

Journal of Global Business and Management Review

e-ISSN: 2685-3426
https://journal.uib.ac.id/index.php/jgbmr/

ANALYSIS OF FACTORS INFLUENCING REPURCHASE INTENTION IN AUTOMOTIVE COMPANIES IN BATAM CITY

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Article's Information

DOI:
10.37253/jgbmr.v7i2.10175

e-ISSN:
2685-3426

EDITORIAL HISTORY:
SUBMISSION: 2025-01-20
ACCEPTED: 2025-11-13

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ABSTRACT

This study aims to analyze the influence of innovation, digitalization, and product innovation on repurchase intention, using automotive companies in Batam City as the research object. The research applies a quantitative approach, where primary data were collected through the distribution of questionnaires to 400 respondents who are car users from various automotive companies in Batam City. The questionnaire consisted of 16 items, measured using a 5-point Likert scale, and distributed via Google Forms. The data collection was conducted between December 2023 and February 2024. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SMART-PLS software. The results show that innovation, digitalization, and product innovation each have a significant positive effect on repurchase intention. These findings suggest that the implementation of innovation and digital transformation, along with continuous product development, play a crucial role in increasing customer loyalty and repurchase intention in the automotive industry.

Keywords: *innovation, digitalization, product innovation*, *repurchase intention*

INTRODUCTION

Basically, the automotive industry in Indonesia, especially in Batam City, plays a very significant role in the local and national economy (Setyabudhi, 2021). As one of the main industrial centers in Indonesia, Batam has experienced rapid development to become a strategic location for automotive investment as a result of its close location to Singapore and easy access to international trade routes (Hesniati & Andrew, 2023). In addition, the presence of a special economic zone and industrial area in Batam is marked as making it easier for automotive companies to take advantage of various fiscal incentives and administrative conveniences, which can also encourage foreign investment and industrial development (Wijaya, 2023).

This condition can be seen by the increasing number of multinational and local automotive companies that have built factories in Batam to produce spare parts, components and complete vehicles, which not only meet the needs of the domestic market but are also exported to various countries (Setyabudhi, 2021). Apart from that, the automotive sector in Batam also provides improvements in the quality of the workforce through training and developing the skills needed in the industry (Jesslyn, 2021). This is also in line with the results of a survey conducted by the Foreign Investment Realization (PMA) party in 2023, which revealed that there are 6 industrial sectors in Batam, Riau Islands that are growing significantly. One of them is the transportation industry sector, where the investment value was IDR 414.81 million with a growth rate of 241.1% compared to 2022 (Batamnews.co.id, 2023).

Nowadays, the automotive industry is considered to have a high dependence on innovation and digitalization to improve efficiency, quality and consumer experience. Digitalization includes the application of advanced technology such as the Internet of Things (IoT), big data, and artificial intelligence (AI) in carrying out various aspects of production and services (Jesslyn, 2021). For example, automotive factories are currently utilizing automation and robotics systems to speed up the production process and increase accuracy in vehicle assembly (Martinez et al., 2022). AI technology and big data enable in-depth analysis of consumer behavior and market trends, which helps manufacturers design products that better suit market needs and preferences (Vivi, 2020). Moreover, digitalization is also able to facilitate the development of connected smart vehicles, providing features such as real-time navigation, vehicle condition monitoring, and integration with mobile applications (Setyabudhi, 2021).

In this section, repurchase intention is an important indicator of customer satisfaction and brand loyalty (Eryc, 2023). Digitalization plays an important role in improving customer experience, both through more efficient after-sales service and more responsive and personalized interactions (Hanaysha et al, 2022). By offering digital platforms that facilitate access to services and information, as well as providing a seamless and integrated user experience, automotive companies can increase customer satisfaction and strengthen their repurchase intentions (Jesslyn, 2021). This is characterized as not only strengthening the brand's position in the market but also building long-term relationships with customers, who are valuable assets in a highly competitive industry (Panjaitan, 2023).

