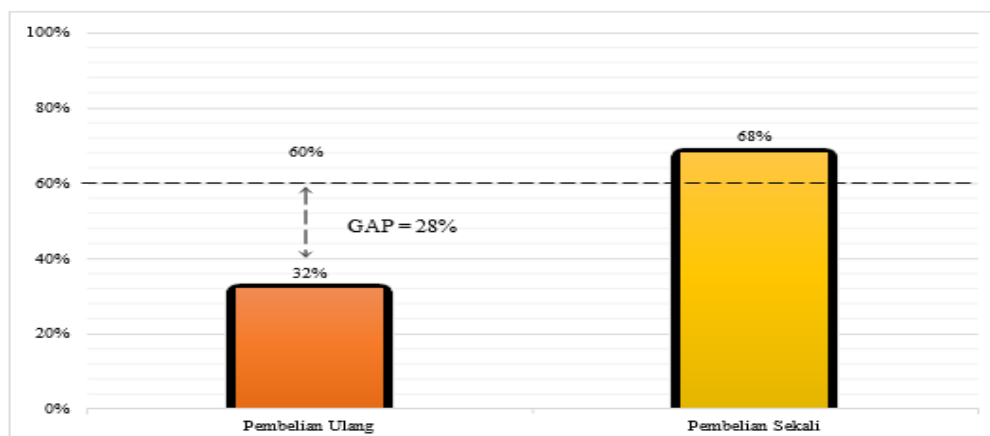


Figure 1. Percentage of Single and Repeat Purchases 2014-2018

Source: Internal Interview with Management of PT Mahakarya Putra Indonesia (2019)




Based on the figure above, consumers who make repeat purchases are 32%, still far from the company's expectations, which want consumers to make repeat purchases of 60%, so there is a large *gap* of 28% from expectations. Various efforts have been made by companies, such as *integrated* promotional activities (*integrated marketing communications*), such as promotions through social media, company *websites*, *endorsements* of celebrities and public figures, conducting promotions and personal visits, participating in various exhibitions, and others. All of these activities are to build brand awareness of potential consumers and consumers of the Batik X brand, giving rise to the intention for consumers to repurchase Batik X products.

Integrated marketing communications can increase *brand awareness* through increased *accessibility* and *salience* (Batra & Keller, 2016). Companies that use *integrated marketing communications* as a message development method can integrate from various message strategies, communication techniques or different communication channels with the aim of making marketing communication messages more effective, and can influence, stimulate decisions and give positive attitudes and facilitate the development of *brand awareness* and *brand image* (Kitchen, Kim, & E. Schultz (2008). *Brand awareness* is related to *integrated marketing communications* invested in the *brand* (Foroudi, Dinnie, Kitchen, Melewar, & Foroudi, 2017). *Integrated marketing communications* can increase *repurchase intention* at the stage where consumers have to weigh whether they want to *repurchase* a particular brand

after the first purchase (Batra & Keller, 2016).

In an effort to increase *brand awareness*, the company is involved in various local and international events such as the Indonesian *Pageant*, Puteri Indonesia beauty contest, *Ms.Universe*, *Ms.World*, to contribute to various fundraising events, tourism promotion, *fashion world*, positive testimonials from customers have made one of the strengths in building *brand awareness*, so that it becomes an attraction for potential consumers to cause the intention of repurchasing Batik X products. In addition, in every event held and involvement in the exhibition, Batik X is always displayed in the form of *teasers*, *banners*, or exhibition brochures, so that visitors are expected to know, remember, and respond to the brand that the company has built.

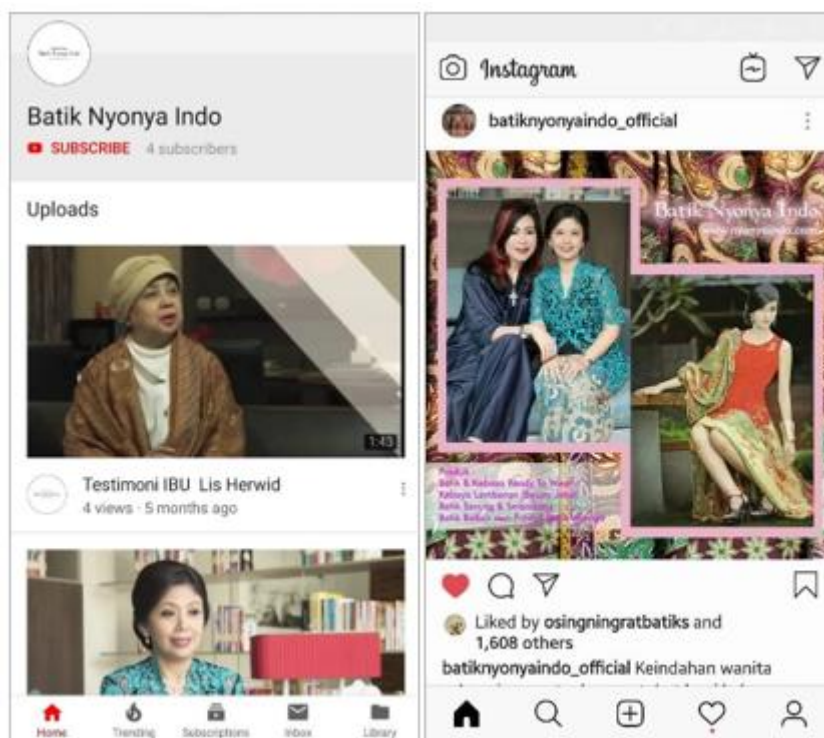
Table 2. Batik X Brand Awareness Activities

