

PENGARUH BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED QUALITY, DAN BRAND LOYALTY TERHADAP PURCHASE INTENTION PADA PRODUK EMINA DI KOTA BANDUNG

THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED QUALITY, AND BRAND LOYALTY TOWARD PURCHASE INTENTION OF EMINA COSMETIC PRODUCT IN BANDUNG REGION

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh brand awareness, brand association, perceived quality dan brand loyalty terhadap purchase intention pada produk kosmetik Emina di Bandung.

Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian deskriptif-kausalitas. Pengambilan sampel dilakukan dengan teknik non probability sampling yang digunakan adalah sampling purposive jumlah responden 100 responden konsumen kosmetik Emina di Bandung. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda.

Hasil penelitian pada variabel brand awareness, brand associations dan perceived quality tidak berpengaruh signifikan secara parsial terhadap purchase intention, sedangkan brand loyalty memiliki pengaruh yang signifikan terhadap purchase intention. Selain itu brand awareness, brand associations, perceived quality, dan brand loyalty memiliki pengaruh secara simultan terhadap purchase intention kosmetik Emina dengan besaran pengaruhnya sebesar 46,7% dan sisanya sebesar 53,3% dipengaruhi oleh faktor-faktor lain yang tidak diteliti.

Kata Kunci: Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, Purchase Intention, Emina.

ABSTRACT

This study aims to see and analyze the effect of brand awareness, brand association, perceived quality and brand loyalty on purchase intentions of Emina's cosmetic products in Bandung.

The research method used in this research is a quantitative method with the type of descriptive-causality research. Sampling was done by using non-probability sampling technique used was purposive sampling the number of respondents 100 respondents Emina cosmetic consumers in Bandung. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the study on the variables brand awareness, brand association and perceived quality do not have a partially significant effect on purchase intention, while brand loyalty has a significant effect on purchase intention. In addition, brand awareness, brand association, perceived quality, and brand loyalty have a simultaneous influence on the intention to buy Emina cosmetics with a magnitude of the effect of 46.7% and the remaining 53.3% is measured by other factors not examined.

Keywords: Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty, Purchase Intention, Emina

1. INTRODUCTION

The cosmetics industry is one of the world's leading multi-billion dollar businesses covering a wide range of products, such as cleansers, toners, serums, moisturizers, foundations, compact powders, lipsticks, eyeliners, eyeshadows, blusher and mascara (Chin and Harizan, 2017). The Indonesian Cosmetics Companies Association (Perkosmi) believes that the country's cosmetic industry will continue to grow positively, along with the increase in demand, especially from middle class consumers whose numbers are getting bigger (pelakubisnis.com,2020). Currently the influence of a influencer can attract people to buy makeup products because the role of influencer is to provide information related to new makeup so that people who don't know will know. As an influencer or celebgram usually introduces the latest things which then become a trend.

Emina is a fairly new local brand product but can be included in the 10 best local cosmetic brands category (Tokopedia.com,2020). Emina's products have indeed become a favorite local cosmetic

brand for teenagers because of affordable price and contemporary color choices. This condition shows that the teenagers purchase intention for Emina's products is big enough. Emina's excellence so that Indonesian women can still like her amidst the rise of local brands and big companies. Emina always prioritizes innovation, this is also evident from Emina's best-selling products, most of which are innovative products, such as Cheeklit Cream Blush, for example. In addition, Emina is also one of the leading brands in launching a product. Like when launching lip tint, Emina was the first brand compared to other brands. When compared to indie brands, Emina's distribution channel is more evenly distributed, making it easier to obtain (Journal.sociolla.com,2019).

According to Lee, Goh and Noor (2019), there are several factors which can influence purchase intention. One of the factors is brand awareness. Brand awareness shows that it has a good reputation in the market and is acceptable to consumers (Lee, Goh and Noor, 2019). Brand awareness has made the reputation that Emina has earned so far and has given a positive response. But until now Emina cosmetics has not been included in the TOP Brand product list.

Another factor that can affect purchase intention according to Lee, Goh and Noor (2019), is the Brand Association. Lee, Goh and Noor (2019), defined brand association as positive or negative information pertaining a brand that is in consumers' mind, i.e. a part that is connected to the node of the brain memory. It has also been contended that brand associations encompass all brand-related thoughts, feelings, perceptions, smells, colours, music, pictures, experiences, beliefs and attitudes. Emina's products are characterized by being packed with eye-catching and colorful design.

