

Article

The Effect of *Customer-Based Brand Equity (CBBE)* BPJS Ketenagakerjaan After the Simultaneous Implementation of *the Re-Call Strategy* on Informal Worker (*BPU*) Purchase Intention

Bangkit Pradana & Enjang Pera Irawan*

Faculty of Communication Sciences, Mercu Buana University, 11650 Jakarta, Indonesia

*Corresponding Author: enjang.irawan@mercubuana.ac.id

Received: 01 June 2024

Accepted: 01 August 2024

Abstract: Indonesia's growing population demands social protection, such as health insurance and pension insurance. Although BPJS Ketenagakerjaan strives to improve services, challenges to social protection still exist, especially for informal workers. Further efforts are needed to increase their participation in social security programs. This study aims to investigate the effect of Customer-Based Brand Equity (CBBE) BPJS Ketenagakerjaan after the simultaneous implementation of the Re-Call strategy on Non-Wage Earner (BPU) Purchase Intention. The growth of the labour force in Indonesia raises the complexity of the economy and the high risk of workplace accidents. BPJS Ketenagakerjaan exists as an effort by the government to provide social protection to workers, including informal workers. The Re-Call strategy is carried out to increase the participation of informal workers in the BPU Program. This study proposes a hypothesis that CBBE BPJS Ketenagakerjaan through the Re-Call strategy has a positive effect on BPU's Purchase Intention. The Structural Equation Modelling (SEM) analysis method was used to analyse survey data collected from 400 active participants of BPJS Ketenagakerjaan BPU. The results showed that there was a positive and significant influence between CBBE BPJS Ketenagakerjaan and BPU Purchase Intention. These findings make an important contribution in understanding the dynamics of the relationship between CBBE elements and consumer purchase interest, as well as their implications for increasing informal workers' participation in social security programs.

Keywords: Customer-Based Brand Equity (CBBE); BPJS Ketenagakerjaan; re-call strategy; re-call strategy; purchase intention

Introduction

The growth and spread of the population in Indonesia results in different types of jobs, reflecting the complexity of the economy and the resilience of the workforce. Social security is important for workers, including health insurance, pension insurance, and protection from work accidents. The program helps workers overcome economic risks and supports social stability and economic growth. However, good policies and transparent management are needed. BPJS Ketenagakerjaan, based on Law No. 24 of 2011, aims to improve the quality of services that are fair to all.

The implementation of social protection has become increasingly important as the workforce has grown in the last 10 years. Data from BPS (2023) shows that the number of labour force in 2012 was 114,061 thousand. This figure fluctuates to 138,632 thousand workers in 2023. The recording carried out by the Central Statistics Agency also stated that the increase in unemployment rate remained stable from 2012 of 7,757 thousand people to 7,989 thousand people in 2023.

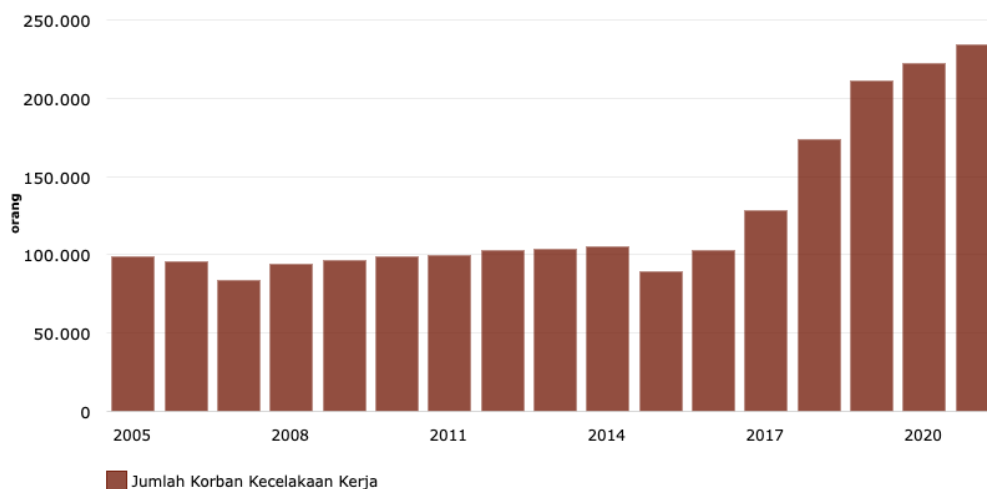


Figure 1. Number of work accident victims to Indonesia (2005-2021)
Source: Ministry of Manpower (Kemnaker) Report (2023)