Promotion	Description
	<p>Mass Media Coverage of Batik X Brand Awareness Activities at the Event.</p> <p>Source: https://swa.co.id/swa/businesstrategy/differentiation-nyonya-indo-menyeruak-di-pasar-batik</p>
 <p>Home • Lifestyle • Style News</p> <p>Di Final, Kontestan Puteri Indonesia 2015 Anggun dengan Batik</p>	<p>Batik Nyonya Indo's Contribution to the Final of Puteri Indonesia</p> <p>Source: https://www.liputan6.com/lifestyle/read/2179018/in-final-contestant-puteri-indonesia-2015-elegant-with-batik</p>
 <p>Di Final, Kontestan Puteri Indonesia 2015 Anggun dengan Batik</p>	<p>Endorsement from Sofyan Basyir - Director of PLN Wearing X Batik.</p> <p>Source: Internal PT. Mahakarya Indonesian Men</p>

Source: Swa (2016), Liputan 6 (2015) and Internal PT. Mahakarya Putra Indonesia (2019)

The company implements a membership program by providing customer cards for new and existing customers. For customers who need a "corporate gift" for their colleagues, they can deposit a certain amount of money and benefit from special discounts through the "Emerald" card for large purchases. In addition, members celebrating birthdays will receive special discounts. The company also provides shopping vouchers to customers who visit during the exhibition event to encourage the purchase of X Batik products.

In its promotional efforts, the company utilizes Instagram and the official Batik X website to post product samples, hoping to attract the attention of visitors interested in batik fashion. Positive testimonials from customers posted on Batik X's YouTube channel are expected to increase trust and motivate customers to make repeat purchases.



Promotion on Instagram and Batik Nyonya Indo's Youtube Channel

Source: Instagram and YouTube Channel Batik Nyonya Official (2019)

The hope is that all the efforts made by PT Mahakarya Putra Indonesia, starting with the *integrated marketing communications* strategy to the strategy of increasing *brand awareness*, can have an impact on increasing customer *repurchase intention*.

Based on the explanation above, it turns out that *integrated marketing communications* activities and efforts to build *brand awareness* have not had a direct impact on customer repurchase intentions, thus affecting company revenue. The results of interviews with the company show that these marketing communication efforts are still not well integrated and seem fragmented. This is recognized by the company because they do not yet have a simultaneous strategy to create more integrated marketing communications, which is still new to them. For example, Instagram social media advertising promotions carried out by the internet technology team do not consider urgent needs, such as trade show promotions followed by the sales team. The sales team that interacts with customers via WhatsApp also does not pay attention to the discounts or prices applicable in the company's monthly promotion program. In addition, batik products worn by public figures or celebrities are not uploaded on social media to increase the interest of Instagram followers, which should be part of the online marketing and social media strategy.

To strengthen this phenomenon, preliminary research was conducted to find out the customer's response to the repurchase intention of Batik X products.

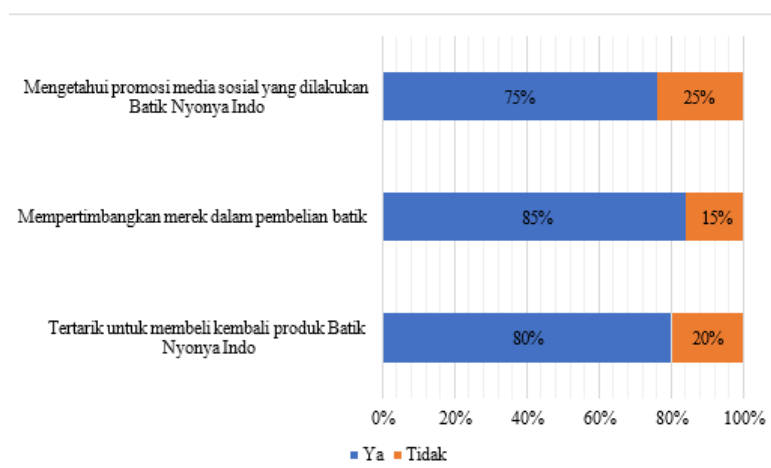


Figure 3. Customer Pre-Survey Results Source: Pre-Survey (2019)

