
THE EFFECT OF CUSTOMER ENGAGEMENT ON PURCHASE INTENTION IN KIMIA FARMA SERVICES IN SURABAYA

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ABSTRACT

KEYWORDS

customer engagement;
purchase intention;
customer satisfaction;
perceived value;
customer uncertainty;
partial least square

The purpose of the study was to determine the effect of customer engagement on purchase intention in Kimia Farma services in Surabaya. Data were collected through a survey with 106 respondents. The data used in this study is primary data obtained from online questionnaires. The respondents of this research are members of Kimia Farma who shop in in Kimia Farma. The sampling technique used was non-probability sampling. This research is quantitative research with statistical testing using Structural Equation Modeling (SEM) with Partial Least Square (PLS) is used to perform data analysis. In this study it was found that there is a positive influence between customer engagement and perceived value. There is a positive influence between customer engagement and customer satisfaction. There is a positive influence between customer engagement and purchase intention. There is a positive relationship between perceived value and customer satisfaction. There is a positive influence between perceived value and purchase intention. There is a positive influence between customer satisfaction and purchase intention. There is a negative influence between customer uncertainty and purchase intention.

INTRODUCTION

The retail business is a business that is often in demand by business people, because it uses a product marketing system whose sales transactions are directly aimed at consumers or referred to as B2C (Business to Consumer). Here the consumer is the last party to use this product and it is not sold anymore, so customers will always base their purchase decision on what is perceived from the goods or services provided. It is very important to know how to show what is perceived to customers in the best way, because competing retail companies offer more or less the same products or services, so a well-perceived value will help the company stand out from competitors. Value can be money saved, better health, or higher social status, customer attachment to the company.

In addition, customer engagement with the company is also important because it can increase customer satisfaction, where customer satisfaction will increase purchase intent on products or brands. Businesses use many ways to show customers that their products are better than competitors. This is done to make the product stand out from similar ones. Customers buy items based on how valuable they think they are. This makes customers want to buy products that suit their needs and desires. Even if the manufacturer who makes the product thinks it's great, it won't sell well if customers don't find it valuable enough. Customers who consider a product feasible, then customers are willing to pay more. They probably won't buy or will only pay a low price if they feel the product isn't worth it. Customers purchase goods based on perceived value. It should at least be worth what customers spend and do to get it. If it is lower, they will look for more satisfactory products elsewhere. Keeping customers happy also requires good customer relationship management. It helps customers feel emotionally connected to the company and its products. Companies today face tough competition, to succeed in the fierce competition in the market, companies must shift from product and sales philosophy to customer and marketing philosophy. A company can win customers and outperform competitors if it is able to understand

marketing concepts in doing a better job of engaging and satisfying customers. The manifestation of customer behavior towards the brand (company) outside of purchasing activities resulting from individual customer motivations such as word of mouth, recommendations, interaction between consumers, blogging, writing reviews and other similar activities is called customer engagement. Good relations between consumers and producers will 'engage' consumer interest to continue to use the products or services offered by the company periodically. The right customer engagement strategy can have a huge effect on a company's results. This strategy will result in a better customer experience, higher customer retention rates, and ultimately help companies attract more potential customers (Kotler & Armstrong, 2001)

Companies that continue to assess performance using the company's blueprint will get a response and can adapt quickly to market forces, so that the company becomes more proactive and less reactive in determining the company's future development. Companies can also create value for customers and build strong customer relationships to capture value from customers in return. If the company understands consumer needs, develops products that provide superior customer value, good prices, distributes, and promotes them effectively, the product will sell easily, where sales targets will be achieved. Sales and advertising are just part of a larger marketing mix or arguably a set of marketing tools that work together to meet customer needs and build customer relationships. Therefore, in the process where the company creates value for customers and builds strong customer relationships to capture value from customers in return (Armstrong et al, 2014).

The research conducted by Kaveh et al, (2021) aims to explore the impact of customer engagement in sales promotion on purchase intention. Utilizing value co-creation and customer engagement theory, researchers tested a model that determines the influence of customer engagement in sales promotion on purchase intention, through its impact on perceived value and customer satisfaction. Engaging customers to the store's offerings by giving them the possibility to choose the type of promotional discount that suits their personal preferences and needs is positively related to purchase intent, and that this relationship is mediated sequentially by perceived value and customer satisfaction. Engaging customers in sales promotion provides opportunities for retail front-line management, as well as for customer relationship management to attract attention and interest. The variables used by researchers are customer engagement, perceived value, customer satisfaction, purchase intention. The results found that customer engagement has a significant positive with variable perceived value. Where if customer engagement increases, it will be able to increase the perceived value of the benefits of a product or service to customers. Customer engagement has a significant positive influence on customer satisfaction. Customer attachment, the better the relationship between customers and producers, will also increase customer satisfaction with the manufacturer's services and products. Customer engagement has a significant positive impact on purchase intention. Customers who have a good attachment to manufacturers will increase customer buying interest. Perceived value has a significant positive impact on customer satisfaction. If the perceived value of the customer to the benefits of a product or service and its ability to meet needs and expectations increases, then customer satisfaction will also increase. Perceived value has a significant positive impact on purchase intention. If the customer's perceived value to the benefits of a product or service and its ability to meet needs and expectations increases, then the customer's buying interest in the goods and services will increase. Satisfaction has a significant positive impact on purchase intention. If customer satisfaction increases, customer buying interest will increase, so the company must have a strategy so that patients feel satisfied with their needs. Customer engagement has a significant positive impact on purchase intention mediated by perceived value. Customers who have a good attachment to manufacturers will increase the value felt by customers to a product and service, so this can make customers have good behavior towards the company's brand outside of purchasing activities, which are created from individual consumer motivations such as word of mouth, interaction among consumers, writing information about products on a website, writing reviews and recommendations. This must be formed by the company because it can be a multiple effect for the company. Customer engagement is significantly positive for purchase intention mediated by satisfaction. Customers who have a good attachment to producers are also satisfied with their services can increase customer buying interest in goods and services. Customer engagement has a significant positive impact on purchase intention mediated by perceived value and satisfaction. Good customer engagement is supported by the high perceived value of the benefits of a

product and service and its ability to meet their needs and expectations as well as the satisfaction obtained because of its service will increase consumer buying interest.