Innovation also plays a crucial role in the automotive industry considering that it can be a determining factor in the

sustainability and competitiveness of the automotive sector (Hesniati & Andrew, 2023). By taking advantage of rapid technological advances, the automotive industry is considered to have to be able to adapt and develop to be able to meet market demands which tend to become increasingly dynamic and complex (Panjaitan, 2023). For example, innovations carried out by automotive companies in terms of developing electric and hybrid vehicles to advanced driver assistance systems and autonomous vehicles, are considered to not only maximize safety and efficiency, but also help minimize the environmental impacts that can be caused (Wijaya, 2023).

Apart from that, it can also be stated that innovation capabilities can also open up opportunities for automotive companies to be able to face global challenges, such as fluctuations in raw material prices, environmental regulations, as well as efforts to meet growing consumer expectations (Setyabudhi, 2021). Therefore, it can be said that innovation is not only related to efforts to create new products, but also to efforts to generate sustainable solutions that are relevant to maintaining competitiveness and maximizing long-term growth in today's competitive industry (Panjaitan, 2023).

One form of innovation that is most widely applied by companies to achieve maximum sales is product innovation (Zhang et al., 2022). Basically, product innovation refers to a form of inspiration for creating new products that are interesting and different from those that previously existed, so that they can be developed by a company or business (Efendi, 2023). Innovation is aimed at developing and implementing unique and interesting strategies (Ellitan et al., 2023). In this case, in order to remain able to compete with competitors, product innovation must continue to be implemented and developed by the company (Saputra et al., 2020). With product innovation, consumers will tend to be interested in trying to buy or use the product, because they feel the product cannot be found anywhere else, or they have never tried/used it before, which can influence their intention to repurchase intention (Manuhutu et al., 2021).

Previous research has discussed a lot about the partial influence of each innovation variable, product innovation and digitalization, on repurchase intentions (Amoako et al., 2023; Manuhutu et al., 2021; Murmura & Bravi, 2021; Saputra et al., 2020). Meanwhile, there has been no research that discusses the influence of innovation, product innovation and digitalization on repurchase intentions simultaneously (Anggraini et al., 2025), because generally they use other variables as supporting factors. As in research conducted by (Amoako et al., 2023), regarding the influence of environmentally friendly product innovation on repurchase intentions mediated by environmentally friendly customer value (Anggraini & Sumiati, 2022). The results of his research show that innovation plays a significant and crucial role in customer value, as well as encouraging maximum reinforcement of repurchase intentions. Furthermore, research conducted by (Manuhutu et al., 2021), regarding the influence of product innovation on repurchase intentions mediated by consumer satisfaction. The results of his research show that product innovation plays a significant and crucial role in maintaining consumer satisfaction, as well as encouraging a maximum increase in repurchase intentions.

Meanwhile, regarding the influence of digitalization variables on repurchase intentions, it is included in research conducted by (Dash et al., 2023),

regarding digitalization on repurchase intentions with the mediation of marketing 4.0, the results of the research show that digitalization has a significant effect on consumers' repurchase intentions, which are also encouraged by implementation of marketing 4.0. This is because its implementation can be useful in encouraging consumer knowledge and recognition of products created as a result of digitalization, which will later result in their decision to purchase the product (Purwianti et al., 2024).

In this case, the researcher aims to analyze the influence of innovation, digitalization and product innovation on repurchase intentions, by raising the research object on automotive companies in Batam City. Researchers chose automotive companies because in automotive companies, innovation and digitalization are important aspects that need to be applied to operational and production activities, both in terms of vehicle assembly, quality control, testing and checking. These all use integrated technology, which is the result of innovation embedded in the manufacturer's thinking. Therefore, this automotive company is of course equipped with complete technological facilities and infrastructure, making it more likely to increase consumer repurchase intention to the products.