From the pre-survey results, it can be concluded that customers' intention to make repeat purchases is good, but there are still 20% who say they do not want to make repeat purchases. This is based on the responses of customers who stated that they always consider batik purchases based on the brand (85%). In general, 75% of customers have known Batik X from social media, and 25% do not know the Batik X brand.

There is a mismatch in the company's expectations (*gap*) in customer *repurchase intention* of 28% and the results of the pre-survey, so we are interested in making research with the title "The influence of *integrated marketing communications* on *brand awareness* and its impact on the *repurchase intention* of Batik X at PT Mahakarya Putra Indonesia".

This research focuses on analyzing how integrated marketing communications influence brand awareness and their impact on repurchase intentions for Batik X products at PT Mahakarya Putra Indonesia. This research is expected to provide benefits for companies, researchers, and the development of science. For companies, this research is expected to be a useful source of information to evaluate and formulate more effective and efficient marketing communication strategies, in order to increase brand awareness and consumer repurchase intentions, while answering the challenges of company growth. For future researchers, this research can be a reference for further research on the effect of integrated marketing communications on brand awareness and repurchase intentions, which can contribute and applications in marketing science. In addition, the results of this study are expected to enrich the development of marketing science in the field of business management and benefit the wider community, both in research and other practices.

RESEARCH METHODS

This research uses a quantitative approach involving three main variables, namely independent variables, connecting variables, and dependent variables. Data collection was conducted through various methods, namely literature study, interviews, and questionnaire distribution. Data sources consisted of primary and secondary data. Primary data was obtained directly by researchers through online questionnaires distributed to Batik X customers, as well as through interviews. Meanwhile, secondary data was obtained from pre-existing sources, either manually through documents related to research phenomena and books, or online through journals, electronic articles, and expert opinions relevant to the research variables. In this study, the population used was customers of Batik X, taken from January 2014 to December 2018. The total population studied amounted to 893 people.

Table 3. Number of Repeat Purchase Customers

City	Repurchase
Jakarta	702
Bandung	93

Surabaya	98
Total	893

Source: Internal Data of PT Mahakarya Putra Indonesia (2019)

To determine the number of respondents or research samples, the Slovin formula was used:

N

$n =$

$1 + Ne^2$

Description:

N : population

n : sample

e : the sampling error rate is 10% and the confidence is 90%

With the Slovin formula above, it can be calculated the number of respondents or samples in this study, namely:

$$n = \frac{N}{1 + Ne^2} = \frac{893}{1 + 893 \times 0.1^2} = 893 / 9.93 = 90$$

From the calculation, 90 respondents were obtained, then rounded up to 100 respondents as the minimum number of research samples taken from the population of Batik X customers who have made at least one purchase in the Jakarta, Bandung, and Surabaya areas. The sampling technique used in this study is *probability sampling* with the *proportionate stratified random sampling* technique. *Sampling probability*, according to Sugiyono (2015, p. 136), is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member.

Since the population of Batik X customers studied is in the cities of Jakarta, Bandung, and Surabaya, not homogeneous and proportionally distributed, the sampling is based on these three cities. A sample size of 100 Batik X customers will be taken proportionally from these three cities.

Table 4. Sample Distribution

No.	Strata	Ni	fi	ni= fi × 100
1	Jakarta	702	0.79	79
2	Bandung	93	0.10	10
3	Surabaya	98	0.11	11
Total		893		100

Source: Primary Data Processed (2019)

After data collection is carried out, the data will be collected from several research instruments, namely questionnaires, using validity tests and reliability tests. Then, after obtaining valid data, it is continued with the data normality test, and after that the data processing is continued again using correlation analysis and *path* analysis. Data processing is carried out in order to answer research objectives, to obtain research conclusions which will ultimately lead to making suggestions.

