

The Influence of Digital Promotion and Perceived Quality on Repeat Purchase Through Brand Awareness as an Intervening Variable (A Case Study on Glad2Glow Products on the Shopee Platform)

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ABSTRACT

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This study aims to identify the factors influencing consumers' repeat purchase behavior of Glad2Glow skincare products, particularly through the roles of digital promotion, perceived quality, and brand awareness. A quantitative approach was used with survey data collected from 150 respondents via questionnaires. The data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS application. The results show that digital promotion has a significant effect on brand awareness but does not directly influence repeat purchase. Meanwhile, perceived quality significantly affects both brand awareness and repeat purchase. However, brand awareness does not have a significant direct effect on repeat purchase. Interestingly, brand awareness significantly mediates the relationship between digital promotion and repeat purchase, but does not mediate the relationship between perceived quality and repeat purchase. These findings indicate that perceived quality is a key factor in encouraging repeat purchases, while digital promotion is more effective when it first builds brand awareness.

INTRODUCTION

The global and local beauty industries have experienced significant growth in recent years. According to Inkwood Research (2022), the global beauty industry had a market value of USD 552.6 billion. In Indonesia, the market revenue for the beauty industry reached USD 9 billion in 2024. This data indicates that competition in the beauty industry has become increasingly massive and intense. The rapid development of technology, especially online marketplaces, has further accelerated this competitive environment. According to Katadata.co.id, Shopee ranked first in 2023 with a total of 2.35 billion visits, and also experienced a significant increase in traffic, with a growth rate of 41.39% during the same year.

With easier access to products, maintaining customer loyalty has become increasingly difficult, as consumers are more likely to try new brands.

According to Kotler and Keller as cited in Febriyanti and Hadi (2024), one of the indicators of customer loyalty is repeat purchase behavior. Companies employ various strategies to encourage repeat purchases, including strengthening their digital presence through social media platforms, influencer partnerships, and targeted online advertising campaigns (Christina & Roselina, 2020). Based on RRI.com, the number of active social media users in Indonesia reached 191 million in 2023.

Due to this high level of digital penetration, it is unsurprising that digital promotion significantly contributes to repeat purchase behavior. This finding is supported by Fijriani (2020), who stated that digital or online promotion positively affects repeat purchases by as much as 91.6%. In addition to digital promotion, perceived quality is also a key factor influencing repeat purchase behavior (Subawa, 2020). Moreover, sales promotion activities help increase

brand awareness, as noted by Anjani and Azizah (2024). Brand awareness also plays a crucial role as an independent variable influencing repeat purchases. Amelia and Bontarti (2023) found that brand awareness has a positive impact and determines the extent to which digital promotion and perceived quality influence repeat purchase behavior.

The increasing number of skincare brands has led to greater brand switching behavior, where consumers tend to try new brands. According to Peter and Olson, as cited in Mahfudin (2025), brand switching is the act of changing from one brand to another due to curiosity or the belief that a different product may offer superior benefits. This shift can be interpreted as a change in consumer preferences or behavior.

In response to this phenomenon, this study aims to examine the factors that influence repeat purchase behavior by analyzing the roles of digital promotion, perceived quality, and brand awareness as a mediating variable. This research focuses on the *Glad2Glow* skincare brand, which has shown notable growth in line with the expansion of the beauty industry. According to Kompas, one of *Glad2Glow*'s products—its moisturizer—has consistently ranked among the top 10 bestselling skincare products on major e-commerce platforms such as Shopee and Tokopedia.

LITERATURE REVIEW

Previous Research

1. **According to Anjani & Azizah (2024)** in their study titled *"Implementation of Promotional Mix in Increasing Brand Awareness and Product Sales at PT Ionesia Solusi Data (Ivosights)"*, sales promotion significantly enhances brand awareness. This research was conducted using a qualitative method through interviews and observations. The study is relevant as it demonstrates the direct impact of sales promotion on brand awareness.
2. **Angelia Luwiska (2021)**, in her research titled *"Analysis of the Effect of Digital Marketing on Repeat Purchase with Digital Promotion and E-Service Quality as Intervening Variables on Shopee Food Delivery Services in Surabaya"*, found that digital promotion plays a significant role in increasing repeat purchases. The study was conducted using a quantitative method with path analysis, involving 100 respondents who were Shopee Food users. This study is relevant as it also examines repeat purchase as the dependent variable; however, there is a difference in the variables used. Luwiska (2021) focused on digital marketing, digital promotion, and e-service

quality, whereas the current study broadens the scope by applying it in the context of *Glad2Glow*.