The other factor that can influence purchase intention is perceived quality. Lee, Goh and Noor (2019), described that perceived quality is not the real quality of products or services. Alternatively, it is identified as the customers' general viewpoint towards the products or services of a brand. For perceived quality, Emina's products are considered as high quality products. This can be proven by when Emina has a halal certificate from MUI and a safe license from the BPOM and is clinically tested (Journal.sociolla.com,2018). Example of a review about perceived quality: Emina consumers in the form of Emina blush product reviews is as follows: "Overall, it is really good, at that price commensurate with the quality, the color is also good, very suitable for teenagers and this is easy to find everywhere now, easy to blend too , the point is good and worth it to buy, especially those who are just starting to learn makeup." (reviews.femaledaily.com,2020).

The last factor which influence purchase intention according to Lee, Goh and Noor (2019), is Brand loyalty. Characterized brand loyalty as a sense of commitment to constantly repurchase or repatronise a favoured product or service in the future, regardless of any marketing tactics or situational influences that may act upon switching behaviour. Lee, Goh and Noor (2019). The brand loyalty obtained from from review from the consumer like this "love! I don't know how many times I have repurchased it. I have been loyal to Emina's lip potion for years because the color is not thick, it is suitable for rubbing a little to dry lips, but you can still trick it by using lip balm before." (reviews.femaledaily.com,2020).

After explaining various things related to Emina, Therefore, this study aims to see the influence of Brand awareness, Brand association, Perceived quality and Brand loyalty on Purchase Intention.

1.1 Statement of The Problems

- a. How is the Brand awareness, Brand association, Perceived quality, Brand loyalty and Purchase intention of Emina's product?
- b. How is the effect of Brand awareness on Purchase intention of Emina's product?
- c. How is the effect of Brand association on Purchase intention of Emina's product?
- d. How is the effect of Perceived quality on Purchase intention of Emina's product?
- e. How is the effect of Brand loyalty on Purchase intention of Emina's product?
- d. How is the effect of Brand awareness, Brand association, Perceived quality and Brand loyalty on Purchase intention of Emina's product simultaneously

1.2 Purpose of The Study

- a. To determine and analyze Brand awareness, Brand association, Perceived quality, Brand loyalty and Purchase intention of Emina's product.
- b. To determine and analyze the effect of Brand awareness on Purchase intention of Emina's product.
- c. To determine and analyze the effect of Brand association on Purchase intention of Emina's product.
- d. To determine and analyze the effect of Perceived quality on Purchase intention of Emina's product.

- e. To determine and analyze the effect of Brand loyalty on Purchase intention of Emina's product.
- f. To determine and analyze the effect of Brand awareness, Brand association, Perceived quality and Brand loyalty on Purchase intention of Emina's product simultaneously.

2. LITERATURE REVIEW

2.1 Marketing

Dayle in Sudaryono (2016:41) stated that marketing is a management process that trying to maximize profit or returns for shareholder by establishing relationship with valued consumers and creating competitive advantages. Regarding to Kotler and Keller (2016:27), marketing is activities, set of institutions, and processes for creating, communicating, delivering, and exchanging offering that have value for consumers, clients, partners, and society at large

2.2 Brand Awareness

Brand awareness is one of the main factors in creating brand added value and is also considered as one of the key factors affecting the knowledge level of consumers about the brand (Chinomona & Maziriri, 2017). Based on the reference article in Lee, Goh and Noor (2019), there are several indicators of Brand Awareness, which are as follows:

- a. The extend to which consumers are able to recognize the brand as having been seen or heard previously when the brand is cued
- b. The degree in which the brand is generated from memory when clues such as product category are presented as a cue
- c. Tendency of consumers recalling or recognizing the brand when need arises
- d. Consumers' likeliness to think of the various settings where the consumption and buying situations can occur

2.3 Brand Association

Chinomona & Maziriri (2017) are of the view that brand association is defined as the strength of benefits offered by the brand. Information come across in brand association is connected to the brand name in consumer recall, and reflect the brand's image (Sasmita & Suki , 2014). According to Lee, Goh and Noor (2019) brand association can be made through the association with attitudes, attributes and benefits. Lee, Goh and Noor (2019) asserted that these elements in brand association help to establish a brand image, the perception or emotion that consumers attach to a brand . Based on the reference article in Lee, Goh and Noor (2019), there are several indicators of Brand Association, which are as follows:

- a. Any element that is identified with the preference of a brand
- b. Positive or negative information pertaining a brand that is in consumers' mind
- c. Brand associations encompass all brand-related thoughts, feelings, perceptions, smells, colours, music, pictures, experiences, beliefs and attitudes

2.4 Perceived Quality

Perceived quality is a result of consumers' subjective judgment on a product (Chi, Yeh and Yang, 2009). Chi, Yeh and Yang (2009) also consider perceived quality is a judgment on the consistency of product specification or an evaluation on added value of a product. According Wijaksono & Ali (2019) Further, related to perceived quality at a product has two types of attributes in its assessment, namely :

- a. Intrinsic attribute, which emphasizes more on product physical characteristics such as product performance, features, reliability, suitability, durability, serviceability and aesthetics.
- b. Extrinsic attributes, which is an attribute that is external to the product itself, such as price, brand name, brand image, corporate reputation, image manufacturers, overview of retail stores and countries of origin.

2.5 Brand Loyalty

Loyalty can also be separated from short term loyalty and long term loyalty. Short term loyalty is not a real brand loyalty because a long term customer will not buy other brands even if there is a better choice (Chi, Yeh and Yang, 2009). while proposes that brand loyalty can be measured from customer repurchase intention and price tolerance (Chi, Yeh and Yang, 2009). Based on the reference article in Lee, Goh and Noor (2019), there are several indicators of Brand Loyalty, which are as follows:

- a. Number of purchases for a certain brand
- b. Consumer preference and dispositions towards a brand
- c. Reasons of certain purchases or choices are made
- d. Purchase the brand as their first choice despite the marketing efforts of other brands

2.6 Purchase Intention

Lee, Goh and Noor (2019) suggested that purchase intention can also be influenced by an individual's feelings and impulsive situation. While an individual's feelings involve personal preference, impulsive

situations refer to the circumstances that alter the purchase intention. Based on the reference article in Lee, Goh and Noor (2019), there are several indicators of Purchase Intention, which are as follows:

- a. Purchase from this brand
- b. Consider purchasing from this brand
- c. Hope to purchase from this brand
- d. Plan to purchase from this brand

2.7 Research Framework

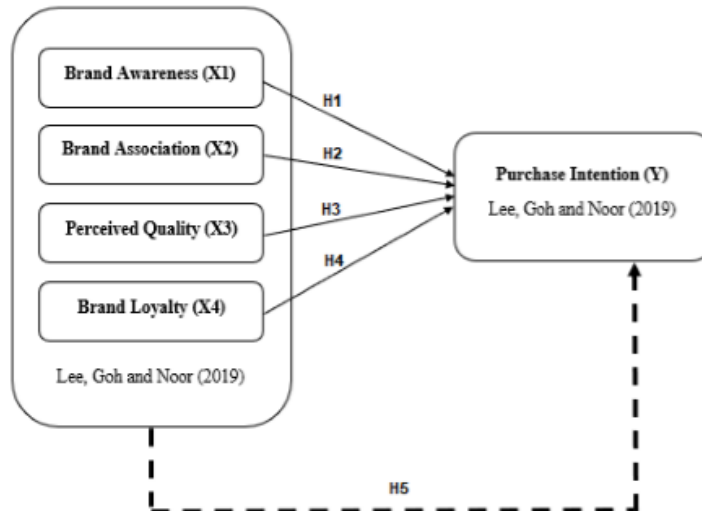


Figure 2.1 Research Framework

Source: Data Proceed by Author (2021)

2.6 Research Hypothesis

The hypothesis is obtained from the theory which is the basis for the conceptual model of the research. Therefore, the hypothesis should be made by looking at the research conceptual model that the conceptual model shows a logical relationship between two or more variables, therefore the hypothesis that is made must be expressed in the form of statements of the relationship between variables that can be tested (Indrawati, 2015: 94). Hypothesis is used as guidelines for conducting research and help draft conclusions. The hypotheses proposed in this study are as follows:

- a. H1: Brand awareness has positive and significant impact on Purchase intention
- b. H2: Brand association has positive and significant impact on Purchase intention
- c. H3: Perceived quality has positive and significant impact on Purchase intention
- d. H4: Brand loyalty has positive and significant impact on Purchase intention
- e. H5: Brand awareness, brand association, perceived quality, and brand loyalty has positive and significant impact on purchase intention.

