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# ANALYSIS OF THE INFLUENCE OF MARKETING STRATEGY 4.0 ON CONSUMER SATISFACTION AND REPURCHASE INTENTION OF RTD PRODUCTS IN THE CARBONATED SOFT DRINK CATEGORY

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**Abstract**

This study aims to analyze the impact of the Marketing 4.0 strategy on consumer satisfaction and repurchase intention for Ready-to-Drink (RTD) carbonated soft drinks (CSD). Marketing 4.0, introduced by Kotler, Kartajaya, and Setiawan, integrates digital and traditional marketing through four key elements: Brand Identity, Brand Image, Brand Integrity, and Brand Interaction. The research uses Partial Least Squares - Structural Equation Modeling (PLS-SEM) with 524 respondents, who are CSD consumers in Indonesia. The results show that Brand Identity, Brand Image, and Brand Integrity have a positive and significant impact on consumer satisfaction, while Brand Interaction has a positive but non-significant impact. For repurchase intention, Brand Image, Brand Integrity, and Brand Interaction have a positive and significant effect, while Brand Identity has a negative but non-significant impact. Cross-tabulation analysis reveals a significant relationship between consumer satisfaction, repurchase intention, and demographic factors such as age, purchase location, and purchase frequency. This study offers practical insights for marketers to develop more effective strategies to enhance consumer loyalty and provides academic contributions regarding the relevance of Marketing 4.0 for low involvement products.

**Keywords:** Marketing 4.0, Consumer Satisfaction, Repurchase Intention, Carbonated Soft Drinks, Digital Marketing.

## Introduction

The development of the internet in Indonesia has experienced rapid growth in recent years, with an internet penetration rate reaching 78.19% of the total population in 2023 (APJII, 2023), even reaching 79.5% in 2024 with the number of people connected to the internet in 2024 amounting to 221,563,479 people from a total population of Indonesia of more than 278 million people (APJII, 2024). The internet has changed many marketing strategies significantly, so companies must strive to reach consumers in a more efficient and measurable way. The concept of Marketing 4.0, which combines online and offline marketing, is relevant in this context because it emphasizes more personal and digitally connected consumer interactions (Kotler & Keller, 2009). With the use of social media, e-commerce, and other digital tools, companies in Indonesia can develop more innovative and responsive marketing strategies to changes in consumer behavior, thereby increasing consumer satisfaction and intention to repurchase products (Kotler et al., 2019).

Marketing 4.0 is a concept introduced by Kotler, Kartajaya, and Setiawan (2019) to describe the transition from traditional marketing to the digital era. This concept combines elements of online and offline marketing to create a more personal and connected experience for consumers. In Marketing 4.0, companies use digital technology to understand consumer needs and preferences more deeply, and interact with them

through various digital channels such as social media, mobile applications, and e-commerce (Kotler et al., 2019). This approach allows companies to deliver more relevant and effective marketing messages, which can ultimately increase consumer satisfaction and loyalty.

Marketing 4.0 also emphasizes the importance of integration or combination of online and offline interactions. Companies must be able to utilize data from various sources to gain more comprehensive insights into consumer behavior. For example, data analysis from social media can provide information about consumer trends and views, while data from e-commerce transactions can be used to understand purchasing patterns. Thus, companies can design marketing strategies that are more targeted and in accordance with consumer needs (Chaffey & Ellis-Chadwick, 2019). Matt et al. (2015), states that companies that successfully integrate digital strategies with traditional marketing tend to have higher levels of consumer satisfaction and stronger loyalty.

In Indonesia, the adoption of Marketing 4.0 is very relevant considering the high internet penetration and use of social media in the country. According to the APJII (2023) report, more than 70% of Indonesia's population has access to the internet, and social media is one of the most popular online activities. This opens up great opportunities for companies to utilize various digital platforms in their marketing strategies. So that companies in Indonesia can use social media to build communities and interact directly with consumers, as well as use e-commerce to expand market reach and increase sales (APJII, 2023). The use of digital technology in marketing in this era is expected to increase the efficiency and effectiveness of marketing campaigns.