The growth of the labour force in the last 10 years increases the risk of occupational accidents in Indonesia. According to the Ministry of Manpower, victims of occupational accidents and occupational diseases (PAK) are increasing, reaching a record high of 234 thousand people in 2021. The BPU program from BPJS Ketenagakerjaan is important for informal workers. To increase their participation, BPJS Ketenagakerjaan implements a re-call strategy through Consumer-Based Brand Equity (CBBE). A strong CBBE is expected to strengthen the image of BPJS Ketenagakerjaan as a trustworthy social protection provider, increase participant satisfaction, and achieve the goal of providing quality social protection for workers in the informal labour sector. This strategy includes increasing brand awareness by giving BPJAMSOSTEK a nickname, as well as an emphasis on trust, loyalty, and satisfaction of program participants. Thus, CBBE plays an important role in achieving the objectives of BPJS Ketenagakerjaan and increasing the interest and participation of informal workers in the BPU program.

Increasing *Consumer-based Brand Equity* (CBBE) through a *re-call* strategy can potentially increase *the purchase intention* of prospective BPU customers towards BPJS Ketenagakerjaan products and services. A positive perception of the brand and emotional connection with the brand can motivate potential consumers to choose BPJS Ketenagakerjaan in fulfilling social security needs. It is important to note that the success of this *re-call* strategy depends on effective and consistent execution, along with inconsistencies in findings from previous studies.

Factors affecting *Purchase Intention*, especially with respect to *Brand Awareness*, *Brand Associations*, *Perceived Quality*, and *Brand Loyalty*. *Brand Awareness* is a key element, where several studies (Aquinia & Soliha, 2020; Muslim & Qur'anis, 2017; Supiyandi et al., 2022; Susilowati & Novita Sari, 2020; Tuinesia et al., 2022) found that *Brand Awareness* has a positive effect on *Purchase Intention*. However, other research results (Azzari & Pelissari, 2020; Enjelina & Dewi, 2021; Gabriella & Sonny, 2021; Nazara et al., 2023; Rungsrissawat & Sirinapatpokin, 2019; Widjaja, 2019) shows that not all contexts have a positive correlation between *Brand Awareness* and *Purchase Intention*. Moreover, the interaction between sellers and buyers takes place quickly as soon as the product image is shared. Buyers can respond to the marketed product more quickly to the seller. (Mohd Ilham, N.M., & Mohamad Salleh, M. A., 2016)

Brand Associations are also a consideration, with several studies (Azzari & Pelissari, 2020; Muslim & Qur'anis, 2017; Nazara et al., 2023; Rungsrissawat & Sirinapatpokin, 2019; Susilowati & Novita Sari, 2020) showed that *Brand Associations* have a positive effect on *Purchase Intention*, while other research

results (Enjelina & Dewi, 2021; Supiyandi et al., 2022; Widjaja, 2019) noted its insignificance in several different studies.

Perceived Quality also plays an important role, where several studies (Aquinia & Soliha, 2020; Azzari & Pelissari, 2020; Nazara et al., 2023; Supiyandi et al., 2022; Susilowati & Novita Sari, 2020) found that *Perceived Quality* has a positive effect on *Purchase Intention*. However, other research results (Enjelina & Dewi, 2021; Gabriella & Sonny, 2021; Muslim & Qur'anis, 2017; Nazara et al., 2023; Rungsisawat & Sirinapatpokin, 2019; Tuinesia et al., 2022) showed different results, with some cases where *Perceived Quality* did not have a positive correlation with *Purchase Intention*.