3. **According to Aquina et al. (2021)** in their study titled *"The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention"*, the research employed a quantitative approach using purposive sampling to gather data from 100 respondents. The findings revealed that perceived quality has a significant impact on repurchase intention. This study is relevant as it discusses repeat purchase as the dependent variable and includes brand loyalty as another variable, although it does not consider brand awareness as a mediating variable, which marks a gap addressed in the current research.
4. **Tuinesia (2022)** in the study titled *"The Influence of Brand Awareness and Perceived Quality on Repurchase Intention: Brand Loyalty as an Intervening Variable (Case Study at Kopi Soe Branch of Panakkukang Makassar)"*, found that brand awareness significantly influences repurchase intention. This quantitative research was conducted using 130 respondents obtained via an online questionnaire through Google Forms. The study is relevant as it investigates the relationship between brand awareness and repurchase intention. However, the previous study focused on an offline product, whereas the current study identifies a gap by analyzing an online-distributed product.
5. **In the study by Wulandari and Sukaatmaja (2022)** titled *"The Role of Brand Awareness in Mediating the Effect of Advertising and Celebrity Endorsers on Purchase Intention of Avoskin in Denpasar"*, it was found that brand awareness significantly mediates the influence of advertising and celebrity endorsement on purchase intention. The study involved 102 respondents using purposive sampling and was analyzed using Partial Least Squares (PLS). This research is relevant as it discusses brand awareness as a mediating variable, but it employs different variables, thus providing a gap explored in the present study.

Theory

Marketing

According to the American Marketing Association (AMA), marketing is not just about promotion and selling. It involves the entire process of creating, communicating, delivering, and exchanging value with customers, partners, and society. This includes elements like product, price, distribution, and promotion to meet market needs. This aligns with *customer value theory*, which emphasizes delivering more value than

competitors, and *relationship marketing*, which focuses on building long-term customer relationships (Kotler & Keller in Tamonsang, 2021; Lovelock & Patterson in Hariro, 2022). In the digital era, marketing is more dynamic, real-time, and personalized, making customer satisfaction and loyalty even more critical.

Digital Promotion

Digital promotion is a marketing method that uses digital platforms to reach a wider audience. According to Chaffey & Ellis-Chadwick (in Paendong, 2023), it includes tools like social media, search engines, email, websites, and apps to increase brand awareness and conversions. Erwin et al. (2023) mention key elements of digital promotion such as social media ads (Instagram, Facebook, TikTok), SEO, email marketing, content marketing, and paid ads (Google Ads). The goal is to boost customer engagement and speed up purchasing decisions. Digital promotion has become essential in reaching broader markets effectively. Indicators according Chaffey dan Ellis-Chadwick in Paendong (2023) for digital promotion include exposure frequency, content creativity, relevance, clarity, and visual appeal.

Perceived Quality

Perceived quality refers to a customer's evaluation of a product's overall excellence, based on experience and brand reputation. Zeithaml (in Rahmawati, 2023) defines it as a customer's judgment of a product's superiority. Kim (2021) states that perceived quality builds customer value, satisfaction, and loyalty. Factors that influence it include product features, consistency, brand reputation, customer experience, expectations, and emotional connections. In today's competitive market, improving perceived quality through innovation, strong branding, and great customer service is crucial. According to Kotler & Keller (in Fachrurazi, 2024), key indicators are reliability, performance, durability, innovation, and trustworthiness.

Repeat

Repeat purchase shows that customers are satisfied and willing to buy a product again.

Purchase

Schiffman & Kanuk (in Amelia et al., 2023) explain that it signals trust and fulfillment of expectations. Peter & Olson (in Amelia, 2023) say repeat purchases come from satisfaction and a desire to relive a positive experience, which can lead to customer loyalty. This is essential for business sustainability. According to Solomon (in Widanti, 2022), indicators include purchase frequency, satisfaction, repurchase intention, brand loyalty, and product usage experience.

Brand Awareness

Aaker & McLoughlin (in Cyntia, 2023) define brand awareness as the level of consumer recognition of a brand's name and attributes. Kotler & Keller (in Bernarto, 2020) describe it as the ability to recognize or recall a brand in specific situations, helping consumers make purchase decisions. High brand awareness makes a product more likely to be chosen, especially in low-involvement categories. It also builds trust, strengthens brand equity, and increases the chances of gaining market share. According to Kotler & Keller (2020), brand awareness indicators include brand recall, brand recognition, and inclusion in the consumer's consideration set.