Here is the research framework:

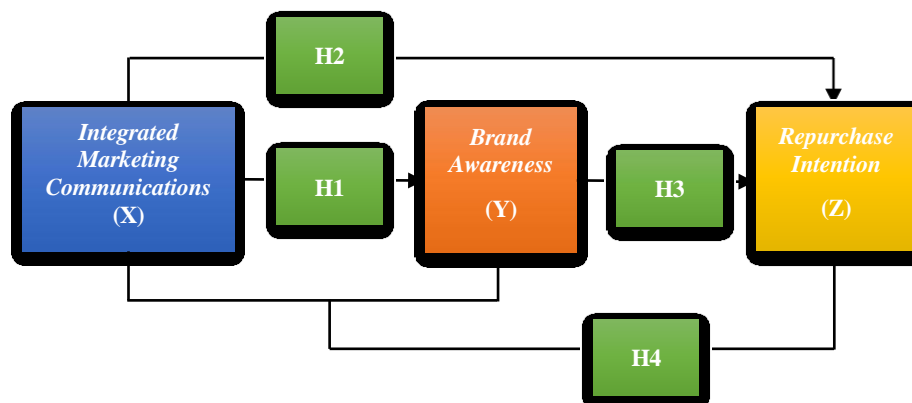


Figure 4. Research framework

The hypotheses in this study are:

Hypothesis 1: *Integrated marketing communications affects brand awareness.*

Hypothesis 2: *Integrated marketing communications affects repurchase intention.*

Hypothesis 3: *Brand awareness affects repurchase intention.*

Hypothesis 4: *Integrated marketing communications affect repurchase intention through brand awareness as an intermediary.*

RESULTS AND DISCUSSION

RESULTS

Descriptive Analysis of Variables

Integrated marketing communications is measured by 11 statement indicators. The following is a recap of the results of respondents' responses to each indicator of the *integrated marketing communications* variable:

Table 5. Integrated Marketing Communications Variable Description Table

Indicator Statement	Answer Score					Total Score	Average Score	Category
	1	2	3	4	5			
Item-1	1	2	6	60	445	514	4.759	Strongly Agree
Item-2	1	0	9	92	405	507	4.694	Strongly Agree
Item-3	0	0	39	156	280	475	4.398	Strongly Agree
Item-4	0	0	6	60	455	521	4.824	Strongly Agree
Item-5	0	0	12	48	460	520	4.814	Strongly Agree
Item-6	0	4	30	152	290	476	4.407	Strongly Agree
Item-7	3	4	57	124	265	453	4.194	Agree
Item-8	2	2	45	132	285	466	4.314	Strongly Agree
Item-9	1	2	21	96	375	495	4.583	Strongly Agree

Item-10	0	0	27	132	330	489	4.527	Strongly Agree
Item-11	0	0	18	88	400	506	4.685	Strongly Agree
Integrated Marketing Communications 5422							4.563	

Source: Primary Data Processed (2019)

Based on the results of the analysis of the average score of respondents' responses, overall, the assessment of integrated marketing communication implemented by Batik X is in the strongly agree category. This is indicated by a total score of 5,422 and an average score of 4.563. The item with the highest score is the question regarding the provision of price discounts, which is considered very important by respondents, showing a very positive response. In contrast, the lowest score came from a question regarding respondents' pride in having their photos and comments uploaded on the company's social media. This suggests that such a step is inconvenient or burdensome for most respondents.

Brand awareness is measured by 3 statement indicators. The following is a recap of the results of respondents' responses to each indicator of the *brand awareness* variable.

Table 6. Brand Awareness Variable Description Table

Indicator Statement	Answer Score					Total Score	Average Score	Category
	1	2	3	4	5			
Item-1	0	0	21	140	330	491	4.546	Strongly Agree
Item-2	0	0	24	132	335	491	4.546	Strongly Agree
Item-3	1	0	33	152	290	476	4.407	Strongly Agree
Brand Awareness						1458	4.5	

Source: Primary Data Processed (2019)

The results of the analysis of the average score of respondents' responses show that the overall brand awareness of Batik X is rated very well, with a total score of 1,458 and an average score of 4.5. Questions regarding the level of brand recognition, as well as respondents' ability to recall the Batik X brand or logo after a certain period, received the highest scores, indicating a positive response and potential as a company strength. However, questions related to the brand's association with batik products in the market scored the lowest, so this needs to be a concern for the company to improve brand recognition in that aspect.

Repurchase intention is measured by 8 statement indicators. The following is a recap of the results of respondents' responses to each indicator of the *repurchase intention* variable.

Table 7. Repurchase Intention Variable Description Table

Indicator Statement	Answer Score					Total Score	Average Score	Category
	1	2	3	4	5			
Item-1	0	0	45	164	260	469	4.342	Strongly Agree
Item-2	0	0	30	112	350	492	4.555	Strongly Agree
Item-3	0	0	36	164	55	255	2.361	Disagree
Item-4	0	0	33	140	310	483	4.472	Strongly Agree
Item-5	0	0	60	184	210	454	4.203	Strongly Agree
Item-6	0	0	18	108	375	501	4.638	Strongly Agree

Item-7	0	0	15	148	330	493	4.564	Strongly Agree
Item-8	0	0	33	160	285	478	4.425	Strongly Agree
Repurchase Intention						3625	4.195	

Source: Primary Data Processed (2019)

Based on the results of the average score analysis, the overall repurchase intention of Batik X customers is in the agree category, with a total score of 3,625 and an average of 4.195. The question regarding good and friendly treatment in service obtained the highest score, indicating that this aspect is a company advantage. However, the lowest score was found in questions related to fulfilling customers' expectations and desires for the overall service, which needs more attention from the company for future improvements.