3 METHOD OF RESEARCH

3.1 Types of Research

This study uses a quantitative approach. This type of research is descriptive and causal. The measurement scale uses the Likert scale. The target population of respondents is Emina Cosmetic's customers in Bandung. The sample technique used is non probability sampling with purposive sampling. In this study, the sample used was 100 respondents. Data collection techniques through primary data and secondary data. The data analysis technique in this research is descriptive analysis and multiple linear regression analysis.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Descriptive Analysis Results

Respondents' Responses Regarding Brand Awareness

Based on the results of a descriptive analysis of brand awareness on the Emina consumer, it is already in the very good category with a percentage of 82%.

Respondents' Responses Regarding Brand Association

Based on the results of a descriptive analysis of brand association on the Emina consumer, it is already in the very good category with a percentage of 84%.

Respondents' Responses Regarding Brand Perceived Quality

Based on the results of a descriptive analysis of perceived quality on the Emina consumer, it is already in the good category with a percentage of 74%.

Respondents' Responses Regarding Brand Loyalty

Based on the results of a descriptive analysis of brand loyalty on the Emina consumer, it is already in the good category with a percentage of 68%.

Respondents' Responses Regarding Purchase Intention

Based on the results of a descriptive analysis of brand loyalty on the Emina consumer, it is already in the good category with a percentage of 75%.

4.2 Multiple Linear Regression Analysis Test Results

**TABLE 4.1
MULTIPLE LINIER REGRESSION ANALYSIS TEST RESULTS**

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.758	1.175		3.199	.002		
	Brand Awareness	.136	.072	.183	1.882	.063	.567	1.765
	Brand Association	.033	.076	.039	.435	.664	.682	1.466
	Perceived Quality	.191	.100	.223	1.908	.059	.393	2.541
	Brand Loyalty	.292	.095	.382	3.079	.003	.350	2.860

Source: Results of SPSS Processing 20, 2021

From these results, the regression equation obtained is as follows:

$$Y = 3.758 + 0.136 X1 + 0.033 X2 + 0.191 X3 + 0.292 X4 + e$$

Explanation:

- Y : Purchase Intention
- X1 : Brand Awareness
- X2 : Brand Association
- X3 : Perceived Quality
- X4 : Brand Loyalty
- b1, b2, b3, b4: Coefficient Regression
- a : Constant
- e : Error Term

The multiple regression equation is explained as follows:

- A constant value of 3,758 can be interpreted if the variables of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty are considered constant or do not change, then Purchase Intention is 3,758.
- The variable Brand Awareness (X1) has a positive effect on Purchase Intention (Y) of 0.136.
- The variable Brand Association (X2) has a positive effect on Purchase Intention (Y) of 0.033.
- The variable Perceived Quality (X3) has a positive effect on Purchase Intention (Y) of 0.191.
- The variable Brand Loyalty (X4) has a positive effect on Purchase Intention (Y) of 0.292.

TABLE 4.2
T TEST RESULTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.758	1.175		3.199	.002		
	Brand Awareness	.136	.072	.183	1.882	.063	.567	1.765
	Brand Association	.033	.076	.039	.435	.664	.682	1.466
	Perceived Quality	.191	.100	.223	1.908	.059	.393	2.541
	Brand Loyalty	.292	.095	.382	3.079	.003	.350	2.860

Source: Results of SPSS Processing 20, 2021

The results of the t test analysis are as follows:

- The value of Tstatistic on the Brand Awareness (X1) variable is 1.882 with a significance level of 0.063. So that Tstatistic < Ttable (1.882<1.998), and a significance value of 0.063>0.05. Then the Brand Awareness variable partially has no effect on Purchase Intention.
Conclusion: Brand Awareness variable has no effect on Purchase Intention.
- The value of Tstatistic on the Brand Association (X2) variable is 0.435 with a significance level of 0.664. So that Tstatistic < Ttable (0.435<1.998), and a significance value of 0.664>0.05. Then the Brand Association variable partially has no effect on Purchase Intention.
Conclusion: Brand Association variable has no effect on Purchase Intention.
- The value of Tstatistic on the Perceived Quality (X3) variable is 1.908 with a significance level of 0.059. So that Tstatistic < Ttable (1.908<1.998), and a significance value of 0.059>0.05. Then the Perceived Quality variable partially has no effect on Purchase Intention.
Conclusion: Perceived Quality variable has no effect on Purchase Intention.
- The value of Tstatistic on the Brand Loyalty (X4) variable is 3.709 with a significance level of 0.003. Sehingga Tstatistic < Ttable (3.709<1.998), and a significance value of 0.003>0.05. Then the Brand Loyalty variable partially has a positive and significant effect on Purchase Intention.
Conclusion: Brand loyalty variable has a positive and significant effect on Purchase Intention.

4.2 Determination Coefficient Test Results

TABLE 4.3
DETERMINATION COEFFICIENT TEST RESULTS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.489	.467	1.146

- a. Predictors: (Constant), Brand Loyalty, Brand Association, Brand Awareness, Perceived Quality
b. Dependent Variable: Purchase Intention

Source: Results of SPSS Processing 20, 2021

Based on Table 4.3, it can be seen that the output display of the SPSS model summary, the size of the Adjusted R Square is 0.467, this means that 46.7% of the Purchase Intention (Y) variable can be explained by the independent variables above. Meanwhile, the remaining 53.3% (100% - 46.7% = 53.3%) is explained by reasons other than the model.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of research and analysis on the influence of brand awareness, brand associations, perceived quality and brand loyalty to Emina Cosmetics' purchase intention to 100 respondents in Bandung, the following conclusions can be drawn:

- Based on Descriptive analysis it can be concluded that: brand awareness is in "Very Good" category with percentage of 82%; brand association is in "Very Good" category with percentage of 84%; perceived quality is in "Good" category with percentage of 74%; brand loyalty is in "Good" category with percentage of 68%; and purchase intention is in "Good" category with percentage of 75%.
- Brand awareness (X1) has no significant effect on purchase intention (Y) of Emina Cosmetics.
- Brand associations (X2) has no significant effect on purchase intention (Y) of Emina Cosmetics.
- Perceived quality (X3) has no significant effect on purchase intention (Y) of Emina Cosmetics.
- Brand loyalty (X4) has a positive and significant effect on purchase intention (Y) of Emina Cosmetics. The effect of brand loyalty (X4) is 0.292 on purchase intention (Y).
- Based on the results of F test, the Fcount is 22.698 with a significance level of 0.000. Because F count > F table (22.698 is greater than 3.94) and a significance level of 0,000 < 0.05, the regression model can be used to predict Purchase Intention (Y) or it is said that the variables Brand Awareness (X1), Brand Associations (X2), Perceived Quality (X3), and Brand Loyalty (X4) together have a significant effect on the Purchase Intention (Y) variable.

5.2 Suggestions

Based on the results of this study, the suggestions that researchers can give to Emina Cosmetics are as follows:

- On the results of descriptive analysis where the perceived quality gets 74%, brand loyalty 68% and purchase intention 75% are all in the "good" category, because that's how to improve it. Emina's company management itself must maintain and improve the quality of existing products at this time, in this rapid development, user needs can change and must be responsive in responding to the wants and needs of Emina consumers.
- Emina Cosmetics is expected to make more efforts to make Emina Cosmetics products top of mind, which is the first brand to remember when consumers want to buy cosmetics. The most effective way is through intensive advertising through the mass media. In addition, Emina Cosmetics needs to increase other promotions, one of

which is by holding events that attract the attention of the public, launching each of its new products so that the public is more familiar with the development of Emina Cosmetics products, and also further enhancing their company's CSR.

3. Emina Cosmetics is expected to be able to set and improve high quality standards, given the increasing consumer expectations of cosmetic products, and the tighter competition.
4. Emina Cosmetics must be more innovative in trying to get its customers to become committed buyers, loyal, and have pride in using Emina products. One of them is by presenting a different product to the market from other brands and increasing its customer service. In addition, Emina Cosmetics can provide a kind of member card for its customers, and provide various conveniences and special prices for the member card holder.

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