Marketing 4.0 is a development of the Marketing 3.0 concept or Marketing 3i model introduced by Kotler (2019), where the main elements of Marketing 3.0 include brand image, brand identity, and brand integrity. The Marketing 4.0 model (Kotler et al., 2019), which includes brand identity, brand image, brand integrity, and brand interaction which is a development of marketing 3.0, offers a relevant marketing approach for the Indonesian market. McKinsey (2020) found that companies that adopt digital technology in their marketing experience a significant increase in consumer engagement and return on investment (ROI). In addition, the use of data analytics allows companies to segment markets more accurately and identify previously unseen growth opportunities (McKinsey, 2020). Thus, the Marketing 4.0 strategy will not only help in increasing consumer satisfaction but also encourage the intention to repurchase a product, which is very important for companies, especially in the ready-to-drink product industry. Although there are already Marketing 5.0 and 6.0 that introduce advanced technologies such as AI and metaverse, the adoption of this technology in the Indonesian FMCG sector is still low. A McKinsey study (2020) stated that many companies are still in the early stages of digitalization. Therefore, Marketing 4.0 is more relevant for the market and marketers to develop strategies for companies, especially for the Indonesian market which is still dominated by retail, especially General Trade. Thus, carbonated beverage companies in Indonesia can utilize this marketing 4.0 approach to understand consumer preferences, design attractive marketing campaigns, and build strong brand loyalty.

In his research, Dash et al. (2021) created a causal relationship model for the Marketing 4.0 concept which is a development of Marketing 3.0. The main focus of Marketing 4.0 is on the relationship between businesses and consumers. In this context, the Marketing 4.0 model becomes an independent variable that influences Customer Satisfaction and Purchase Intention. The research conducted by Dash et al. (2021) is a study that uses Real Estate houses as research objects, where Real Estate is a product with

a high involvement category (Rajasekhar & Makesh, 2013). The next study that will be studied by this Author will be different because it uses a different product category, namely a product with low involvement. Due to the differences in the product categories studied, the indicators and dimensions of the independent variable, namely Marketing 4.0, will also be different, as will the dependent variable. Here the Author will examine the influence on repurchase intention, while Dash et al. (2021) examines purchase intention. In addition, the difference also lies in the generation factor or age of the respondents which will be broader. This difference was chosen because the Marketing 4.0 theory still has room for research, especially related to the influence of other concepts that have been widely accepted by academics and marketing practitioners, especially since it is hoped that this research will be useful for managerial implications in determining the influence of Marketing 4.0 on different product categories.

Asia Pacific is leading the ready-to-drink (RTD) beverage market with a share of 35.36% in 2023, driven by innovations in formulation, packaging, and marketing. Consumer interest in ready-to-drink beverages has also increased rapidly in recent years. Increasing urbanization and increasingly busy lifestyles are driving demand for these products (Bussiness Insights, 2022). According to a report by Euromonitor International, the RTD beverage market in Southeast Asia is expected to grow at a significant rate, with Indonesia as one of the key markets due to its large young population and preference for convenience products (Euromonitor International, 2023).

Currently, the Fast Moving Consumer Goods (FMCG) industry, especially ready-to-drink (RTD) products, has not been widely explored using the Marketing 4.0 model. In fact, the potential for implementing more effective marketing strategies is enormous, especially in the carbonated soft drink (CSD) category, where many brands compete fiercely to increase market share, as well as repurchase intention and sales of CSD brands. In the carbonated soft drink (CSD) category, the global market shows stable growth. CSD products have low involvement characteristics, where purchasing decisions are often driven by impulse, promotion, or strong brand associations, so implementing a comprehensive marketing strategy is very important (Kotler et al., 2019). Researchers chose CSD as the object of research because this product is one of the FMCG categories with high sales volume and involves complex consumer loyalty. Previous studies have shown that low involvement products often require a different marketing approach, where elements such as brand engagement, brand trust, and effective interaction play an important role in building consumer loyalty (Dash et al., 2021). In addition, CSD is a product category with a very tight level of brand competition, so the Marketing 4.0 strategy involving elements such as Brand Identity, Brand Image, Brand Integrity, and Brand Interaction is very relevant to implement. Focusing on CSD also provides an opportunity to understand how these elements can influence consumer satisfaction and repurchase intention in the context of low involvement products.

This research is expected to provide significant contributions for academics and marketing practitioners in developing adaptive strategies to increase consumer satisfaction and loyalty, especially for Ready-to-Drink (RTD) products in the Carbonated Soft Drink (CSD) category which are quickly consumed and influenced by impulsive consumption behavior. Based on this background, the study asks three main questions: do Brand Identity, Brand Image, Brand Integrity, and Brand Interaction affect Consumer Satisfaction and Repurchase Intention, and does Consumer Satisfaction have a direct influence on Repurchase Intention.