Brand Loyalty is also a noteworthy factor, due to a number of studies (Azzari & Pelissari, 2020; Enjelina & Dewi, 2021; Gabriella & Sonny, 2021; Muslim & Qur'anis, 2017; Rungsisawat & Sirinapatpokin, 2019; Supiyandi et al., 2022; Tuinesia et al., 2022; Widjaja, 2019) found that *Brand Loyalty* has a positive effect on *Purchase Intention*. However, other findings (Aquinia & Soliha, 2020; Nazara et al., 2023; Susilowati & Novita Sari, 2020) show that there is not always a positive correlation between *Brand Loyalty* and *Purchase Intention*.

In this context, research investigating the effect of Customer-Based Brand Equity BPJS Ketenagakerjaan and BPU Purchase Intention after the implementation of the re-call strategy is important, both in academic and practical contexts. Thus, this research is not only relevant for the development of theory and knowledge in the field of branding and social security, but also has a direct impact in improving the welfare of informal workers through increased participation in social security programs.

Based on this background, the objectives of the study is analyse the influence of *Customer-Based Brand Equity* of BPJS Ketenagakerjaan after the Implementation of the Re-Call Strategy on Purchase Intention of Not Wage Recipients (BPU). The formulation of the problem in this study is whether the *Customer-Based Brand Equity* of BPJS Ketenagakerjaan After the Implementation of the *Re-Call* Strategy simultaneously affects the *Purchase Intention* of Non-Wage Earners (BPU)?

Literature Review

1. Consumer-Based Brand Equity (CBBE)

Consumer-based brand equity (CBBE) is a highly effective tool that allows organizations to comprehend the value of their brand in customer perception. The basic idea behind CBBE is that a strong brand is construct through a deep apprehension of consumer attitudes and insight. Among researchers and marketing practitioners, CBBE is becoming the preferred view because it recognizes that a brand's success ultimately depends on its significance to consumers. If such brand has no definition or value in the eyes of consumers, then the brand will be less relevant to the investors or retailers. (Smith & Aaker, 1992) (Keller, 2011) (Keller & Brexendorf, 2019)

The core view of CBBE lies in customer experience and perception over time. The value of a brand is intent on by what customers learn, experience, and hear about the brand through the connection and involvement with it. CBBE encompasses the additional value that a brand provides to a business by made up positive associations for its consumers, impacted to increased loyalty and retention. This additional value can be formed in a variety of ways, including the growth of customer satisfaction, repeat buying behaviour, and also positive word-of-mouth from referrals. (Dev, 2016)

By developing a strong CBBE, organizations will be able to create differentiation from challenger and create a brand identity that is attractive and highly memorable to their target audience. As a result, this can increase customer loyalty and support profitability. At its core, CBBE is a critical determinant of a brand's performance, as it forms a strong emotional and psychological connection between the brand and the customer. By understanding and advantage CBBE, organizations can foster lasting connections with their customers and raise business growth over time (Ahmad et al., 2022) .

CBBE is based on five main variables, they are v performance, value, social image, trustworthiness and commitment. These variables play a vital role in creating a strong brand that resonates with consumers and fosters long-term connections. To create a strong CBBE, brands must start by delivering a connection

with consumer needs and product benefits. This can be done by improving awareness about the brand and made perceptions of value and experience that match consumer expectations.

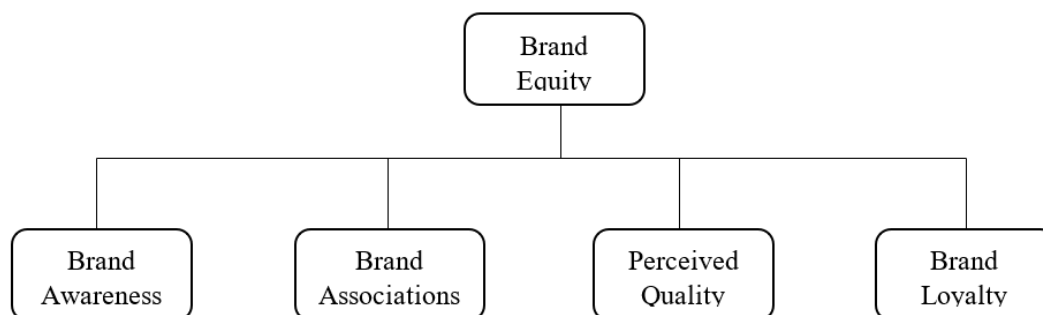


Figure 2. Customer-Based Brand Equity (CBBE) Model
Source: Aaker (1991)