Research Instrument Testing

a. Validity Test

Validity shows the extent to which a measuring instrument measures what it wants to measure. The method used in testing the validity of the instrument uses the *corrected product-moment* correlation approach, with the provisions of the validity of the instrument if the $r_{\text{calculated value}} > r_{\text{table Value}}$ at $N = 30$. The results of the research instrument validity test are summarized below.

Table 8. Integrated Marketing Communications Variable Validity Test Results

Questionnaire Items	Correlation	r-table	Decision
X.1	0.476	0.361	Valid
X.2	0.489	0.361	Valid
X.3	0.695	0.361	Valid
X.4	0.415	0.361	Valid
X.5	0.513	0.361	Valid
X.6	0.550	0.361	Valid
X.7	0.820	0.361	Valid
X.8	0.827	0.361	Valid
X.9	0.646	0.361	Valid
X.10	0.491	0.361	Valid
X.11	0.394	0.361	Valid

Source: Primary Data Processed (2019)

Table 9. Brand Awareness Variable Validity Test Results

Questionnaire Items	Correlation	r-table	Decision
Y.1	0.768	0.361	Valid
Y.2	0.809	0.361	Valid
Y.3	0.804	0.361	Valid

Source: Primary Data Processed (2019)

Table 10. Repurchase Intention Variable Validity Test Results

Questionnaire Items	Correlation	r-table	Decision
Z.1	0.800	0.361	Valid
Z.2	0.819	0.361	Valid
Z.3	0.881	0.361	Valid
Z.4	0.934	0.361	Valid
Z.5	0.821	0.361	Valid
Z.6	0.750	0.361	Valid
Z.7	0.541	0.361	Valid
Z.8	0.783	0.361	Valid

Source: Primary Data Processed (2019)

Based on the table, it can be seen that all statement items for *Integrated Marketing Communications*, *Brand Awareness* and *repurchase intention* have met the valid requirements, namely the *correlation* value > $r_{(table)}$ (0.361), so it can be concluded that the instrument used can be continued to discuss the problems in this study.

b. Reliability Test

A measurement instrument is said to be reliable if it provides consistent score results on each measurement. A measurement may be reliable but not valid, but a measurement cannot be said to be valid if it is not reliable. The method of testing the reliability of the instrument uses the *Cronbach alpha* correlation formula, provided that the *Cronbach alpha* value is > 0.7.

Table 11: Reliability Test Results of Research Instruments

Variables	Alpha Cronbach-count	Decision
<i>Integrated Marketing Communications</i>	0.803	Reliable
<i>Brand Awareness</i>	0.700	
<i>Repurchase Intention</i>	0.915	

Source: Primary Data Processed (2019)

The table above shows that all instruments in each variable are reliable to answer the problems in this study.

c. Normality Test

Normality test is one of the requirements in *path analysis*, which explains that the data distribution must be normal, so that before doing *path analysis*, a normality test must be carried out on each variable. The normality test was carried out with the help of SPSS Version 22 and is presented in the table below:

Table 12. Normality Test of Research Variables

Skewness			Kurtosis		
Statistic	Std. Error	Ratio	Statistic	Std. Error	Ratio

<i>Integrated Marketing Communications</i>	-0.455	0.233	-1.95	-0.828	0.461	-1.7961
<i>Brand Awareness</i>	-0.465	0.233	-2.00	-0.894	0.461	-1.93926
<i>Repurchase Intention</i>	-0.462	0.233	-1.98	-0.429	0.461	-0.93059
<i>Valid N (listwise)</i>						

Source: Primary Data Processed (2019)

Based on the table above, all data on the research variables have met the normality requirements because the *skewness* ratio and *kurtosis* ratio values are between the ranges of -2 to 2.

d. Path Analysis

This research is divided into two sub-structure analyses. The first is sub-structure analysis 1, which explains the effect of *integrated marketing communications* (X) on *brand awareness* (Y). The second is sub-structure 2 analysis, which explains the effect of *integrated marketing communications* (X) on *repurchase intention* (Z) and also the effect of *brand awareness* (Y) on *repurchase intention* (Z).