In the study of the application of Marketing 4.0 in the ready-to-drink industry, there are several relevant previous studies. First, research by Dash et al. (2021) developed a causal relationship model for the Marketing 4.0 concept, emphasizing its effect on customer satisfaction and purchase intention in the context of real estate, which is a high involvement product. Secondly, research by McKinsey (2020) shows that companies that adopt digital technologies in marketing experience significant improvements in consumer engagement and return on investment (ROI). However, the novelty of this study lies in its specific focus on low-engagement products, namely carbonated soft drinks (CSDs), as well as its in-depth analysis of Marketing 4.0 elements such as brand identity, brand image, brand integrity, and brand interaction in the context of consumer satisfaction and repurchase intentions.

The purpose of the study is to measure the influence of these elements on Consumer Satisfaction and Repurchase Intention on the same CSD brand. The benefits of the study include theoretical validation for academics and strategic recommendations for marketers in increasing CSD product sales. This study is limited to consumers who are domiciled in Indonesia, at least 17 years old, and have purchased CSD products in the past month to ensure data relevance.

The data processing method uses Partial Least Square - Structural Equation Modeling (PLS-SEM) to evaluate the relationship between variables. With a scope that includes individual consumers who have made CSD purchases, this study is expected to provide an in-depth understanding of the influence of Marketing 4.0 elements on repurchase decisions, both from theoretical and practical perspectives.

## Research Methods

This study uses an adapted design from the research of Dash et al. (2021) regarding Marketing 4.0, with a modification of the dependent variable to Repurchase Intention to adjust to the context of low involvement products such as Carbonated Soft Drinks (CSD). The data used includes primary data obtained through a questionnaire survey and secondary data from related literature. The research variables consist of independent variables including Brand Identity, Brand Image, Brand Integrity, and Brand Interaction, with Consumer Satisfaction as the mediator variable and Repurchase Intention as the dependent variable. The research model refers to the Marketing 4.0 theory from Kotler et al. (2019), with nine hypotheses tested to evaluate the relationship between marketing elements and repurchase decisions.

The research procedure includes the creation and distribution of questionnaires, data collection and processing, and analysis using SEM and Path Analysis. Validity and reliability tests were conducted using SPSS through the measurement of Kaiser-Meyer-Olkin (KMO) and Alpha Cronbach values with a minimum value of 0.7. Model testing using SmartPLS ensures that the outer loading of the indicator exceeds 0.7 to ensure construct validity. SEM and Path Analysis tests are used to examine the causal relationship between the research variables and the effectiveness of the proposed model.

The measurement scales in this study include a nominal scale to measure gender, an ordinal scale for age and education, and a five-point Likert scale to assess the research variables from strongly disagree (1) to strongly agree (5). This methodological approach is designed to ensure validity, reliability, and accuracy in exploring the relationship between variables in the context of CSD product marketing. The results of the analysis are expected to provide in-depth insights into how Marketing 4.0 elements influence Consumer Satisfaction and Repurchase Intention in the selected product category.

## Results and Discussion

### *Preliminary Test of Questionnaire*

The questionnaire used in this study must be tested first to ensure that the instrument is valid in measuring the research variables and the relationships between them. Testing is carried out through several stages, namely wording test, reliability testing, and validity testing. The initial stage is to distribute and discuss the questionnaire to 5 people for the wording test, then continued with distribution to at least 30 people to test its reliability and validity.

### *Wording Test*

After the questionnaire was prepared based on previous research and relevant theories, a wording test was conducted. This is important because the questionnaire was initially adapted from English, which was then translated into Indonesian, so it needed to be adjusted. This test aims to ensure that all questions can be understood by respondents. The author conducted a wording test on 5 people, to test whether the sentences in the questions could be easily understood by respondents. All input from the wording test respondents has been received by the author and then analyzed to consider whether it is necessary to make changes to the sentences in the questionnaire and how the changes should be made. The input considered is that which does not change the original meaning of the questionnaire in the reference research.