The research conducted aims to Sharma & Singh, (2021) understand the impact of customer satisfaction on the relationship between customer engagement and repeat buying behavior. In other words, this study intends to understand the effect of engagement mediation on the other two components. Studies reveal that there is a positive relationship between customer satisfaction and customer engagement. The advent of technology has not only driven the growth of customer engagement but also paved the way for customers to become active co-creators with companies. Customer engagement activities take over customer relationship building activities in the current scenario. A customer's experience with a particular brand has an impact on satisfaction levels as well as their future repeat purchase intention. The variables used are customer satisfaction, customer engagement, purchase behavior. The results found that customer engagement was significantly positive for customer satisfaction. That is, the patient involved can be understood as a tool to build and manage effective relationships with the company. High customer engagement means repeated interactions between customers and the organization leading to a stronger emotional and psychological bond between them will increase customer satisfaction. Customer satisfaction is significantly positive for repeat purchase behavior. This means that if customers are satisfied, the customer's repeat buying behavior to the company will also increase. Customer engagement is not significant for repeat purchase behavior. Strong customer engagement with the company has no effect on repeat buying behavior.

Islam & Hussain, (2022) Conduct research aimed at investigating the relationship of home country image with consumer purchase intent through consumer uncertainty. The study further explores the conditional effects of brand image between country of origin and consumer uncertainty. The variables used are country of origin, brand image, consumer uncertainty, consumer purchase intention. Country of origin images have significantly negative results on the purchase intention variable. Unfavorable consumer perceptions regarding the country of origin limit favorable evaluations that lead to unfavorable purchase intentions. Country of origin image is significantly positive towards customer uncertainty. Pakistani consumers explained that when consumers from Pakistan evaluate Chinese products to be negative, their perception of uncertainty/risk strengthens and their purchase intention also becomes negative. Customer uncertainty mediates country of origin image with purchase intention resulting in significant negatives. With increased perceptions of risk and uncertainty, consumers take longer to make purchasing decisions because they want to obtain more information regarding products. Brand image variables moderating the relationship between country of origin and customer uncertainty have significant positives. Consumers develop a perception of brand image based on their pre-existing beliefs and once they have a positive attitude towards a particular brand, they ignore the country of origin and do not hesitate to buy the product. Country of origin not only signifies product quality which affects consumers' risk perception but also influences their purchase intention.

The selection of independent variables is taken from the journals Kaveh et al (2020) and based on the two previous studies, a Sharma & Singh, (2021) fulfilling research gap was obtained. Kaveh et al, (2021) Said customer engagement has significant positive results on purchase intention. However, customer Sharma & Singh, (2021) engagement provides insignificant results on repeat purchases. Therefore, the purpose of this study is to start filling the research gap by taking a closer look at customer participation in the sales promotion process. This research was conducted by replicating research Kaveh et al, (2021) with variables customer engagement, perceived value and customer satisfaction as independent variables that can affect purchase intention as a dependent variable and also added another independent variable from customer uncertainty Islam & Hussain, (2022) as a differentiator from previous studies. Customer engagement is key to shared value creation with companies, hence this study conceptualizes customer engagement in sales promotion as a behavioral construct that measures the extent to which customers give suggestions in the type and amount of sales promotions and engage in them.

Kimia Farma as the largest pharmaceutical retail company with a large number of Kimia Farma network outlets, has quite a lot of customers. To manage these customers, Kimia Farma applies several

ways, one of which is by conducting customer engagement. The strategy for customer engagement is. (1). The consistency of the company's brand where the brand from Kimia Farma is very strong in the community, Kimia Farma is a pharmacy that provides good service, complete goods with various product categories ranging from the category of drugs, food supplements, milk, medical devices, paper products, first aid, and others, so that it can meet customer needs. (2). Customer loyalty program. Loyalty program to Kimia Farma customers in the form of customer points for every customer transaction, PWP (purchase with purchase) program, 25% discount for food supplements, (3). Customers receive email newsletters about new product releases or products that are on sale in a certain period and customers can click through to the company's website to view them. (4). Conduct telepharma by notifying customers about the use of drugs the following month. (5). Perform service after sales by saying "Thank you for shopping at Kimia Farma Apotek" to the customer's whatsapp number. (6). Respond to customer complaints. Customers are given a place to provide input, criticism and complaints at the Kimia Farma contact center, then the customer complaint will be immediately processed by the outlet where the customer experiences the complaint. (7). Give birthday greetings to customers via email. Therefore, researchers want to take the object of research at Kimia Farma in Surabaya. By knowing what factors affect customers, it is expected to maintain the company in market position and have a competitive advantage with competitors. The purpose of this study is to determine the factors that influence customers in order to increase purchase intention.