Models are well-known models in achieving high CBBE. This model explains the urgency of increasing brand awareness, perceived quality, brand association and brand loyalty to get a valuable CBBE. This model deliver that building a powerful brand needs focusing on the functional and emotional attributes of the brand, similar to creating a close connections with consumers as the key to get a good CBBE. It concludes that understanding the variables that made up to CBBE and applying strategies to create and improve those variables is important in building a powerful and successful brand in market.(Aaker, 1991)

2. Purchase Intention

Aprilisya et al. (2017) Stating a purchase intention as a way to be able to own a product if the intention is made up by the influence of the quality. The presence of information that supports the existence of the product. Meanwhile, describing a consumer's purchase intent can be defined as a customer's willingness to purchase a particular product or service at a certain period of time. Purchase intent is a prologue to a purchase decision and is influenced by many factors. In this position, intent occurs before people make a purchase decision. The emerging stimuli and the comparison between the product and the company become one of the supporters of the purchase decision - the intention of society, which is a person's feeling of interest in something by combining knowledge and comparison of objects. (Sianturi et al., 2022)

According to Bangkara and Neem (2016) *behavioural intention*, it is still an interest, interest is defined as the desire to perform a behaviour. Meanwhile, behaviour (*behaviour*) is the actual action or activity carried out. So that behaviour will be done if someone has an interest in doing it. And behavioural interests will determine his behaviour. Interests are subject to change. The wider the time interval, the more likely it is to change in interest. states "People think about the implications of their actions before they decide whether or not to do certain behaviours". Durman and Musdholifah (2020) . Moreover, purchase intention combines various factors ranging from psychology, sociology and economics which look for understanding in the process of buying decision-making of a buyer. (Mariades, P.A., Abdullah, H., & Abdullah, N., 2016).

While according to in Namkung and Jang (2007) Purwianti & Tio (2017) *behavioural intention* is the behaviour of consumers who are loyal or loyal to the company so that they are willing to recommend to others because they have received good service from the company. According to Kotler (2014) *behavioural intention* is a circumstances where customers have attraction or attitudes *loyal to brands, products and companies* and willingly explain their knowledge to othes. It determines the likelihood that consumers will create a certain actions later. Defines Oktama (2018) *behavioural intention* as the possibility of customers to perform a specific action such as *positive word of mouth* about a service provider to others, having a repurchase willing and loyalty to the product owner.

The emergence of consumer buying interest in a brand begins with the formation of preferences of all available preferred brands. Consumers who want a product based on confidence in addition to the ability to buy. According to (Kotler & Keller, 2016) Kotler and Keller (2016) *purchase intention* is a form of behaviour

from consumers who want to buy or pick a product based on usage, experience and desire for a product. According to Kotler & Keller (2016) *purchase intention* is a form of behaviour from consumers who want to buy or choose a product based on experience, use and desire for a product. Marketing majors stated that marketing is possible to help improving consumers awareness as they would obtain more information about marketing basics and learn about the existing marketing practices. (Malenee & Chee, 2015)

In conclusion, *purchase intention* is the tendency or desire of customers to buy or use a particular product or service. It is influenced by a variety of aspects, such as previous use, experience, trustworthiness, desirability, and loyalty to the product, brand or company. This purchase intent becomes the initial stage in the purchase decision process and can influence consumer actions in the future.

3. Hypothesis

This increase in CBBE also has the potential to lead to an increase in *the Purchase Intention* of prospective BPU customers towards the products and services offered by BPJS Ketenagakerjaan. When potential consumers have a positive perception of the brand and feel an emotional or affective connection with the brand, they are more likely to choose BPJS Ketenagakerjaan as their choice when considering social security and protection needs. However, keep in mind that the success of the *Re-Call* strategy in influencing *this Purchase Intention* will largely depend on the effective and consistent execution of the strategy. Other factors that can influence are the quality of services provided by BPJS Ketenagakerjaan, brand image, and the level of trust and transparency established with potential customers. Therefore, BPJS Ketenagakerjaan needs to ensure that the *Re-Call* strategy is well implemented and balanced with satisfactory services in order to achieve a positive and significant influence on the *Purchase Intention* of prospective BPU customers. For this reason, the hypotheses in this study are as follows:

- H1 *Customer-Based Brand Equity (CBBE) BPJS Ketenagakerjaan After Strategy Implementation Re-Call* positively and significantly affect *Purchase Intention* Non-Wage Earner (BPU)
- H0 *Customer-Based Brand Equity (CBBE) BPJS Ketenagakerjaan After Strategy Implementation Re-Call* does not have a positive and significant effect on *Purchase Intention* Non-Wage Earner (BPU)

Methodology

1. Research Design

This study uses a quantitative approach. This study wants to explore the characteristics of variables that affect political involvement with age as a moderation factor. Thus, the quantitative method is the best way to complete this research.

2. Types of Research

This research is a type of survey study, where researchers make observations in the process of collecting data. In this method, researchers carefully record data as it is, then analyse and interpret it. Survey research takes a sample from a population and uses questionnaires as the main instrument in data collection.

3. Research Location

The location in this study is at the Head Office of BPJS Ketenagakerjaan, Jakarta. The population in this study is 4,189,212 Non-Wage Earners (BPU) or 9.60% of the total BPU workers based on the projection of the Ministry of Bappenas (BPJAMSOSTEK Annual Report, 2021).

4. Participants

Population is a generalized space containing of: objects or subjects that have specific characteristics and qualities that are determined by researchers to be studied and then drawn results. It means that, the population is not only the people, but also other objects even the nature. For this reason, the population is 4,189,212 people and the level of precision is set at 5%. Based on the Slovin formula, the number of samples (n) is 400 respondents who are active participants of BPJAMSOSTEK Non-Wage Earners (BPU).

5. Variable Operational Definition

i. The Independent variable (X) is customer-based brand equity (CBBE), which includes: brand awareness, brand association, perceived quality, and brand loyalty.

a. Brand Awareness

The operational definition of brand awareness for BPJS Ketenagakerjaan is the level of public understanding and awareness of the existence and identity of BPJS Ketenagakerjaan as a social security institution in Indonesia

b. Brand Associations

The operational definition of brand associations for BPJS Ketenagakerjaan is the emotional connections, perceptions, and positive or negative associations that form in the minds of the public when they interact with or hear about BPJS Ketenagakerjaan

c. Perceived Quality

The operational definition of perceived quality for BPJS Ketenagakerjaan is the perception or viewpoint held by current or potential social security participants regarding the quality of services and benefits provided by BPJS Ketenagakerjaan.

d. Brand Loyalty

The operational definition of brand loyalty for BPJS Ketenagakerjaan is the level of loyalty and attachment that social security participants have towards the BPJS Ketenagakerjaan brand or institution

ii. The Dependent variable (Y), is *Purchase Intention*, which includes: *behavioural intention* is still an interest, *interest* (intention)

a. Purchase Intention

Definisi operasional *purchase intention* dari BPJS Ketenagakerjaan adalah tingkat niat atau keinginan calon peserta untuk menjadi anggota atau peserta dalam program jaminan sosial yang diselenggarakan oleh BPJS Ketenagakerjaan.

6. Data Analysis

Structural Equation Modelling (SEM) is one of a method used to complete the weaknesses contained in the regression method. Based on experts, *Structural Equation Modelling* (SEM) research methods are separated into two type of approaches, namely *the Covariance Based SEM* (CBSEM) approach and *Variance Based SEM* or *Partial Least Square* (PLS). *Partial Least Square* is such a strong analysis method which in this method is not based on many opinions. The PLS approach is *distribution free*. PLS uses *bootstrapping* methods or random doubling which assumption of normality will not be a problem for PLS. PLS itself does not require a smallest number of samples to be used in research, studies that have limited samples can still use PLS. *Partial Least Square* is categorized as a non-parametric type, however in PLS modelling no data with normal distribution is needed.

The Findings

This study examines the effect of *Consumer-Based Brand Equity* BPJS Ketenagakerjaan through *Re-Call* Strategy on *Brand Resonance* and *Customer Purchase Intention* Not Wage Earners (BPU). The following are the results of a recapitulation of the results of direct and indirect influence testing (mediation) to answer the research hypothesis.