### *Pre-Test Results*

Validity Test

The validity test was conducted using SPSS software version 27 with a pretest sample of 32 respondents.Validity testing aims to ensure that each question in the questionnaire can accurately measure the intended variable.The reference value of the test is the KMO (Kaiser-Meyer-Olkin test) value with a value of >0.5 and a loading factor value of >0.5 which can be found in the Component Matrix table in SPSS. Validity testing shows the following results:

**Table 1. Results of Pre-Test Validity Testing**

| No. | Variable (Latent Construct) | Indicator | KMO | *Component Matrix* | MSA | Validity Test Results |
|---|---|---|---|---|---|---|
| 1 | Brand Identity | RE1 | 0.651 | 0.739 | 0.685 | Valid |
| | | RE2 | | 0.772 | 0.651 | Valid |
| | | RE3 | | 0.801 | 0.628 | Valid |
| | | AW1 | 0.598 | 0.819 | 0.593 | Valid |
| | | AW2 | | 0.933 | 0.570 | Valid |
| | | AW3 | | 0.893 | 0.579 | Valid |
| | | AW4 | | 0.743 | 0.706 | Valid |
| | | EX1 | 0.478 | 0.795 | 0.519 | Valid |
| | | EX2 | | 0.390 | 0.497 | Valid |
| | | EX3 | | 0.863 | 0.481 | Valid |
| | | EX4 | | 0.268 | 0.377 | Invalid |
| 2 | Brand Image | MY1 | 0.630 | 0.829 | 0.689 | Valid |
| | | MY2 | | 0.627 | 0.544 | Valid |
| | | MY3 | | 0.762 | 0.577 | Valid |
| | | MY4 | | 0.833 | 0.683 | Valid |
| | | SE1 | | 0.742 | 0.916 | Valid |
| | | SE2 | | 0.483 | 0.563 | Valid |

| No. | Variable (Latent Construct) | Indicator | KMO | *Component Matrix* | MSA | Validity Test Results |
|---|---|---|---|---|---|---|
| | | SE3 | 0.791 | 0.823 | 0.746 | Valid |
| | | SE4 | | 0.888 | 0.830 | Valid |
| | | SE5 | | 0.869 | 0.788 | Valid |
| | | SE6 | | 0.645 | 0.871 | Valid |
| | | IN1 | | 0.631 | 0.721 | Valid |
| | | IN2 | | 0.675 | 0.591 | Valid |
| | | IN3 | 0.642 | 0.679 | 0.670 | Valid |
| | | IN4 | | 0.614 | 0.598 | Valid |
| | | IN5 | | 0.519 | 0.606 | Valid |
| | | IN6 | | 0.730 | 0.672 | Valid |
| | | EXP1 | | 0.759 | 0.659 | Valid |
| 3 | Brand Integrity | EXP2 | 0.651 | 0.748 | 0.671 | Valid |
| | | EXP3 | | 0.795 | 0.630 | Valid |
| | | TR1 | | 0.697 | 0.674 | Valid |
| | | TR2 | | 0.804 | 0.750 | Valid |
| | | TR3 | | 0.548 | 0.547 | Valid |
| | | TR4 | 0.642 | 0.668 | 0.636 | Valid |
| | | TR5 | | 0.771 | 0.606 | Valid |
| 4 | Brand Interaction | CONS 1 | 0.621 | 0.682 | 0.709 | Valid |
| | | CONS 2 | | 0.847 | 0.585 | Valid |
| | | CONS 3 | | 0.455 | 0.685 | Valid |
| | | CONS 4 | | 0.720 | 0.599 | Valid |
| | | CONT 1 | | 0.846 | 0.817 | Valid |
| | | CONT 2 | 0.717 | 0.907 | 0.680 | Valid |
| | | CONT 3 | | 0.903 | 0.686 | Valid |
| | | CRE1 | | 0.852 | 0.738 | Valid |
| | | CRE2 | 0.738 | 0.809 | 0.811 | Valid |
| | | CRE3 | | 0.810 | 0.724 | Valid |
| | | CRE4 | | 0.899 | 0.702 | Valid |
| | | CS1 | | 0.901 | 0.537 | Valid |
| 5 | Consumer Satisfaction | CS2 | 0.560 | 0.840 | 0.549 | Valid |
| | | CS3 | | 0.624 | 0.668 | Valid |
| | | RI1 | | 0.814 | 0.583 | Valid |
| 6 | Repurchase Intention | RI2 | 0.593 | 0.877 | 0.562 | Valid |
| | | RI3 | | 0.670 | 0.701 | Valid |

Results test validity show that in a way overall all Items question valid,except EX4 indicator (Excitement 4) with question items that is“This brand often presents new products that are in line with the latest beverage trends.”shows a very low KMO value, which is 0.377, which indicates that this question is invalid and unable to measure brand excitement accurately. So item EX4 will be removed during the main test.