METHOD

The type of research used in this study is a quantitative approach, which is based on positivist philosophy and aims to examine specific populations or samples. Data collection was conducted using research instruments, and the data were analyzed quantitatively or statistically to test the proposed hypotheses. The data obtained are secondary data collected through the distribution of questionnaires, using a Likert scale for measurement.

To determine the sample size, the Slovin formula was used, and it was concluded that a minimum of 100 respondents was required. However, a total of 150 respondents participated in this study. The sampling technique applied was non-probability sampling.

This study employed Partial Least Squares (PLS) for data analysis. PLS is a variance-based Structural Equation Modeling (SEM) technique, commonly used across various disciplines such as social sciences, management, and economics (Ghozali, 2020). The method involves both outer and inner models in its analysis and using path coefficient for the hypothesis.

RESULT

Path coefficients are standardized regression coefficients that indicate the direct effect of an independent variable on a dependent variable within a specific path model (Hakam, 2015:61–70). The indicator used to determine significance in path coefficients is the P-value: a P-value < 0.05 indicates a significant effect, while a P-value > 0.05 indicates a non-significant effect.

A. Direct Effect

Path	Original Sample (O)	P-values	Criteria	Description
BA -> RP	0.306	0.06	< 0.05	Not significant
DP -> BA	0.634	0.000	< 0.05	Significant
DP -> RP	-0.195	0.236	< 0.05	Not significant
PQ -> BA	0.334	0.000	< 0.05	Significant
PQ -> RP	0.824	0.000	< 0.05	Significant

Based on the data presented in the table above, the path coefficients for each variable are interpreted as follows:

1. BA -> RP (Brand Awareness -> Repeat Purchase)
The original sample value for this path is 0.306, but the P-value is 0.06, which is greater than 0.05. This indicates that the path is not statistically significant, meaning that brand awareness does not significantly affect repeat purchase.
2. DP -> BA (Digital Promotion -> Brand Awareness)
The original sample value is 0.634 with a P-value of 0.000, which is less than 0.05. This indicates a significant effect, meaning digital promotion has a significant influence on brand awareness.
3. DP -> RP (Digital Promotion -> Repeat Purchase)
The original sample value is -0.195 with a P-value of 0.236, which exceeds 0.05. This means the path is not statistically significant,

and digital promotion does not significantly influence repeat purchase.

4. PQ -> BA (Perceived Quality -> Brand Awareness)

The original sample value is 0.334 with a P-value of 0.000, indicating a significant effect. Thus, perceived quality significantly affects brand awareness.

5. PQ -> RP (Perceived Quality -> Repeat Purchase)

The original sample value is 0.824 with a P-value of 0.000, which is less than 0.05. This shows a significant effect, meaning perceived quality significantly influences repeat purchase.

B. Indirect Effect

Path	Original Sample (O)	P-values	Criteria	Description
DP -> BA -> RP	0.194	0.037	< 0.05	Mediated
PQ -> BA -> RP	0.102	0.166	< 0.05	Not mediated

1. DP -> BA -> RP (Digital Promotion -> Brand Awareness -> Repeat Purchase)
The original sample value is 0.194, with a P-value of 0.037, which is below 0.05. This indicates that the path is statistically significant, meaning that digital promotion has a significant indirect effect on repeat purchase through brand awareness.
2. PQ -> BA -> RP (Perceived Quality -> Brand Awareness -> Repeat Purchase)
The original sample value is 0.102, and the P-value is 0.166, which is greater than 0.05. This means the path is not statistically significant, indicating that perceived quality does not significantly affect repeat purchase through brand awareness.