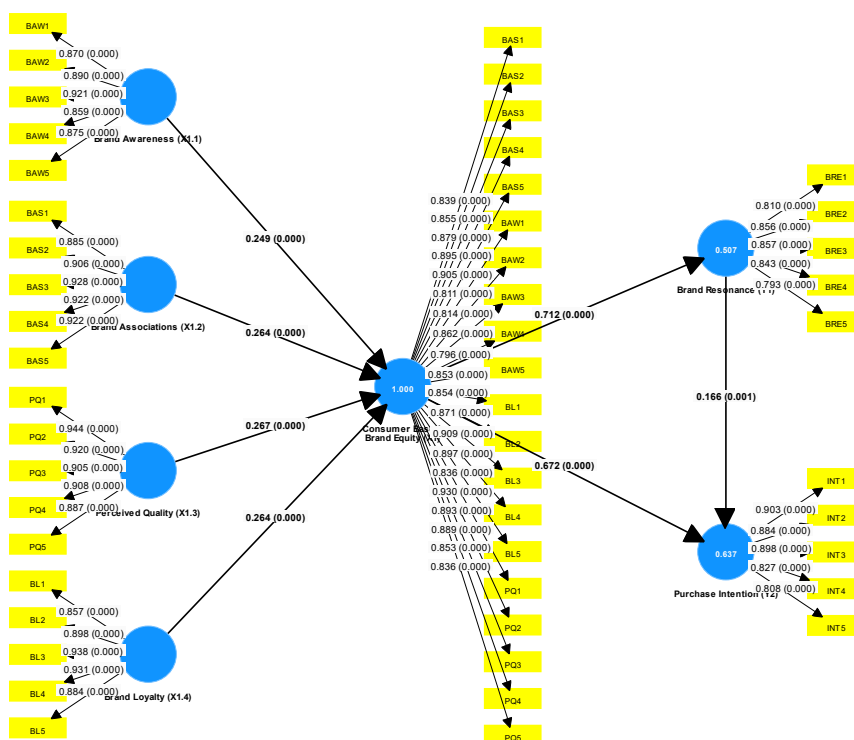


Figure 3. Bootstrapping results
Source: Data processed with SmartPLS 4 (2024)

Table 1. Results of hypothesis test value

Fit

Hypothesis	Direct Influence	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
H1	Consumer Based Brand Equity (X1) -> Purchase Intention (Y2)	0.672	15.206	0.000	Accepted
H1a	Brand Awareness (X1.1) -> Consumer Based Brand Equity (X1) -> Purchase Intention (Y2)	0.167	15.133	0.000	Accepted
H1b	Brand Associations (X1.2) -> Consumer Based Brand Equity (X1) -> Purchase Intention (Y2)	0.177	14.656	0.000	Accepted
H1c	Perceived Quality (X1.3) -> Consumer Based Brand Equity (X1) -> Purchase Intention (Y2)	0.179	14.755	0.000	Accepted
H1d	Brand Loyalty (X1.4) -> Consumer Based Brand Equity (X1) -> Purchase Intention (Y2)	0.177	15.215	0.000	Accepted
H2	Consumer Based Brand Equity (X1) -> Brand Resonance (Y1)	0.712	23.170	0.000	Accepted
H3	Brand Resonance (Y1) -> Purchase Intention (Y2)	0.166	3.337	0.001	Accepted
H4	Consumer Based Brand Equity (X1) -> Brand Resonance (Y1) -> Purchase Intention (Y2)	0.118	3.362	0.001	Accepted
Total Direct Effect (VAF)		Formula	VAF	Conclusion	
Consumer Based Brand Equity (X1) -> Brand Resonance (Y1) -> Purchase Intention (Y2)		$=(a*b)/(a*b+c)$	$=(0.712*0.166)/(0.712*0.166)+0.672$	0.149	Partial Mediation