RESEARCH METHOD

Types of Research

This research is a causal study that looks at the causal relationship of the independent variable to the dependent variable. The independent variables are customer engagement, perceived value, customer satisfaction and customer uncertainty, while the dependent variable is purchase intention. This research is quantitative because it can be measured. All data used to support research results are quantitative data.

Data Types and Data Sources

The type of data used in research conducted at Kimia Farma is quantitative, which is in the form of numbers or statistics. The source of this research data is primary data obtained from the results of questionnaires on respondents. The questionnaire will be distributed online using a google form that will be filled out by Kimia Farma Apotek members in Surabaya, both women and men aged 15 years to 60 years who are potential customers with a frequency of shopping 2-5x for 6 months, then retention customers who shop every month at Kimia Farma Apotek in Surabaya, by eliminating new customer categories with a frequency of 1x transactions for 6 months.

Data Processing and Hypothesis Testing

Testing the research hypothesis was carried out with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). PLS is a model of structural equations based on components or variants. Structural Equation Model (SEM) is one field of statistical study that can test a series of relationships that are relatively difficult to measure simultaneously. SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation) which aims to examine the relationship between variables in a model, be it between indicators and constructs or relationships between constructs.

PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based one. Covariance-based SEMs generally test causality or theory whereas PLS is more predictive model. However, there is a difference between SEM-based covariance based and component-based PLS is in the use of structural equation models to test theories or theory development for prediction purposes.

The analysis technique in this study uses PLS techniques which are carried out in two stages, namely: (1) The first stage is to test the measurement model, which tests the validity and reliability of the construct of each indicator, (2) The second stage is to conduct a structural model test which aims

to determine whether there is an influence between variables / correlations between constructs measured using t tests from PLS.

RESULTS AND DISCUSSION

Validity Test Results

A measuring instrument can be declared valid if the measuring instrument can measure precisely. In this study, the validity test was carried out by testing the validity of 106 respondents in the early stages of the study. The variables measured in this validity test are Customer Engagement, Perceived Value, Customer Satisfaction, Customer Uncertainly and Purchase Intention. Using SPSS software, the data of 105 initial respondents was tested for validity by looking at the Pearson correlation value and significance value. The conditions determined to be considered valid are a Pearson correlation value above > 0.198 (taken from table t) and a significance value of < 0.05 . The results of the validity test of the statement items of each variable can be seen in the description below.

Table 1. Customer Engagement Statement Item Validity Test Results

No	Statement	Pearson Correlation	Sig	Information
A1	I enjoy shopping at Kimia Farma in Surabaya because I can choose the type of discount given	0,900	0,000	Significant
A2	I made a good purchase by choosing the discount type at Kimia Farma in Surabaya	0,917	0,000	Significant
A3	Choosing the type of discount is a fun process for me when shopping at Kimia Farma in Surabaya.	0,848	0,000	Significant

Source: Appendix 3

Table 1 shows the results of the Customer Engagement dimension statement item validity test. Based on the table, the three statement items have a Pearson correlation coefficient value of > 0.198 and a significance value of < 0.05 . The second item has the highest correlation value of 0.917. The third point has the lowest correlation value of 0.846. All three items of the statement are declared valid as Customer Engagement estimates.

Table 2. Perceived Value Statement Item Validity Test Results

No	Statement	Pearson Correlation	Sig	Information
B1	Products at Kimia Farma in Surabaya offer value according to the money I pay	0,884	0,000	Significant
B2	Products at Kimia Farma in Surabaya are good products according to the price	0,910	0,000	Significant
B3	For me, it would be more economical to buy products at Kimia Farma in Surabaya.	0,889	0,000	Significant

Source: Appendix 3

Table 2 shows the results of the validity test of the Perceived Value statement item. Based on the table, the three statement items have a Pearson correlation coefficient value of > 0.198 and a significance value of < 0.05 . The second item has the highest correlation value of 0.910. The third point has the lowest correlation value of 0.889. Three statement items are declared valid as a measure of Perceived Value.

Table 3. Customer Satisfaction Statement Item Validity Test Results

No	Statement	Pearson Correlation	Sig	Information
C.1	I am happy with the shopping process at Kimia Farma in Surabaya	0,915	0,000	Significant
C.2	I am pleased with the accessibility of sales promotion information at Kimia Farma in Surabaya	0,865	0,000	Significant
C.3	I am satisfied with the results of shopping at Kimia Farma in Surabaya	0,913	0,000	Significant

Source: Appendix 3

Table 3 shows the results of the validity test of Customer Satisfaction statement items. Based on the table, the three points of the statement have a Pearson correlation coefficient value of > 0.198 and a significance value of < 0.05 . The first item has the highest correlation value of 0.915. The second item has the lowest correlation value of 0.865. The three statement items are declared valid as Customer Satisfaction meters.

Table 4. Uncertainly Customer Statement Item Validity Test Results

No	Statement	Pearson Correlation	Sig	Information
D1	When buying products at Kimia Farma in Surabaya, I was worried about their reliability.	0,935	0,000	Significant
D2	I was afraid that the products I bought at Kimia Farma in Surabaya would not give me the level of benefits I expected.	0,931	0,000	Significant
D3	I was worried that I might not get my money's worth of the product at Kimia Farma in Surabaya when I bought it	0,868	0,000	Significant

Source: Appendix 3

Table 5 shows the results of the validity test of the Customer Uncertainly dimension statement items. Based on the table, the three statement items have a Pearson correlation coefficient value of > 0.198 and a significance value of < 0.05 . The first item has the highest correlation value of 0.935. The third point has the lowest correlation value of 0.868. The three statement items are valid as a measure of Customer Uncertainly.