The structural equation for path analysis is as follows:

$$Y = \rho_X + \varepsilon_1$$

$$Z = \rho_{ZX} + \rho_{ZY} + \varepsilon_2$$

1. Sub-Structure 1 Testing

The analysis of the effect of *repurchase intention* (X) on *brand awareness* (Y) is described in the sub-structure 1 model as in the following figure.

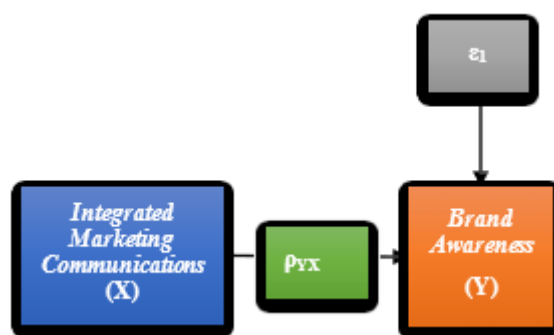


Figure 5. Sub-structure Model 1

Sub-structure 1 testing is used to measure the effect of *repurchase intention* on *brand awareness*. The following are the results of testing sub-structure 1 using the SPSS program.

Table 13: Coefficient of Sub-Structure 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	5.951	1.553		3.831	0.001
	<i>Integrated Marketing Communication</i>	0.15	0.031	0.428	4.876	0.001

a. Dependent Variable: *Brand Awareness*

Source: Primary Data Processed Using SPSS Version 22 (2019)

Based on hypothesis testing, the result shows that the significance value (Sig t-count) is 0.001, which is smaller than the significance level ($\alpha = 0.05$). Thus, the null hypothesis (H_0) is rejected, and it can be concluded that there is an influence of *integrated marketing communications* on *brand awareness*. To measure the extent of this influence, an analysis using the R-squared value was conducted.

Table 14. R. Square Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428 ^a	0.183	0.175	1.32839
a. Predictors: (Constant), Integrated Marketing Communication				

Source: Primary Data Processed Using SPSS Version 22 (2019)

The analysis results show that the R-Square value for the effect of integrated marketing communications on brand awareness is 0.183 or 18.3%. This means that integrated marketing communications contributes 18.3% to brand awareness, while the rest, 90.3%, is influenced by other factors not studied.

Furthermore, the value of the path coefficient is calculated as follows:

$$\rho_{y\epsilon_1} = \sqrt{1 - R^2} = \sqrt{1 - 0.183} = 0.903$$

The equation above can explain that *integrated marketing communications* affects *brand awareness* by 0.428, which means that *integrated marketing communications* can increase *brand awareness*.

2. Sub-Structure 2 Testing

The analysis of the effect of *integrated marketing communications* and *brand awareness* on *repurchase intention* is described as sub-structure 2 in the following figure.

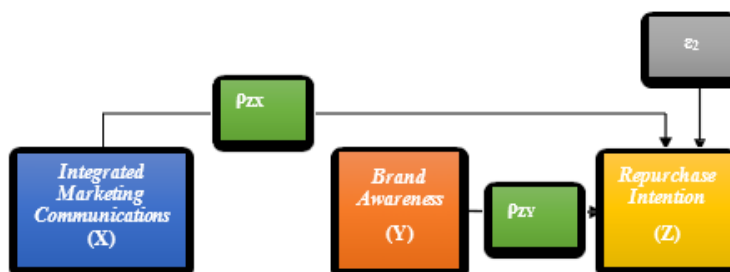


Figure 6. Sub-structure Model 2

Sub-structure 2 testing is used to measure the effect of *integrated marketing communications* and *brand awareness* on the *repurchase intention* of Batik X products. The following shows the results of sub-structure 2 testing using the SPSS program.

Table 15: Test Results for Sub-Structure 2ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	599.24	2	299.62	39.993	.000 ^b
	Residuals	786.639	105	7.492		
	Total	1385.88	107			

a. Dependent Variable: *Repurchase Intention*b. Predictors: (Constant), *Brand Awareness*, *Integrated Marketing Communication*

Source: Primary Data Processed Using SPSS Version 22 (2019)

Hypothesis testing shows that the significance value (Sig F-count) is 0.000, which is smaller than the significance level ($\alpha = 0.05$). Therefore, the null hypothesis (H_0) is rejected, so it can be concluded that *integrated marketing communications* and *brand awareness* have an effect on *repurchase intention*.

After the combined effect was confirmed, the analysis continued to assess the partial effect of *integrated marketing communications* and *brand awareness* on *repurchase intention*. This was done to understand the contribution of each variable in influencing customer repurchase decisions.