This stage is intended out to find out whether the research hypothesis proposed in the research model is accepted or rejected. In order to test the hypothesis itself, it can be seen from the value of path *coefficients*, *T-Statistic* values through *bootstrapping procedures* and *p-values*. Based on Hair (2014), the value of the path coefficient is around range of -1 to +1, where the value of the path coefficient close to +1 shows a strong positive relationship and a path coefficient value of -1 indicates a strong negative relationship. While *T-Statistic (bootstrapping)* is used to see which significance values between constructs. (Ramayah, 2017) suggests doing a bootstrapping procedure with a *re-sample* value of 5,000. The limit for rejecting and accepting the proposed hypothesis is ± 1.96 , where if the *t-statistic value* is in the range of -1.96 and 1.96 then the hypothesis is rejected or in other words accepts the null hypothesis (H₀). Based on Figure 3 and Table 1, the following are the conclusions of the findings from the existing hypothesis tests:

Based on the results of hypothesis testing in Figure 3 and Table 1, it is known that *the p-value* is found to be 0.000 which is smaller than $p < 0.05$. This means that H₀ is rejected and H_a is accepted, it shows that there is a positive and significant influence between *Customer-Based Brand Equity* and *Purchase Intention*. In addition, the coefficient value was found to be 0.672 and the significance value of *t-value* was 15.206, which is greater than *the t-table* > 1.96 . That is, the *variable Customer-Based Brand Equity* has an influence of 67.2% on *Purchase Intention*. Thus, the H₁ hypothesis in this study states that there is an influence between *Customer-Based Brand Equity* and *Purchase Intention*. From these results, it can be concluded that the more *Customer-Based Brand Equity* increases by one unit, the *Purchase Intention* also increases by 0.672 (67.2%)

Discussion

The study reveals that the Customer-Based Brand Equity (CBBE) of BPJS Ketenagakerjaan significantly impacts the Purchase Intention of Non-Wage Earners (BPU) following the implementation of the Re-Call Strategy. This finding aligns with previous research that highlights the critical role of CBBE components in influencing consumer purchase interest. Notably, studies by Aquinia & Soliha (2020), Muslim & Qur'anis (2017), Supiyandi et al. (2022), Susilowati & Novita Sari (2020), and Tuinesia et al. (2022) have consistently shown that brand awareness is a key factor in driving consumer interest. Increased awareness of the BPJS Ketenagakerjaan brand is associated with a greater likelihood of consumers engaging with its services.

Wu, Idris, and Bukhari (2024) examined the influence of logistics services on customer satisfaction within the context of fresh e-commerce. They argue that effective logistics are essential due to the unique challenges associated with handling perishable goods and the need to address the specific logistics elements that consumers value. Similarly, Saidin et al. (2022) underscore the importance of service quality in attracting and retaining loyal customers, noting that perceptions of service quality dimensions significantly impact both behavioral and attitudinal loyalty, which in turn affects a firm's profitability.

Moreover, Chahal and Kamil (2017) define satisfaction as "a person's feeling of pleasure versus disappointment, resulting from comparing a product's perceived performance or outcome against their expectations," while Rai (2008) describes "perception" as "the consumer's belief about the service received or experienced" (Dudovskiy, 2012). Additionally, research by Azzari & Pelissari (2020), Nazara et al. (2023), and Rungsisawat & Sirinapatpokin (2019) highlights the role of brand associations in shaping consumer perceptions. Positive brand associations with BPJS Ketenagakerjaan increase the likelihood that consumers will consider using its services.

Perceived quality is also a significant factor in influencing consumer purchase interest, as found in the research of Aquinia & Soliha (2020), Azzari & Pelissari (2020), Nazara et al. (2023), Supiyandi et al. (2022), and Susilowati & Novita Sari (2020). If consumers believe that the services offered by BPJS Ketenagakerjaan are of high quality, they will tend to be more motivated to use these services.

Finally, brand loyalty is also a very important factor in maintaining consumer purchase interest, as revealed in the research of Enjelina & Dewi (2021), Gabriella & Sonny (2021), Muslim & Qur'anis (2017), Rungsisawat & Sirinapatpokin (2019), Supiyandi et al. (2022), Tuinesia et al. (2022), and Widjaja (2019). If consumers feel loyal to the BPJS Ketenagakerjaan brand, they are likely to choose to use the service rather than looking for other alternatives.