Table 5. Validity Test Results of Purchase Intention Statement Items

No	Statement	Pearson Correlation	Sig	Information
E1	I will buy the product at Kimia Farma in Surabaya	0,866	0,000	Significant
E2	I would consider buying the product at Kimia Farma in Surabaya at that price	0,917	0,000	Significant
E3	Chances are I will consider buying the product at Kimia Farma in Surabaya	0,898	0,000	Significant

Source: Appendix 3

Table 5 shows the results of the validity test of the Purchase Intention statement item. Based on the table, the three statement items have a Pearson correlation coefficient value of > 0.198 and a significance value of < 0.05 . The second point has the highest correlation value of 0.917. The third point

has the lowest correlation value of 0.898. The three statement items are valid as Purchase Intention meters.

Reliability Test Results

This study used a reliability test with *SPSS for Windows software*, where a measuring instrument is declared reliable if it has a *Cronbach's alpha* value of ≥ 0.6 . The reliability test results are presented below.

Table 6. Reliability Test

No.	Variable	Cronbach's alpha value	Information
1	Customer Engagement	0,865	Reliable
2	Perceived Value	0,875	Reliable
3	Customer Satisfaction	0,880	Reliable
4	Customer Uncertainly	0,892	Reliable
5	Purchase Intention	0.897	Reliable

Based on reliability tests that have been conducted, it was found that the research variables namely Customer Engagement, Perceived Value, Customer Satisfaction, Customer Uncertainly and Purchase Intention have Cronbach's alpha value ≥ 0.60 . So that the measuring instrument used to measure the variables of this study is declared reliable.

From the results of validity tests and reliability tests, it is known that the measuring instruments used are valid and reliable, so they can be continued for sampling according to the amount needed for this study.

A Partial Least Square (PLS) analysis

Outer Model Test

The outer model is a model that specifies the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variables. The outer model is interpreted by looking at several things, including: convergent validity value, discriminant validity, composite reliability, Average Variance Extracted (AVE) and Cronbach's alpha. Convergent validity

The convergent value measures the magnitude of the loading faktor for each contract. Loading Factor above 0.70 is highly recommended, however, a Loading Factor between 0.5 - 0.60 is tolerable as long as the model is still in development. The PLS Algorithm model and the full indicator loading values are presented in the figure and table below.

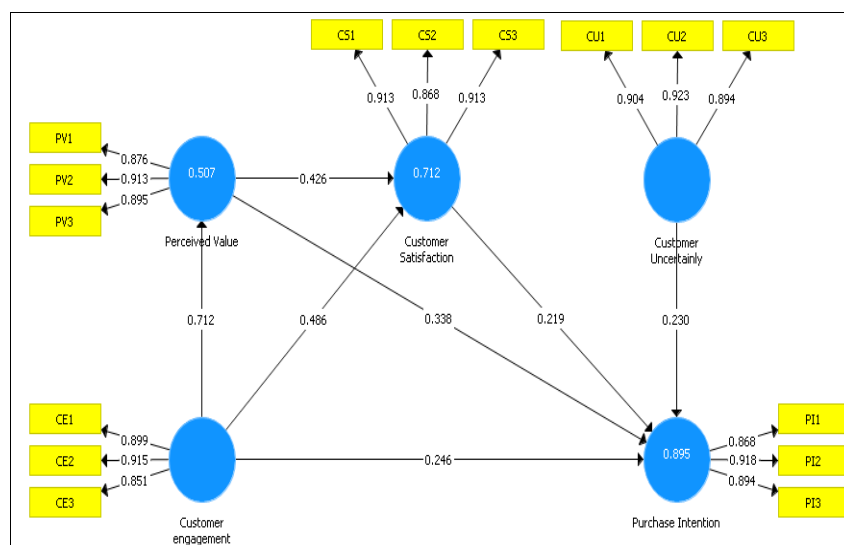


Figure 1. PLS Model Algorithm

Table 7. Value Loading Indicator

	Customer Satisfaction	Customer Uncertainly	Customer engagement	Perceived Value	Purchase Intention
CE1			0,899		
CE2			0,915		
CE3			0,851		
CS1	0,913				
CS2	0,868				
CS3	0,913				
CU1		0,943			
CU2		0,939			
CU3		0,845			
PI1					0,868
PI2					0,918
PI3					0,894
PV1				0,876	
PV2				0,913	
PV3				0,895	

The table above shows that the Customer Engagement construct measured by 3 indicators obtained loading values for CE1 indicators of 0.899, CE2 of 0.915 and CE3 of 0.851. In the Perceived Value construct which has 3 measuring indicators, the PV1 indicator loading value is 0.876, PV2 0.913 and PV3 0.895. Customer Satisfaction obtained a loading value of CS1 indicators of 0.913, CS2 of 0.868 and CS3 of 0.913. Uncertainly Customer Construct measured by 3 indicators obtained a loading value at CU1 of 0.943, CU2 of 0.939 and CU3 of 0.845. While the Purchase Intention construct measured by 3 indicators obtained a loading value of PI1 of 0.868, PI2 of 0.918 and PI3 of 0.894. Of all the indicator in each construct obtained a loading indicator value of > 0.7 so that it is valid as a construct gauge.

Discriminant of validity.