LITERATURE REVIEW

Relationship Between Variables

The Effect of Innovation Towards Repurchase Intention

Innovation is one of the most important concerns of any organization and is an ongoing and inalienable part of market development and coordination (Sarfaz et al., 2022; Rehman et al., 2022). Innovation in all human fields applies starting from product development, management methods, ways of doing work, and so on (Lertpiromsuk & Ueasangkomsate, 2022). Thus, it can be stated that the presence of innovation results in the emergence of a concept that can give birth to new findings or results, one of which is expressed in the form of digital technology/infrastructure development (Eryc, 2023). By implementing innovation in a business or product, it is hoped that it can attract the attention of consumers or the public, where they discover something new, both in terms of products, features, equipment, new ways of working and production, then they will be interested in buying the product (Amoako et al., 2023). Therefore, the research hypothesis raised is:

H1: Innovation significantly effect repurchase intention

The Effect of Digitalization Towards Repurchase Intention

Digitalization plays an important role in activating consumers' intentions and in making repurchase intention (Gavrilla & De Lucas, 2022; De Felice & Petrillo, 2021). With businesses or companies that utilize digital technology or infrastructure to develop their products or services (Cuandra & Candy, 2024), consumers will experience convenience, practicality, as well as new experiences and satisfaction from the results of their use (Eryc, 2023; Lertpiromsuk & Ueasangkomsate, 2022). This can arouse consumer to repurchase the product (Dash et al., 2023). Therefore, the research hypothesis raised is:

H2: Digitalization significantly effect repurchase intention

The Effect of Product Innovation Towards Repurchase Intention

Product innovation refers to a form of inspiration for creating new products that are interesting and different from the original, so that they can be developed by a company or business (Hanaysha et al., 2022; Ogbeibu et al., 2020). Innovation is

aimed at developing and implementing unique and interesting strategies (Lertpiromsuk & Ueasangkomsate, 2022). In this case, in order to remain able to compete with competitors, product innovation must continue to be implemented and developed by the company (Saputra et al., 2020). With product innovation, consumers tend to be interested in trying to buy or use the product, because the taste of the product cannot be found anywhere else, or they have never tried/used it before, which can influence their intention to make repurchase intention (Manuhutu et al., 2021). Therefore, the research hypothesis raised is:

H3: Product innovation significantly effect repurchase intention

Research Model

A research model is basically a framework or a picture that describes the relationship between the research variables discussed. Considering that this research aims to analyze the influence of innovation, digitalization, product innovation as independent variables on repurchase intention which is the dependent variable, the relationship between variables is described in the following framework:

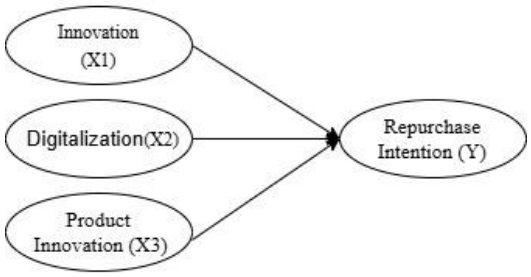

Figure 1. Research Model
Source: (Researcher Thought, 2024)

METHODS

This research uses quantitative methods, where data is collected through conducting surveys through distributing questionnaires and analyzing literature from previous literature that is relevant to the research concept. The research concept discussed in this research is the influence of innovation, digitalization and product innovation on repurchase intentions. Researchers use objects in the form of automotive companies in Batam City. Based on this object, the researcher selected a sample of 160 respondents, where the researcher presented 16 question items in the questionnaire, so the proportion was 1:10, meaning that every 10 respondents represented an answer to each item. This research was conducted from December 2023 to February 2024. The questionnaire was distributed via Google Form, which was distributed to respondents who use cars from automotive companies in Batam City according to their respective emails. The primary data that has been collected is then analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) technique through a program called SMART-PLS.