Thus, these findings not only strengthen the evidence on the relationship between CBBE and Purchase Intention, but also highlight the importance of understanding and effectively managing elements of CBBE to increase consumer purchase interest. This provides valuable insights for BPJS Ketenagakerjaan and other organizations in the development of more effective and consumer-oriented marketing strategies.

Analysis of findings on the effect of *Customer-Based Brand Equity* (CBBE) BPJS Ketenagakerjaan after the implementation of the re-call strategy on *Purchase Intention* showed significant results. With an influence value of 0.672 or 67.2%, this shows that the re-call strategy implemented by BPJS Ketenagakerjaan has a major impact on consumers' desire to make purchases or subscribe to their services. The re-call strategy, in this context, involves efforts to increase brand awareness and strengthen the values carried by BPJS Ketenagakerjaan, thereby increasing brand equity in the eyes of consumers.

CBBE factors include dimensions such as brand awareness, quality perception, brand association, and brand loyalty. The rise in CBBE through the re-call strategy delivers that consumers are not only more aware of the BPJS Ketenagakerjaan brand, but also own a positive perception of the quality of the services they offer. This shows the importance of building strong and positive brand associations in the eyes of consumers to encourage their desire to make a purchase or subscription.

In the context of BPJS Ketenagakerjaan, an increase in *Purchase Intention* can have a direct impact on the number of participants or service users. This is important, considering that BPJS Ketenagakerjaan is a government program that aims to provide social security to workers. Therefore, the increase in *Purchase Intention* shows the success of BPJS Ketenagakerjaan in increasing public participation and trust in the social security programs they offer.

Furthermore, these findings also demonstrate the importance of implementing an effective communication strategy in building brand equity. A successful re-call strategy emphasizes the importance of communicating the value and benefits of BPJS Ketenagakerjaan services to consumers effectively. This not only increases brand awareness, but also strengthens positive associations and builds brand loyalty, which ultimately drives increased *Purchase Intention*.

Lastly, these findings provide valuable insights for BPJS Ketenagakerjaan and other organizations on the importance of maintaining and improving CBBE through effective communication strategies. In today's digital era, implementing innovative re-call strategies that are relevant to consumer needs and preferences is the key to increasing *Purchase Intention*. This shows that organizations need to continuously implement and adjust their strategies to maintain relevance and increase consumer trust and loyalty.

Conclusion

Customer-Based Brand Equity BPJS Ketenagakerjaan After the Implementation of the *Re-Call* Strategy simultaneously affects the *Purchase Intention* of Non-Wage Earners (BPU). With an influence value of 0.672 or 67.2%, this shows that the re-call strategy implemented by BPJS Ketenagakerjaan has a major impact on consumers' desire to make purchases or subscribe to their services. The re-call strategy, in this context, involves efforts to increase brand awareness and strengthen the values carried by BPJS Ketenagakerjaan, thereby increasing brand equity in the eyes of consumers. This shows that the higher the *Customer-Based Brand Equity* of BPJS Ketenagakerjaan After the Implementation of the *Re-Call* Strategy, the higher the *Non-Wage Recipient (BPU) Purchase Intention*.

For future research, it is recommended to expand the focus to explore the long-term impact of the Re-Call Strategy on *Customer-Based Brand Equity* (CBBE) and *Purchase Intention*. Further studies could investigate how changes in brand awareness, brand associations, perceived quality, and brand loyalty affect consumer purchasing decisions over a longer period. Additionally, research could include comparative analysis of various communication strategies to understand the most effective methods for enhancing CBBE and purchase intention in the public service sector. Such studies could provide deeper insights into the effectiveness of different marketing approaches and brand management strategies in a broader context.

Acknowledgement: The author wishes to express gratitude to Mercu Buana University for their support in publishing this article. Appreciation is also extended to MICOCS for selecting this article for publication through their conference. The collaboration and assistance given significantly advancing research in the field of communication

Informed Consent Statement: In this study, every participant was informed concerning the objectives, methods, possible hazards, and advantages of the research. The participants were told that their participation was voluntary, and they did not have to complete the study if they so wished. All respondents signed a consent form before being involved in the study, before they filled the questionnaire. All participants' identities have been kept in disclosure consistent to the pertinent laws and rules and regulations set by the institutions involved in the study.

Conflicts of Interest: Both authors declare no conflict of interest.

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