The discriminant value is useful for assessing whether the variable has sufficient discriminant validity, namely by comparing the correlation of the indicator with the intended construct must be greater than the correlation with other constructs. If the correlation of the indicator has a higher value compared to the correlation of the indicator with other constructs, then it is said that the variable has a high discriminant validity. The results of the complete cross loading value are as follows:

Table. 8 Cross Loading Values

	Customer Satisfaction	Customer Uncertainly	Customer engagement	Perceived Value	Purchase Intention
CE1	0,747	-0,218	0,899	0,723	0,786
CE2	0,714	-0,166	0,915	0,596	0,747
CE3	0,636	-0,125	0,851	0,567	0,686
CS1	0,913	-0,298	0,739	0,689	0,803
CS2	0,868	-0,098	0,684	0,676	0,745
CS3	0,913	-0,320	0,703	0,715	0,789
CU1	-0,266	0,943	-0,200	-0,236	-0,329
CU2	-0,279	0,939	-0,218	-0,206	-0,321
CU3	-0,164	0,845	-0,076	-0,190	-0,199
PI1	0,728	-0,376	0,715	0,748	0,868
PI2	0,795	-0,264	0,765	0,810	0,918
PI3	0,802	-0,227	0,755	0,788	0,894
PV1	0,666	-0,160	0,594	0,876	0,741
PV2	0,674	-0,239	0,657	0,913	0,802
PV3	0,729	-0,224	0,657	0,895	0,805

The cross loading table above shows that the value of loading indicator CE1 of 0.899 against the intended construct of Customer Engagement is higher than Customer Satisfaction of 0.747, Customer Uncertainly -0.218, Perceived Value of 0.723 and Purchase Intention of only 0.786 CE2 and CE3 indicators are also higher to Customer Engagement.

Likewise, CS1-CS3 indicators for Customer Satisfaction, CU1-CU3 for Customer Uncertainly, PI1-PI3 for Purchase Intention, PV1-PV3 for Perceived Value have a higher loading value for the contract compared to the loading value of other constructs that are not addressed.

Composite Reliability

A high composite reliability value indicates the good consistency of each indicator in the latent variable to measure that variable. The criterion of a composite reliability value of >0.7 indicates that the variable has good internal consistency. The full composite realibility values are presented in the table below.

Table 9. Composite Reliability Value

Construct	Composite Reliability
Customer Satisfaction	0,926
Customer Uncertainly	0.935
Customer engagement	0,919
Perceived Value	0,923
Purchase Intention	0,922

The table above shows that the value of composite reliability Construct, Customer Satisfaction is 0.926, Customer Uncertainly 0.93 5, Customer Engagement 0.919, Perceived Value 0.923 and Purchase Intention is 0.922. The five constructs obtained a composite reliability value of > 0.70 , so they are said to have good internal consistency.

Average Variance Extracted (AVE)

The AVE value indicates the variance value in each indicator in the construct that can be captured by the variable more than the variance caused by measurement error. The AVE value is expected to >0.5 . AVE value of Customer Satisfaction is 0.807, Customer Uncertainly 0.823, Customer Engagement 0.790, Perceived Value 0.801 and Purchase Intention is 0.799. Complete results are presented in the table below.

Table 10. Average Variance Extracted (AVE) Value

Construct	Average Variance Extracted (AVE)
Customer Satisfaction	0,807
Customer Uncertainly	0.828
Customer engagement	0,790
Perceived Value	0,801
Purchase Intention	0,799

In addition to the AVE value, the evaluation of discriminatory validity can be seen in the correlation value between the AVE construct and root. It is expected that the AVE root value is higher than the correlation value between its contracts. Full results are presented in the table below.

Table 11. AVE root value and correlation between constructs

	Customer Satisfaction	Customer Uncertainly	Customer engagement	Perceived Value	Purchase Intention
Customer Satisfaction	0,898				
Customer Uncertainly	-0,268	0,910			
Customer engagement	0,789	-0,194	0,889		

Perceived Value	0,772	-0,233	0,712	0,895
Purchase Intention	0,868	-0,321	0,834	0,876
				0,894

The table above shows that the contents of the table in the diagonal direction box are the root value of AVE and the other values are the correlation between constructs. The AVE root value on Customer Satisfaction of 0.898 is higher than the correlation value of Customer Satisfaction with Customer Uncertainty -0.268, Customer Engagement 0.789, Perceived Value 0.772 and Purchase Intention 0.868. Likewise, the root value of AVE Customer Uncertainty 0.910, Customer Engagement 0.889, Perceived Value 0.895 and Purchase Intention of 0.894 is higher than the correlation between other constructs.

Cronbach's Alpha

Reliability tests are reinforced with Cronbach's alpha value. Cronbach's alpha reliability test limitation > 0.7 . Cronbach's alpha value obtained by Customer Satisfaction is 0.880, Customer Uncertainty 0.892, Customer Engagement 0.867, Perceived Value 0.875 and Purchase Intention 0.874. The full results of Cronbach's alpha values are presented in the table below.

Table 12. Cronbach's Alpha Value

	Cronbach's Alpha
Customer Satisfaction	0,880
Customer Uncertainty	0,892
Customer engagement	0,867
Perceived Value	0,875
Purchase Intention	0,874

Measurement Model Test (Inner Model)

To test the structural model is done by looking at the value of R^2 (R-Square), f^2 (effect size) which is complete as follows:

R^2 (R-square)

To test the structural model is done by looking at the value of R^2 which is a Goodness of the fit test. The Perceived Value construct obtains an R^2 value of 0.507 which can be interpreted that the variance in Perceived Value can be explained by the Customer Engagement construct of 50.7% ($0.507 \times 100\%$) while the remaining 49.3% ($100\% - 50.7\%$) is explained by other variables outside the studied. Construct Customer Satisfaction obtained an R-square value of 0.712% ($0.712 \times 100\%$) meaning that variations in Customer Satisfaction can be explained by Customer Engagement and Perceived Value of 71.2%. Thus, for Purchase Intention, it gets an R-square value of 89.2% ($0.892 \times 100\%$) where the variation in Purchase Intention can be explained by Customer Engagement, Perceived Value and Customer Uncertainty of 89.2%. The full R-square value results are presented in the table below.