Table 16: Coefficient of Sub-Structure 2Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.18	3.415		1.52	0.13
	<i>Integrated Marketing Communication</i>	0.459	0.07	0.531	6.52	0
	<i>Brand Awareness</i>	0.548	0.2	0.223	2.74	0.01

a. Dependent Variable: *Repurchase Intention*

Source: Primary Data Processed Using SPSS Version 22 (2019)

Hypothesis testing shows that the t-count significance value for integrated marketing communications on repurchase intention is 0.000, and for brand awareness on repurchase intention is 0.007. Both values are smaller than the 0.05 significance level, so the null hypothesis is rejected. This shows the influence of integrated marketing communications and brand awareness on repurchase intention.

Based on the analysis table, it can be seen that these two variables contribute to repurchase intention. To understand the extent of this influence, the study uses the R-squared value as a measure of the contribution of integrated marketing communications and brand awareness to repurchase intention.

Table 17. R-Square Value Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	0.432	0.422	2.73712

a. Predictors: (Constant), *Brand Awareness*, *Integrated Marketing Communications*

Source: Primary Data Processed Using SPSS Version 22 (2019)

The analysis shows that the R-Square value is 0.432, which means that integrated marketing communications and brand awareness together contribute 43.2% to repurchase intention. Meanwhile, other factors outside of these two variables contributed 75.4%, which is calculated based on the path coefficient value of 0.754.

Sub-Structure 2 Equation

$$Z = \rho_{zx} + \rho_{zy} + \varepsilon_2$$

$$Z = 0.531x + 0.223y + 0.754\varepsilon_2$$

The equation above can explain that *integrated marketing communications* has an effect on *repurchase intention* of 0.531, which means that if *integrated marketing communications* increases by 1 unit, then *repurchase intention* will increase by 0.531 units. Vice versa, if *integrated marketing communications* decreases by 1 unit, the value of *repurchase intention* will decrease by 0.531 units.

Brand awareness has an effect on *repurchase intention* of 0.223, which means that if *brand awareness* increases by 1 unit, the value of *repurchase intention* will increase by 0.223 units. Vice versa, if *brand awareness* decreases by 1 unit, then *repurchase intention* will decrease by 0.223 units.

Mediation Test

Furthermore, to find out whether *brand awareness* significantly mediates between *integrated marketing communication* on *repurchase intention*, researchers use the Sobel test.

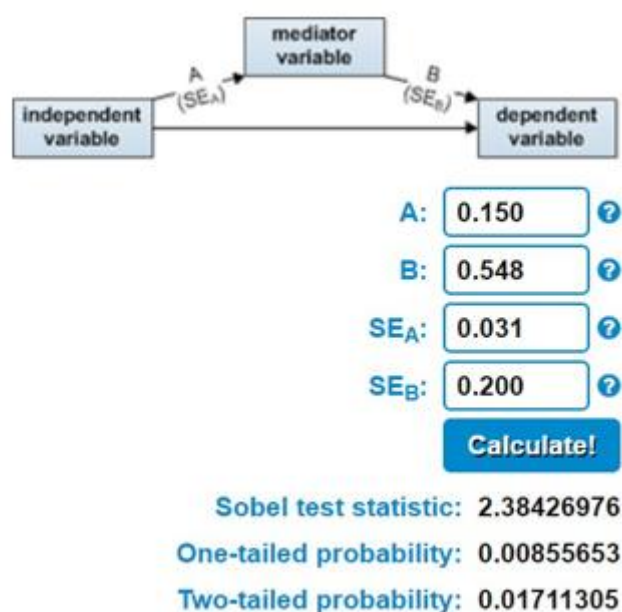


Figure 7. Sobel Test Results

From the results of the *Sobel test*, it can be concluded that *brand awareness* is a significant *intervening* influence of *integrated marketing communication* on *repurchase intention*. This means that customers will make repeat purchases of Batik X depending on *brand awareness*.

DISCUSSION

The effect of *integrated marketing communications* on *brand awareness*

The findings of the research analysis show that there is an influence of *integrated marketing communications* on *brand awareness*. This result is indicated by a significant t-count value of 0.000 < 0.05 and an influence value of 0.428. The results of this study indicate that integrated marketing communications effectively contribute to brand awareness. Based on these findings, integrated marketing communication is necessary for PT Mahakarya Putra Indonesia in the strategy to improve customers' ability to recognize or remember the Batik X brand.

The results of this study support the results of research (Khan, Jadoon, & Tareen, 2016; Suryatama & Radianto, 2018; Yulianajua, 2017; Khizar, Farooqi, Rehmat, & Naz, 2016), which state that *integrated marketing communications* have a significant influence on *brand awareness*. These results are by the company's efforts in implementing integrated marketing communications, namely through *advertising, sales promotion, online and social media marketing, mobile marketing, personal selling* in building brand awareness is quite on target, this makes customers more familiar and recall the brand, to direct customers to always remember the Batik X brand compared to remembering the brands of its competitors.