The variables explained in this research include innovation, product innovation, digitalization, and repurchase intention as explained in the operational definition table below:

Table 1. Operational Variable Definition

Variable	Definition	References
Innovation	Innovation is the discovery of a new idea or idea that has not existed before, or is intended to develop previous findings, which includes product development, management methods, changes in the way of doing work, etc.	(Zhang et al., 2022)
Product Innovation	Product innovation refers to a form of inspiration to create new products that are interesting and different from the original, so that they can be developed by a company or business.	(Hanaysha et al., 2022)
Digitalization	Digitalization is the process of using digital technology to transform business models, create new income streams, and change the way business is conducted so that it can run more effectively and achieve maximum performance.	(Ali et al., 2022)
Repurchase Intention	Repurchase intention is a form of a customer's intention or desire to buy a product or service from the same company again in the future after having a positive experience related to that product or service.	(Nazir et al., 2023)

Source: Previous Research

Variable Measurement

In order to prepare facilities for imaging research, researchers utilize operationalizations obtained from previous research publications. The measurement is operationalized as a multi-item construct, which is measured using a 5-point Likert scale with the conditions: (1) strongly disagree; (2) disagree; (3) neutral; (4) agree; (5) strongly agree. The questionnaire questions are constructed according to their relationship to the research variables, both relating to innovation, digitalization, product innovation and repurchase intentions. The description of the construct and related indicators is presented in Table 1, which is operationalized using the scale established by (Aripin et al., 2022); (Aripin et al., 2022); (Aripin et al., 2022).

Table 2. Variable Measurement

Variable	Item	Indicator	Reference
Innovation	I_1	Online branding functionality	(Aripin et al., 2022)
	I_2	Website display	
	I_3	Website configuration application	
	I_4	Website interactivity	
Product Innovation	PI_1	New product launching	(Aripin et al., 2022)
	PI_2	Innovation of new product differ with competitors	
	PI_3	Integration of trending technology on product	
Digitalization	D_1	New business process	(Aripin et al., 2022)
	D_2	Digital technology integration	
	D_3	Digital technology adaptation	
	D_4	Development of new products/services	
	D_5	Promotion and Publication of Digital Competencies	
Repurchase Intention	RI_1	Intention to repurchase	(Aripin et al., 2022)
	RI_2	Brand recommendation	
	RI_3	Customer retention	
	RI_4	Intention to have a long-term relationship with the brand	

Source: Previous Researcher

DISCUSSIONS AND CONCLUSIONS

Research Sample

Based on a survey conducted on 400 respondents within a period of 1 month, all the items were declared valid, so that a total of 400 data were obtained that could be used in carrying out this research, where further provisions were expressed as follows:

Tabel 3. Research Sample

Questionnaire	Respondent
Questionnaires Distributed	400
Non-qualifying Data	0
A questionnaire that can be used	400

Source: (Data Processed by Researcher, 2024)

Outer Model

Convergent Validity Testing

1. Outer Loading

In this research, researchers used the outer loading method to test the validity of the data. This approach is used to illuminate how significant certain factors are in influencing the related indicator variables. In assessing the validity of the questions in the questionnaire, we pay attention to the outer load values, where a question is considered valid if the outer load value exceeds 0.6 (Hair et al., 2019). The results listed in Table 4 reveal that all questions related to the research variables had external loading values exceeding 0.6, indicating their validity, and no indicators needed to be removed.

Tabel 4. Outer Loading Results

Item	Outer Loading	Conclusion
IN1	0.834	Valid
IN2	0.842	Valid
IN3	0.903	Valid
IN4	0.800	Valid
DIG1	0.822	Valid
DIG2	0.831	Valid
DIG3	0.917	Valid
DIG4	0.811	Valid
DIG5	0.816	Valid
PI1	0.798	Valid
PI2	0.825	Valid
PI3	0.822	Valid
RI1	0.894	Valid
RI2	0.749	Valid
RI3	0.785	Valid
RI4	0.890	Valid

Source: (Data Processed by Researcher, 2024)

2. Average Variance Extracted (AVE)

To provide certainty regarding the validity of the relationships formed between research variables, we conducted a convergent validity test which is expressed as Extractive Variance Analysis (AVE). Convergent validity testing is marked as having met the requirements if an AVE > 0.5 is obtained (Hair et al., 2019). Referring to these criteria, it can be concluded that this research is convergently valid, because the AVE is above 0.5 for all indicators.