Table 12. R-Square value

	R Square
Customer Satisfaction	0,712
Perceived Value	0,507
Purchase Intention	0.892

Value of f^2 (effect size)

Changes in the value of R-squares can be used to explain the effect of exogenous constructs on endogenous constructs whether they have a substantive effect. Assessment criteria f^2 0.02 small influence, 0.15 medium influence and 0.35 large influence. The complete result of f^2 (effect size) value is presented in the table below

Table 13. Value of f^2 (effect size)

	Customer Satisfaction	Customer Uncertainty	Customer engagement	Perceived Value	Purchase Intention
Customer Satisfaction					0,215

	Customer Satisfaction	Customer Uncertainly	Customer engagement	Perceived Value	Purchase Intention
Customer Uncertainly					0,067
Customer engagement	0,405			0,618	0,260
Perceived Value	0,311				0,647
Purchase Intention					

The table above shows that the value of f^2 (effect size) Customer Satisfaction to Purchase Intention is 0.215, Customer Uncertainly to Purchase Intention is 0.067, Customer Engagement to Purchase Intention is 0.260, and Perceived Value to Purchase Intention is 0.647. Effect Size from Customer Engagement to Customer Satisfaction 0.405, to Perceived Value 0.618. Thus for Perceived Value to Customer Satisfaction of 0.311.

Goodness of Fit index (GoF)

This index is for evaluation of measurement models and structural models for the entirety of the model predictions. The GoF value is calculated from the square root value of the average communality index or AVE value with an average R-square, with criteria of 0.10 GoF small, 0.025 medium and 0.36 large categories. The result of the GoF value is presented as follows:

$$GoF = \sqrt{com \times R^2}$$

$$GoF = \sqrt{0.804 \times 0.705}$$

$$GoF = \sqrt{0.566}$$

$$GoF = 0.753$$

From the calculation of the GoF value obtained at 0.753, it can be concluded that the model has a large *Goodness of Fit Index* (GoF) category.

Q-square (Q^2)

Q-square (Q^2) which measures how well the observation values are produced by the model and also the estimation of its parameters. Q-square value greater than 0 (zero) indicates that the model has predictive relevance, and Q-square less than 0 (zero) indicates that the model lacks predictive relevance. Test Q^2 obtained by Blinfoling step can be seen in the figure below. The complete results of Test Q^2 - square can be seen in the table below.

Table 14. Value Q^2

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Customer Satisfaction	318,000	148,492	0,533
Perceived Value	318,000	197,367	0,379
Purchase Intention	318,000	107,087	0,663

The table above shows that the Q^2 Customer Satisfaction Value is 0.533, Perceived Value is 0.379 and Purchase Intention is 0.633. From these results, it can be concluded that the model has good predictive relevance because it obtains a value of $Q^2 > 0$.

The next test is to look at the significance of the influence between independent constructs on the dependent and answer what has been hypothesized. Testing with a significance level of 5% if the t-statistic value > 1.96 then the null hypothesis (H_0) is rejected. The t-statistic value of the influence coefficient of the latent construct is obtained from PLS Bootstrapping. The results of the PLS Bootstrapping Model are presented in the figure below.

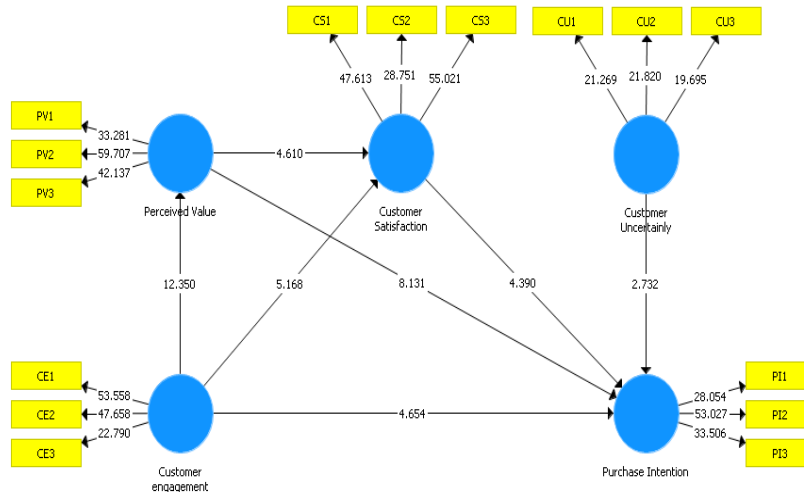


Figure 2. Model PLS Bootstrapping

The next test is to look at the significance of the influence between independent constructs on the dependent and answer what has been hypothesized. Testing with a significance level of 5% if the t-statistic value > 1.96 then the null hypothesis (H0) is rejected. The t-statistic value of the influence coefficient of the latent construct is obtained from PLS Bootstrapping. The value of the parameter coefficient can be seen in the value (original sample), standard error (standard deviation) and the value of t-statistics and p-values can be seen in the table below.