DISCUSSION

Based on the research and testing that have been previously conducted regarding the influence of digital promotion and perceived quality on repeat purchase through brand awareness as an intervening variable, the following conclusions can be drawn:

1. Digital promotion does not significantly influence repeat purchase. This indicates that although Glad2Glow engages in digital promotion (such as online discounts, social media advertisements, or email campaigns), these efforts are not strong enough to significantly drive consumers to make repeat purchases. It is possible that consumers are only attracted during promotional periods but lack the loyalty to repurchase without ongoing promotions. Several possible reasons explain why digital promotion does not significantly influence repeat purchase:
 - A. According to Kotler and Keller (2016), loyalty—in this case, repeat purchase—cannot be built solely through promotions. It also depends on other factors such as service, experience, and strong trust.
 - B. Chaffey & Ellis-Chadwick (2019) also state that digital promotions such as discounts or vouchers tend to boost short-term sales but do not significantly impact customer retention. They emphasize that the primary focus of digital promotion should not merely be on short-term sales increases but also on building long-term relationships with customers.
2. Perceived quality significantly influences repeat purchase. This means that the higher the consumer's perception of the quality of Glad2Glow, the more likely they are to make repeat purchases. When consumers perceive high quality, they are more likely to feel satisfied, develop trust, and ultimately become loyal by repurchasing.
3. Digital promotion does not significantly influence brand awareness, indicating that in the context of this study, the digital promotional efforts have not been effective in increasing consumer awareness of the brand. This means that even though Glad2Glow uses digital media (such as social media ads, email marketing, or promotions on marketplaces), these efforts do not automatically enhance brand recognition or recall in consumers' minds.
 - A. De Veirman, Cauberghe, & Hudders (2017), in their study published in the *International Journal of Advertising*, found that excessive digital promotion can lead to consumer skepticism and ineffective awareness building. In some cases, it may even cause consumers to ignore advertisements altogether (a phenomenon called "banner blindness").
 - Schultz, Patti, & Kitchen (2013), in their journal *The Evolution of Integrated Marketing Communications*, argue that in today's digital marketing landscape, simply conducting promotions is not enough. Promotions must be consistent, relevant, and emotionally engaging to have a significant effect on brand awareness.
4. Perceived quality has a significant influence on brand awareness. This shows that the higher the consumer's perception of Glad2Glow's product quality, the more likely they are to recognize, recall, and pay attention to the brand.
5. Brand awareness does not significantly influence repeat purchase. This means that the level of consumer awareness of Glad2Glow does not directly encourage them to make repeat purchases. Although consumers may know or recognize Glad2Glow, brand awareness alone is not strong enough to create purchase loyalty or trigger repeat buying behavior.
6. Digital promotion has a significant indirect effect on repeat purchase through brand awareness as an intervening variable. This means that the company's digital promotion efforts not only have a direct impact but also indirectly strengthen consumers' brand awareness, which ultimately influences their decision to repurchase.
7. Perceived quality does not significantly influence repeat purchase through brand awareness as an intervening variable. This implies that even though consumers perceive the product quality as high, brand awareness is not strong enough to encourage them to make repeat purchases. In other words,

perceived quality alone may form brand awareness, but even when brand awareness is established, it is not sufficiently strong to drive repeat purchase behavior in this context. It is possible that other factors—such as personal experience, price, promotions, or emotional attachment to the brand—play a more dominant role in influencing repeat purchases than perceived quality conveyed through brand awareness.

Brand awareness does not always serve as a strong mediator between perceived quality and consumer behavior. According to Huang and Sarigöllu (2012) in their journal article *How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix (Journal of Business Research)*, brand awareness is more effective in generating brand consideration rather than directly driving purchase behavior. Therefore, even with high brand awareness, consumers do not automatically make repeat purchases—perceived quality needs to be supported by other factors such as emotional attachment to effectively encourage repeat buying.

The results of this study offer several important implications, both for practitioners and researchers. From a managerial perspective, the findings highlight the crucial role of perceived quality in encouraging repeat purchases. This suggests that companies like Glad2Glow should prioritize improving and maintaining product quality to build long-term customer satisfaction and loyalty. While digital promotion does not directly influence repeat purchases, it significantly enhances brand awareness, which in turn can indirectly encourage repeat buying. Therefore, digital marketing strategies should be designed not only to attract attention but also to communicate product value and build brand recognition effectively.

Furthermore, these results imply that digital promotion works best when integrated with efforts to strengthen the perceived value of the product. Relying solely on promotional campaigns without delivering consistent product quality may not yield sustainable customer retention. For marketers, this underscores the importance of aligning promotional content with

customer experience to convert brand awareness into repeated consumer behavior.

From a theoretical standpoint, the study reinforces the idea that brand awareness may not always serve as a strong predictor of repeat purchase behavior. Instead, it plays a supporting role that requires reinforcement through other factors like perceived quality and customer satisfaction. For future researchers, these findings open up opportunities to explore other potential mediating variables—such as brand trust or emotional attachment—that may better explain the pathway from awareness to loyalty.

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