Tabel 5. Hasil Uji AVE

Variable	AVE	Conclusion
Innovation	0.748	Valid
Digitalization	0.699	Valid
Product Innovation	0.708	Valid
Repurchase Intention	0.756	Valid

Source: Data Processed by Researcher (2024)

Discriminant Validity

1. Cross Loadings

The theory presented by (Hair et al., 2019) states that this method is used to test the relationship between each indicator and its construct. The conditions state that all indicators accumulated in each variable must have a minimum value of 0.7. In accordance with the results listed in Table 6, it is stated that it has met these requirements.

Table 6. Cross Loadings

Variable	Innovation	Digitalization	Product Innovation	Repurchase Intention
IN1	0.886	0.283	0.537	0.664
IN2	0.830	0.430	0.600	0.699
IN3	0.909	0.254	0.534	0.777
IN4	0.714	0.333	0.550	0.881
DIG1	0.688	0.365	0.608	0.824
DIG2	0.673	0.306	0.584	0.831
DIG3	0.761	0.325	0.552	0.687
DIG4	0.755	0.327	0.589	0.642
DIG5	0.771	0.212	0.509	0.648
PI1	0.177	0.730	0.624	0.253
PI2	0.445	0.659	0.835	0.542
PI3	0.668	0.390	0.802	0.645
RI1	0.347	0.854	0.553	0.326
RI2	0.340	0.858	0.649	0.357
RI3	0.195	0.730	0.512	0.282
RI4	0.667	0.395	0.721	0.750

Source: (Data Processed by Researcher, 2024)

2. Fornell-Lacker Criterion

Based on the theory stated by (Hair et al., 2019), another approach used to assess discriminatory validity is to use the Fornell-Lacker Criteria. According to this criterion, the expected Root Mean Square Variance (AVE) value for each construct must be greater than the correlation between the constructs in the model, as a condition to ensure satisfactory results. Based on the data in table 7, it can be concluded that all variables have a greater correlation value in explaining their own variables compared to the correlation with other variables.

Table 7. Average Fornell Larcker Criterion Result

Variabel	Innovation	Digitalization	Product Innovation	Repurchase Intention
Innovation	0.810			
Digitalization	0.705	0.809		
Product Innovation	0.728	0.608	0.794	
Repurchase Intention	0.677	0.594	0.622	0.744

Source: (Data Processed by Researcher, 2024)

Reliability Test

(Hair et al., 2019) revealed that reliability is intended to assess how consistent and dependable a measurement method is in producing data. The standards used are Cronbach Alpha and Composite reliability, where an instrument is considered reliable if it has a Cronbach Alpha value above 0.6, and Composite reliability above 0.7. The test results presented in table 8 show that all variables have Cronbach Alpha values that exceed 0.6, and Composite Reliability that exceeds 0.7, indicating that the measurement instruments used are reliable and consistent.

Table 8. Reliability Statistics Result

Variable	Cronbach Alpha	Composite Reliability
Innovation	0.833	0.909
Digitalization	0.781	0.857
Product Innovation	0.792	0.872
Repurchase Intention	0.846	0.925

Source: (Data Processed by Researcher, 2024)

Inner Model

1. Path Coefficients

This path coefficient test is used to identify the direct effect of independent-dependent variables without a mediator. The correlation value between variables can be indicated from the statistical t and p values.

Table 9. Path Coefficients Result

Path	T Statistics	P Values	Hypothes	Conclusion
Innovation – repurchase intention	4.333	0.000	H1	Not Significant
Digitalization – repurchase intention	2.165	0.029	H2	Not Significant
Product innovation – repurchase intention	5.671	0.000	H3	Significant

Source: (Data Processed by Researcher, 2024)