Table 15. Value of Coefficient (Original Sample), Standard Error and T-Statistics

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Customer Satisfaction -> Purchase Intention	0,287	0,065	4,390	0,000	Significant
Customer Uncertainly -> Purchase Intention	-0,089	0,033	2,732	0,007	Significant
Customer engagement -> Customer Satisfaction	0,486	0,094	5,168	0,000	Significant
Customer engagement -> Perceived Value	0,712	0,058	12,350	0,000	Significant
Customer engagement -> Purchase Intention	0,283	0,061	4,654	0,000	Significant
Perceived Value -> Customer Satisfaction	0,426	0,092	4,610	0,000	Significant
Perceived Value -> Purchase Intention	0,432	0,053	8,131	0,000	Significant

- 1) Hypothesis 1
The value of the Customer Engagement coefficient of influence on Perceived Value is 0.712, the standard error value is 0.058, t-statistic value 12.350 and p-value 0.000. Since the t-statistic values are 12.350 > 1.96 and the p-values are 0.000 < 0.05, then H1 is accepted. This proves that Customer Engagement has a significant positive effect on Perceived Value.
- 2) Hypothesis 2
The value of the coefficient of influence of Customer Engagement on Customer Satisfaction is 0.486, the standard error value is 0.094, t-statistic value 5.168 and p-value 0.000. Since the t-statistic values are 5.168 > 1.96 and the p-values are 0.000 < 0.05, then H2 is accepted. This proves that Customer Engagement has a significant positive effect on Customer Satisfaction.
- 3) Hypothesis 3
The value of the coefficient of influence of Customer Engagement on Purchase Intention is 0.283, the standard error value is 0.061, the t-statistical value is 4.654 and the p-value is 0.000. Since the

t-statistic value is $4.654 > 1.96$ and the p-value is $0.000 < 0.05$, then H3 is accepted. This proves that Customer Engagement has a significant positive effect on Purchase Intention.

4) Hypothesis 4

The value of the coefficient of influence of Perceived Value on Customer Satisfaction is 0.426, the standard error value is 0.092, t-statistic value 4.610 and p-value 0.000. Since the t-statistic values are $4.610 > 1.96$ and the p-values are $0.000 < 0.05$, then H4 is accepted. This proves that Perceived Value has a significant positive effect on Customer Satisfaction.

5) Hypothesis 5

The value of the coefficient of influence of Perceived Value on Purchase Intention is 0.432, the standard error value is 0.053, t-statistic value 8.131 and p-value 0.000. Since the t-statistic values are $8.131 > 1.96$ and the p-values are $0.000 < 0.05$, then H5 is accepted. This proves that Perceived Value has a significant positive effect on Purchase Intention.

6) Hypothesis 6

The value of the coefficient of influence of Customer Satisfaction on Purchase Intention is 0.287, the standard error value is 0.065, t-statistic value 4.390 and p-value 0.000. Since the t-statistic values are $4.390 > 1.96$ and the p-values are $0.000 < 0.05$, then H6 is accepted. This proves that Customer Satisfaction has a significant positive effect on Purchase Intention.

7) Hypothesis 7

The value of the coefficient of influence of Customer Unceratinly on Purchase Intention is -0.089, the standard error value is 0.033, t-statistic value 2.732 and p-value 0.007. Since the t-statistic value is $3.732 > 1.96$ and the p-value is $0.007 < 0.05$, then H7 is accepted. This proves that Customer Unceratinly has a significant negative effect on Purchase Intention.

DISCUSSION

The influence of customer engagement on perceived value

Hypothesis 1 is suspected that customer engagement has a positive influence on perceive value at Kimia Farma Surabaya. In table 14 the coefficient of influence of Customer Engagement on Perceived Value is 0.712, the standard error value is 0.058, t-statistic value 12.350 and p-value 0.000. Since the t-statistic value is $12.350 > 1.96$ and the p-value is $0.000 < 0.05$, then H1 is accepted. This proves that Customer Engagement has a significant positive effect on perceived value, in line with research conducted by that customer engagement has a positive influence on Kaveh et al., (2021) perceived value.

In the context of this research, customers who have been engaged with Kimia Farma in Surabaya will feel that customers get a perceived value for the benefits of a product, because the products which is sold at Kimia Farma Apotek in Surabaya are quality products then customers can get discounts offered by the company where the discount is one of the customer engagement strategies at Kimia Farma Apotek in Surabaya. So if customer engagement increases, it will be able to increase the perceived value of the benefits of a product or service to customers.

The effect of customer engagement on customer satisfaction

Hypothesis 2 is that it is suspected that customer engagement has a positive influence on customer satisfaction at Kimia Farma Surabaya. In table 14 the value of the coefficient of influence of Customer Engagement on Customer Satisfaction is 0.486, the standard error value is 0.094, t-statistic value 5.168 and p-value 0.000. Since the t-statistic values are $5.168 > 1.96$ and the p-values are $0.000 < 0.05$, then H2 is accepted. This proves that Customer Engagement has a significant positive effect on Customer Satisfaction. This prove that Customer Engagement has a positive effect on Customer Satisfaction in line with research Kaveh et al., (2021) saying that customer engagement has a positive effect on customer satisfaction.

In the context of this study, the higher customer engagement means that the relationship between customers and company is better, it will also increase customer satisfaction with the manufacturer's services and products. This customer engagement is created by Kimia Farma Apotek in Surabaya through various discounts provided to customers, then customer satisfaction is created with the ease of transactions provided by the company to customers, as well as information about sales promotions that are easily obtained by customers.