Reliability Test

Reliability testing was conducted to evaluate the consistency of the questionnaire when repeated. The Cronbach's Alpha value was used as an indicator, where the minimum expected value is >0.6. Reliability testing was conducted on the pre-test results involving 32 respondents using SPSS version 27.

**Table 2. Pre-Test Reliability Test Results**

| No. | Variable (Latent Construct) | Dimensions | Cronbach's Alpha |
|---|---|---|---|
| 1 | Brand Identity | RE | 0.658 |
| | | AW | 0.863 |
| | | EX | 0.390 |
| 2 | Brand Image | MY | 0.766 |
| | | SE | 0.816 |
| | | IN | 0.708 |
| 3 | Brand Integrity | EXP | 0.606 |
| | | TR | 0.744 |
| 4 | Brand Interaction | CONS | 0.624 |
| | | CONT | 0.843 |
| | | CRE | 0.863 |
| 5 | Consumer Satisfaction | | 0.699 |
| 6 | Repurchase Intention | | 0.675 |

In the reliability test, most variables showed good consistency based on the Cronbach's Alpha value. However, the data on the Excitement dimension (EX1-EX4) of Brand Identity is not yet reliable. The Cronbach's Alpha value is very low, which is only 0.390, which indicates that this instrument is inconsistent in measuring brand excitement. This low reliability value is likely due to the invalid EX4 question..Then the data was reviewed again in SPSS in the Item-Total Statistics table in the Cronbach's Alpha if Item Deleted column. It can be interpreted that if the EX4 indicator is deleted, the Cronbach's Alpha value will increase drastically to 0.536. So it was decided that EX4 would be deleted so that the Excitement dimension would be valid and reliable.

**Main Test**

***Respondent Profile***

Based on demographic data, the majority of the 524 respondents were women (76.1%) with a dominant age between 25-29 years (29.8%) and 30-34 years (28.2%). In terms ofwork, private employees dominate (35.1%), followed by housewives (23.3%) and self-employed (14.1%). The highest education held by most respondents is high school/equivalent (49%), followed by bachelor's degree graduates (35.1%). The most domiciles are from West Java (30.9%), Central Java (20.8%), and DKI Jakarta (16.0%). In terms of brand preference, Sprite is the most popular CSD brand (31.9%), followed by Coca-Cola (25.8%) and Nipis Madu (18.3%). Minimarkets are the main purchasing location (68.5%), with the highest purchasing frequency of 2-3 times per month (42.4%). Purchasing preferences also reflect generational preferences, with Gen Y and Gen Z dominating purchases at minimarkets, while Gen X has a smaller contribution. This reflects the dominance of modern markets as the main distribution channel as well as consumer preferences for brands and locations that offer easy access and a comfortable shopping experience.

**PLS-SEM Model**

***Convergent Validity Test***

The convergent validity test aims to ensure that the indicators used in the research model are able to represent the construct significantly. Based on the results of the analysis using the Outer Loading value, almost all indicators have values above 0.7, indicating that each indicator has a significant contribution to its respective construct. However, there are 2 question items that still have values below 0.7, namely EXP2 and CONS3 items. However, the loading factor value in the range of 0.5-0.6 is still acceptable (Hair Jr. et al., 2019).

