

ABSTRACT

The role of agriculture for a country where most of the population is farmers is very large. Especially for agrarian countries that have abundant natural wealth, fertile land, abundant water and others. Along with the development of these technologies, there are things supporting agriculture based on technology, such as agricultural applications. The rapid development of e-commerce business, does not guarantee market success on agricultural applications. Minimizing market inability can be improved through marketing 4.0, marketing 4.0 has a vital role in buying interest and customer satisfaction.

This research aims to measure the influence of the dimensions of marketing 4.0 consisting of brand image, brand identity, brand integrity and brand interaction on purchase intention mediated by customer satisfaction. Empirical data was obtained through an online survey of 303 respondents who answered 19 items of questionnaire questions in full. The selection of respondents was determined by a purposive non probability sampling approach from active users of SayurBox whose population is not yet known.

A total of nine causal relationships between hypothesized variables form a model of structural equations (SEM) that is poured into a research framework. The LISREL 8.8 statistical application is used to calculate a number of parameters for various tests of validity, reliability, model fit, and hypothesis. The hypothesis test is done by comparing the T-count value with the T-table, while the strength of influence is measured by the high regression coefficient.

Based on the hypothesis test, it was concluded that the variables of brand image, brand identity, brand integrity and brand interaction have a positive effect on customer satisfaction and purchase intention directly while customer satisfaction does not have a significant effect on purchase intention. The biggest influence of variable marketing 4.0 on customer satisfaction is brand identity while the purchase intention is brand image. To improve the performance, SayurBox can improve brand identity and brand image for the creation of customer satisfaction and buying interests.

Practitioners or business people are advised to consistently create programs to improve brand identity (Corporate identity) and brand image (increasing the recommendations of influential parties) so that purchase intentions increase. Subsequent research is expected to further investigate the role of customer satisfaction in mediating the effect of marketing variable 4.0 on variable purchase intentions.

Keywords: *brand image, brand identity, brand integrity, brand interaction, purchase intention, customer satisfaction, SEM*