H1: Innovation has a significant influence on Repurchase Intention

The results of this research found that innovation has a significant effect on repurchase intention. This is proven by the T count of 4.333 and the p value of 0.000. This is in line with research conducted by (Eryc, 2023), where the presence of innovation can create a new interest to encourage customers to repurchase a product, in order to experience a new sensation. Then, by implementing innovation in a business or product, it is hoped that it can attract the attention of consumers or the public, where they discover something new, both in terms of new products, features, equipment, ways of working and production, so they will be interested in doing it buy the product (Amoako et al., 2023). Including automotive companies, companies that are able to offer features or technology that are not available in their competitors' products will more easily attract consumers' attention and encourage them to repurchase products from that brand (Hesniati & Andrew, 2023). Therefore, automotive companies need to continue to invest in research and development to create innovations that are relevant and attractive to consumers (Wijaya, 2023). Thus, they can not only increase repurchase intentions but also strengthen their position in the global market. Therefore, hypothesis H1 is accepted.

H2: Digitalization has a significant influence on Repurchase Intention

The results of this research found that digitalization has a significant

effect on repurchase intentions. This is proven by the T count of 2.165 and the p value of 0.029. This is in line with research conducted by (Eryc, 2023; Lertpiromsuk & Ueasangkomsate, 2022) that companies that use digital technology or infrastructure to develop their products or services, consumers will feel convenience, practicality, as well as new experiences and satisfaction from the results, so that it can encourage interest in repurchasing the product. Including the application of digitalization in automotive companies, where they tend to apply digitalization, for example by establishing robotics and AI systems in presenting technologically advanced car products, equipped with self-drive and self-park features that can provide convenience and practicality for their users (Panjaitan, 2023). This is characterized by encouraging customers' intention to repurchase products from certain increasingly sophisticated automotive brands (Jesslyn, 2021).

H3: Product Innovation has a significant influence on Repurchase Intention

The results of this research found that product innovation has a significant effect on repurchase intentions. This is proven by the T count of 5.671 and the p value of 0.000. This is in line with research conducted by (Saputra et al., 2020) that product innovation can encourage repurchase intention. This is reaffirmed by research (Manuhutu et al., 2021) that with product innovation, consumers will tend to be interested in trying to buy or use the product, because the taste of the product cannot be found anywhere else, or they have never tried it before. , so that it can influence their to repurchase intention. In this context, automotive companies implement product innovation by developing the latest technology that improves vehicle performance (Ali et al., 2021). For example, the introduction of more sophisticated infotainment systems, more efficient electric or hybrid driving technology, and safer driver assistance systems (Wijaya, 2023). These technologies are characterized as being able to make vehicles more attractive to consumers, which in turn can increase their desire to repurchase products from the same brand (Jesslyn, 2021).

2. Coefficient Determination Test

R-square is used to test the model's ability to explain the dependent variable, where a customized R Square test is carried out, where the R Square value has been adjusted to the number of degrees of freedom of the model. In this case, the effect becomes stronger as it approaches 1 (Hair et al., 2019).

Table 10. *R-Square*

Variabel	R-Square	Adjusted R-Square
Repurchase Intention	0.788	0.784

Source: (Data Processed by the Researcher, 2024)

Based on the findings in the table above, the Adjusted R-Square Attitude is 0.784, indicating that the independent variable is able to provide an explanation for the repurchase intention variable of 78.4%. Meanwhile, the other 21.6% was influenced by other variables not discussed in this research.

3. Quality Index Testing

To test the quality of the index, goodness of fit is used which is done by comparing the completed model with the covariance matrix between indicators. The goodness of fit value is categorized as low if it is less than 0.10, medium if it is between 0.10 to 0.25, and high if it is more than 0.36. Based on these criteria, the GoF index in this study was declared high with a value of 0.755.

GoF = √(average AVE x average *R Square*)

Average AVE = (0.748 + 0.699 + 0.708 + 0.756)/4 = 0.723

Average *R square* = 0.788

GoF = √(0.723 x 0.788)

GoF = 0.755

LIMITATIONS

This research is performed in a limited time scope, which is about 1-2 months. The researcher also employed a quantitative result testing, through the distribution of questionnaire towards 400 respondents in Batam. The research is performed within the same geographical scope and targeted to respondents in the social scope of the researcher. This might affect the validity and generalizability of findings.

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