**Table 3. Validity of Main Test**

| No. | Variable (Latent Construct) | Question Items | Outer Loading | Results |
|---|---|---|---|---|
| 1 | Brand Identity | RE1 | 0.757 | Valid |
| | | RE2 | 0.809 | Valid |
| | | RE3 | 0.813 | Valid |
| | | AW1 | 0.732 | Valid |
| | | AW2 | 0.753 | Valid |
| | | AW3 | 0.778 | Valid |
| | | AW4 | 0.757 | Valid |
| | | EX1 | 0.728 | Valid |
| | | EX2 | 0.765 | Valid |
| | | EX3 | 0.758 | Valid |
| 2 | Brand Image | MY1 | 0.723 | Valid |
| | | MY2 | 0.732 | Valid |
| | | MY3 | 0.792 | Valid |
| | | MY4 | 0.836 | Valid |
| | | SE1 | 0.734 | Valid |
| | | SE2 | 0.719 | Valid |
| | | SE3 | 0.788 | Valid |
| | | SE4 | 0.834 | Valid |
| | | SE5 | 0.803 | Valid |
| | | SE6 | 0.744 | Valid |
| | | IN1 | 0.805 | Valid |
| | | IN2 | 0.787 | Valid |
| | | IN3 | 0.864 | Valid |
| | | IN4 | 0.789 | Valid |
| | | IN5 | 0.821 | Valid |
| | | IN6 | 0.803 | Valid |
| 3 | Brand Integrity | EXP1 | 0.753 | Valid |
| | | EXP2 | 0.671 | Valid |
| | | EXP3 | 0.817 | Valid |
| | | TR1 | 0.880 | Valid |
| | | TR2 | 0.888 | Valid |
| | | TR3 | 0.868 | Valid |
| | | TR4 | 0.827 | Valid |
| | | TR5 | 0.746 | Valid |
| 4 | Brand Interaction | CONS1 | 0.742 | Valid |
| | | CONS2 | 0.803 | Valid |
| | | CONS3 | 0.672 | Valid |
| | | CONS4 | 0.817 | Valid |

| No. | Variable (Latent Construct) | Question Items | Outer Loading | Results |
|---|---|---|---|---|
| | | CONT1 | 0.860 | Valid |
| | | CONT2 | 0.879 | Valid |
| | | CONT3 | 0.655 | Valid |
| | | CRE1 | 0.827 | Valid |
| | | CRE2 | 0.845 | Valid |
| | | CRE3 | 0.811 | Valid |
| | | CRE4 | 0.829 | Valid |
| 5 | Consumer Satisfaction | CS1 | 0.930 | Valid |
| | | CS2 | 0.938 | Valid |
| | | CS3 | 0.897 | Valid |
| 6 | Repurchase Intention | RI1 | 0.865 | Valid |
| | | RI2 | 0.907 | Valid |
| | | RI3 | 0.868 | Valid |

Source: Researcher Processed Results (2024)

***Discriminant Validity Test***

Discriminant validity testing is conducted to determine whether the questionnaire items can validly assess different latent variables, or do not measure the same latent variables (Ghozali, 2018). The maximum value of discriminant validity is carried out on the 4 elements of marketing 4.0 and its dependent variables. By using the maximum value of discriminant validity is 0.900.

From the results of this test, it was found that the Heterotrait-Monotrait Ratio (HTMT) value between Brand Integrity and Consumer Satisfaction reached 0.909, which exceeded the recommended threshold of 0.900. This indicates a potential problem of discriminant validity between the two constructs, indicating an overlap in measurement between Brand Integrity and Consumer Satisfaction. In addition, all other relationships between constructs have HTMT values below 0.90 (Henseler et al., 2016), indicating that these constructs have met the criteria for discriminant validity.

In this context, further evaluation is needed to ensure that the questionnaire items on Brand Integrity and Consumer Satisfaction do not have similarities that cause the measurements to be non-unique. Steps that can be taken include revising or eliminating items with high cross-loading values on both constructs to improve the clarity of the measurement. The other constructs have shown good discriminant validity and can be used for further analysis.

**Table 4. The discriminant validity results**

| | Brand Identity | Brand Image | Brand Integrity | Brand Interaction | Consumer Satisfaction | Repurchase Intention |
|---|---|---|---|---|---|---|
| Brand Identity | | | | | | |
| Brand Image | 0.833 | | | | | |
| Brand Integrity | 0.859 | 0.893 | | | | |
| Brand Interaction | 0.496 | 0.726 | 0.611 | | | |
| Consumer Satisfaction | 0.813 | 0.838 | 0.909 | 0.610 | | |
| Repurchase Intention | 0.711 | 0.861 | 0.839 | 0.721 | 0.864 | |

From the table above, it is found that all discriminant validity values have met the requirement of <0.9, so that all test items can proceed to the next test.

***Average Variance Extracted Test***

Convergent validity testing uses the AVE (Average Variance Extracted) value as a reference. The AVE value indicates how well the question items are used to explain/measure latent variables. The minimum acceptable AVE value is 0.5 (Jogiyanto & Abdilah 2009).