The effect of *integrated marketing communications* on *repurchase intention*

The findings of the research analysis show that there is an influence of *integrated marketing communications* on *repurchase intention*. This result is indicated by the significant value of t-count of $0.000 < 0.05$. This supports research (Batra & Keller, 2016) where it is concluded that there is a significant effect of *integrated marketing communications* in increasing *repurchase intention* at the stage where customers have to weigh whether they want to purchase a particular brand after the first purchase.

These findings reinforce and the activities that have been carried out by the company must be more intensively carried out, namely that *advertising, sales promotion, online and social media marketing, mobile marketing, personal selling* efforts also increase *brand preference, customer satisfaction, perceived value, perceived quality*, where Batik X customers do have repurchase intentions after some time as evidenced by data in the company where customers have good interactions like clients, so that increased customer repurchase intentions can contribute to increased revenue for the company.

The input given to the company in concrete terms includes; in *advertising* activities, it needs to be increased again so that batik products are still used by public figures and celebrities on an ongoing basis, the need for a special *budget* in advertising on Instagram social media so that it can increase *followers*, in *sales promotion* it is necessary to provide attractive programs to customers such as discounts and free additional services so as to increase customer satisfaction, in *online and social media marketing* it is necessary to create quality promotional content and increase customer engagement to interact with the company through *social media*, for *mobile marketing*, it is necessary to further increase sales interaction through Whatsapp media and *the sales team* is more optimal in responding to customers in the speed and quality of problem solving, especially outside office hours because consultations can be timeless due to the busyness or spontaneity of customers, for *personal selling*, it is necessary to increase participation in trade shows, especially in three major cities (Jakarta, Bandung, Surabaya) as a strategy to bring and improve services to existing customers and of course the company can pay more attention to the personal needs of customers in service so that it can foster long-term relationships with them.

The effect of *brand awareness* on *repurchase intention*

The findings of the research analysis show that there is an influence of *brand awareness* on *repurchase intention*. This result is indicated by the significant value of t-count of $0.010 < 0.05$. The results of this study support research from (Vazifehdoost & Negahdari, 2018) that brand awareness affects customer repurchase intention behavior.

Brand awareness that has been built by the company for *brand recognition* and *brand recall*, affects customers so that they are able to remember Batik X and there is an impact on increasing *repurchase intention*, as a simple example, customers are already looking forward to every new product produced by Batik X whether it will be used alone or as an official *gift* from the customer's company.

The effect of *integrated marketing communications* on *repurchase intention* through *brand awareness*.

The findings of the research analysis show that there is an influence of *integrated marketing communications* on *repurchase intention* through *brand awareness*. This result is indicated by the path coefficient value of 0.095. So that the total effect of customer trust on repurchase through purchasing decisions is 0.626. The results of this study indicate that the intention to repurchase Batik X customers is influenced by good brand awareness, as well as the successful impact of integrated marketing communication activities carried out by PT Mahakarya Putra Indonesia. Based on the results of this study, PT Mahakarya Putra Indonesia needs to continue to improve and expand activities

and enlarge the impact of *integrated marketing communications* to increase brand awareness because it is proven to affect the repurchase intention of Batik X customers.

So that the company's efforts in building *integrated marketing communications* on *repurchase* intention through *brand awareness* simultaneously and interrelatedly show good results for the company, for example, efforts that can be made by the company, in trade show events attended by companies in Jakarta, Bandung and Surabaya locations, existing customers can be contacted again by telephone or *whatsapp social media (mobile marketing)*, by mentioning the *team* from Batik X (*brand awareness*) with various promotional programs in the exhibition (*sales promotion*) and providing additional services for products that have been purchased in the past to make it easier for them (*personal selling*) will immediately respond to attend the event and can stimulate customers to repurchase intention.

CONCLUSION

By looking at the results of research and discussion in the previous chapter regarding the analysis of the influence of *integrated marketing communications* on *brand awareness* and its impact on the *repurchase intention* of Batik X at PT Mahakarya Putra Indonesia, it can be concluded:

1. *Integrated marketing communications* affect the *brand awareness* of Batik X at PT Mahakarya Putra Indonesia.
2. *Integrated marketing communications* affect the *repurchase intention* of Batik X at PT Mahakarya Putra Indonesia.
3. *Brand awareness* affects the *repurchase intention* of Batik X at PT Mahakarya Putra Indonesia.
4. *Integrated marketing communications* affect *repurchase intention* through *brand awareness* of Batik X at PT Mahakarya Putra Indonesia.

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