The effect of customer engagement on purchase intention

Hypothesis 3 is that it is suspected that customer engagement has a positive influence on purchase intention at Kimia Farma Surabaya. In table 14 are the coefficients of influence of Customer Engagement on Intention Success of 0.283, standard error value 0.061, t-statistic value 4.654 and p-value 0.000. Since the t-statistic value is $4.654 > 1.96$ and the p-value is $0.000 < 0.05$, then H3 is accepted. This proves that Customer Engagement has a positive effect on Purchase Intention. The results of this study are in line with Kaveh et al., (2021) that customer engagement has a positive effect on purchase intention.

In this study, customer engagement has an influence on purchase intention because when customers feel suitable for the services and products provided at Kimia Farma in Surabaya, it will make customers have a higher purchase intention. But this study is contrary to those who say that Sharma & Singh, (2021) customer engagement has no effect on purchase intention, so it becomes a differentiator in this study.

The effect of perceived value on customer satisfaction

Hypothesis 4 is suspected that perceive value has a positive influence on customer satisfaction at Kimia Farma Surabaya. From table 14 is the coefficient of influence of Perceived Value on Customer Satisfaction of 0.426, the standard error value is 0.092, t-statistic value 4.610 and p-value 0.000. Since the t-statistic value is $4.610 > 1.96$ and the p-value is $0.000 < 0.05$ then H4 is accepted. This proves that Perceived Value has a positive effect on Customer Satisfaction. This is in line with research that Kaveh et al., (2021) states that perceived value has a positive effect on customer satisfaction

In this study, customers feel that there are benefits from a product which is purchased that can meet customer needs and expectations, making customers feel satisfied shopping at Kimia Farma in Surabaya. Customers feel satisfied because the products purchased are in accordance with their needs, do not feel deceived and customers also feel the benefits of services from Kimia Farma officers in providing information about products, consultations, and other information.

The effect of perceived value on purchase intention

Hypothesis 5 is suspected that perceive value has a positive influence on purchase intention at Kimia Farma Surabaya. In table 14 is the coefficient of influence of Perceived Value on Purchase Intention of 0.432, the standard error value is 0.053, t-statistic value 8.131 and p-value 0.000. Since the t-statistic values are $8.131 > 1.96$ and the p-values are $0.000 < 0.05$, then H5 is accepted. This proves that Perceived Value has a positive effect on Purchase Intention. In line with research Kaveh et al., (2021) that perceived value affects purchase intention.

In this study, customers feel that there are benefits from a product which is purchased that can meet customer needs and expectations, so as to increase customer buying interest in goods at Kimia Farma in Surabaya. Customers feel that the products purchased are in accordance with their needs, according to the prices given, the products purchased are good according to expectations, and the products purchased are more economical.

The effect of customer satisfaction on purchase intention

Hypothesis 6 is suspected that customer satisfaction has a positive influence on purchase intention at Kimia Farma Surabaya. In table 14 n the coefficient of influence of Customer Satisfaction on Purchase Intention is 0.287, the standard error value is 0.065, t-statistic value 4.390 and p-value 0.000. Since the t-statistic values are $4.390 > 1.96$ and the p-values are $0.000 < 0.05$, then tis H6. This proves that Customer Satisfaction has a positive effect on Purchase Intention. In line with research conducted by Kaveh et al., (2021) that customer satisfaction affects purchase intention.

In the context of this study, customers are satisfied because customers are happy with the shopping process at Kimia Farma Apotek, customers are happy with the accessibility of sales promotion information at Kimia Farma Apotek in Surabaya. Then this will make customers to make purchases at Kimia Farma Apotek in Surabaya.

The effect of customer uncertainty on purchase intention

Hypothesis 7 is suspected that customer uncertainty has a negative influence on purchase intention at Kimia Farma Surabaya. In table 14 n the coefficient of influence of Customer Unceratinly on Purchase Intention is -0.089, the standard error value is 0. 033, t-statistic value 2.732 and p-value 0.007. Since the t-statistic value is $3.732 > 1.96$ and the p-value is $0.007 < 0.05$ then H7 is accepted. This proves that Customer Unceratinly has negative effects on Purchase Intention. The results of this

study are in line with research that Islam & Hussain, (2022) customer uncertainty negatively affects purchase intention.

Customer uncertainty refers to a condition in which the available information deviates from the consumer's ideal information state, so a high level of uncertainty not only allows customers to ignore or reschedule their purchase intention, but also allows them to look for alternatives because it increases their perceived risk (Vincent-Wayne & Vassilios, 1999). In the context of this study the perceived risk can be in the form of product reliability, fear if the product does not work, fear if the money paid is not commensurate with the product obtained. Then this uncertainty directly affects consumer purchase intentions. Customers begin to notice risks due to adverse consequences or/and uncertainty). With the increasing perception of risk and uncertainty, consumers take longer to make purchasing decisions because they want to obtain more information regarding the product (Cox & Rich, 1964 (Schneller & Swanson, 2018).

CONCLUSION

The results of research and statistical testing show that 6 variables have an average value above 3. Thus, it can be concluded that respondents have a positive perception of Kimia Farma in Surabaya. Testing with the SEM method using PLS software found that of the 7 hypotheses that had been prepared, all hypotheses were supported. The specific explanation of the supported hypothesis is as follows:

- 1) On the positive influence between customer engagement and perceived value
- 2) On the positive influence between customer engagement and customer satisfaction
- 3) On the positive influence between customer engagement and purchase intention
- 4) On the positive influence between perceived value and customer satisfaction
- 5) On the positive influence between perceived value and purchase intention.
- 6) On the positive influence between customer satisfaction and purchase intention
- 7) Against the negative influence between customer uncertainty and purchase intention

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