**Table 5. The results of the AVE value test**

| Variable Name | AVE |
|---|---|
| Brand Identity | 0.586 |
| Brand Image | 0.619 |
| Brand Integrity | 0.655 |
| Brand Interaction | 0.664 |
| Consumer Satisfaction | 0.850 |
| Repurchase Intention | 0.775 |

***Reliability Test***

Reliability testing is carried out using Cronbach's Alpha value and composite reliability where the desired Cronbach's Alpha value is > 0.6 and the desired Composite Reliability value is > 0.7. If the Cronbach's Alpha and composite reliability values do not meet the minimum value, then the reliability value of the latent variable will be low and there is a possibility that there will be question items that need to be deleted.

**Table 6. The results of the reliability test**

| Variables | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Brand Identity | 0.922 | 0.934 |
| Brand Image | 0.959 | 0.963 |
| Brand Integrity | 0.923 | 0.938 |
| Brand Interaction | 0.949 | 0.956 |
| Consumer Satisfaction | 0.912 | 0.945 |
| Repurchase Intention | 0.854 | 0.912 |

From the table above, it can be seen that all latent variables meet the minimum reliability test of Cronbach's alpha and composite reliability. Therefore, the author can use all indicators for the goodness of fit test.

***Model Goodness of Fit Test***

This study shows that Marketing 4.0 elements have a significant influence on Consumer Satisfaction ($R^2$=0.733) and Repurchase Intention ($R^2$=0.696), with a high predictive relevance value ($Q^2$=0.762). Structural model testing confirmed that Brand Identity (T=3.871; P=0.000), Brand Image (T=2.628; P=0.004), Brand Integrity (T=9.152; P=0.000), and Brand Interaction (T=2.397; P=0.008) significantly influenced Consumer Satisfaction, while Brand Image (T=5.062; P=0.000), Brand Integrity (T=1.986; P=0.024), Brand Interaction (T=3.077; P=0.001), and Consumer Satisfaction (T=3.999; P=0.000) influenced Repurchase Intention. Cross-tabulation showed that minimarkets were the main locations that drove consumer satisfaction and loyalty, while Generation Z and Y had great potential for repeat purchases. Brand preference is dominated by Sprite and Coca-Cola, although not statistically significant by generation ($\chi^2$=23.931; P=0.091). Marketing strategies that target the needs of the younger

generation and increase brand interaction through social media and interactive promotions can strengthen consumer loyalty.

***Hypothesis Development***

This study shows that marketing elements such as Brand Identity, Brand Image, Brand Integrity, and Brand Interaction have a significant influence on Consumer Satisfaction, with Brand Integrity as the most dominant factor (Campelo et al., 2014; Dash et al., 2021). Meanwhile, Brand Image and Brand Integrity have the greatest impact on Repurchase Intention in the context of FMCG products such as carbonated drinks, because a positive image and brand trust can increase consumer loyalty (Yehuda & Hadiprawoto, 2024). However, Brand Identity did not show a significant influence on Repurchase Intention, highlighting that repurchase decisions are more influenced by direct experience and trust in product quality (Chaudhuri & Holbrook, 2001). Brand Interaction has also been shown to drive Repurchase Intention through personal and interactive communication (Hollebeek et al., 2014; Zarantonello & Schmitt, 2010). Finally, Customer Satisfaction has a significant influence on Repurchase Intention, confirming that consistent positive experiences are key to building consumer loyalty (Dash et al., 2021).

**Conclusion**

This study shows that Marketing 4.0 elements such as Brand Integrity and Brand Image have a significant influence on Consumer Satisfaction and Repurchase Intention in low involvement product categories such as Carbonated Soft Drinks (CSD) in Indonesia. Brand Integrity is proven to be the most influential in creating consumer satisfaction, while Brand Image has the greatest impact on repurchase intention. Although Brand Identity and Brand Interaction also contribute, their impacts are smaller, emphasizing the importance of emotional and consistent marketing strategies. Cross-tabulation results show that Generation Y dominates the CSD market, with purchasing preferences in minimarkets influencing loyalty. Managerial implications include strengthening Brand Integrity through transparency and CSR, developing Brand Image with innovative campaigns, and optimizing digital interactions to increase consumer engagement. Theoretically, this study supports the Expectation-Disconfirmation theory and the Marketing 4.0 concept, highlighting the importance of fulfilling brand promises and emotional experiences in building loyalty. Limitations of the study include the focus on low involvement products, the Indonesian cultural context, and the lack of external variable analysis. Further research is recommended to explore modern technologies such as AI and big data in strengthening marketing elements and creating more personalized and interactive consumer experiences.

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