

The Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Purchase Intention

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ABSTRACT

This research aims to analyze the effect of brand awareness, brand association, perceived quality, and brand loyalty on purchase intention, and the approach of the theory of planned behavior. Respondents in this research were consumers and potential consumers who had purchased cement. This research used quantitative approach by distributing questionnaires to 200 respondents. Data were analyzed using the Structural Equation Method (SEM) with Partial Least Square. The findings of this research showed that perceived quality had no impact on purchase intention, meanwhile brand awareness, brand association, and brand loyalty had positive effect on purchase intention. In addition, brand awareness, brand association, and perceived quality had positive influence on brand loyalty.

Keywords: Purchase Intention, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty.

INTRODUCTION

Along with the rapid development in Indonesia, the demand for cement will continue to increase. Thus, new companies emerge with their diverse products. This can be seen with the emerging competition, the company is trying to be more active in introducing and selling products to consumers. The phenomenon of competition between companies makes every company aware of maximizing company assets for the sake of companies that produce cement products. To achieve this, one of the assets is through the brand. The consumer's confidence in the purchase decisions taken involves the customer towards a brand so that confidence arises in the actions taken. Consumer confidence represents the extent to which consumers have confidence in their decision to choose the brand.

Factors that influence purchasing decisions are price, product quality and brand image. According to (1), price is the amount of value given by customers to make a profit and have or use a product or service. (2) stated that product quality is a way of assessing the product to be purchased, whether it meets consumer expectations. A brand is a name, term, sign, symbol, design that aims to identify the goods or services offered by the company, as well as product differentiation. Brands can provide many benefits to consumers, including helping consumers identify the benefits offered and product quality (1).

Brand awareness is the ability of a buyer to explore or recall that a brand is part of a particular product category (3). Brand plays an important role in increasing consumer purchase intentions. The higher the consumer awareness of a brand, the greater the potential for a company's products to be purchased by consumers. Brand association is one of the components that make up brand equity because it can form a positive image of the brand which will lead to several associations; thus, creating positive behavior from consumers (4).

Perceived quality is the customer's perception of the overall quality or superiority of a product or other service related to what is expected by the customer (5). The impression of positive quality in the minds of customers can provide various benefits for brand development (6). According to (7), brand loyalty is a relationship between customers and a brand. This measure provides a view of whether or not a customer may switch to another brand offered by a competitor, especially if the brand is found to have differences in price or other attributes. Brand loyalty is also the preference of consumers who consistently make purchases at the same brand for specific products with certain categories (8). Based on this background, this research was conducted with the title "The Influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Purchase Intention". The title of this research was chosen because researchers want to find out more about how brand awareness, brand association, perceived quality, and brand loyalty can affect purchase intention.

THEORETICAL FRAMEWORK

Theory of Planned Behavior

The theory of planned behavior is a development of the theory of reasoned action. The theory of planned behavior is similar to other cognitive decision-making models in the underlying assumption that individuals make decisions rationally and systematically through the information available to them (9). (10) explained in the Theory of Planned Behavior that a person can act because of the intention when the person has control over his behavior. The theory of planned behavior can be used to predict the intentions and behavior that will be carried out by consumers. In this research, the researchers used the theory of planned behavior as the basis for the research model used, because this theory can identify factors that influence consumer purchase intentions for cement brands.

Purchase Intention

Purchase intention is a consumer behavior process who wish to choose or buy a product based on their experience, use and desire for a product (11). Based on the research of (12), purchase intention can be influenced by perceived quality and satisfaction. Thus, a manager must understand the important role of perceived quality and satisfaction to predict consumer purchase intention. The higher the value of consumer perceptions of brand quality, the greater the intention of a consumer to buy the brand. According to the research of (13), there are 3 variables that influence purchase intention, namely brand awareness, brand image, and perceived quality. The greater the influence of brand awareness variables, brand image and perceived quality, the greater the consumer's purchase intention.

Brand Awareness

Brand awareness is the ability of consumers to recognize or recall that a brand is part of a particular product category. Brand awareness refers to whether consumers can remember, or recognize a brand, or only know the brand (14). (15) described brand awareness as one of the

important elements of brand equity in building a brand so that it can ensure a brand is known by consumers and knows where a brand can compete. According to (16), brand awareness is the ability of consumers to recognize or recall easily a brand when thinking about a particular product category. (17) argued that the most important aspect of brand awareness is the first information in the consumer's memory.

(18) argued that brand awareness has a major influence on brand loyalty and has an effect on purchase intention. Previous research has shown a positive relationship among brand awareness, brand loyalty and purchase intention (19); (20); (21); (22); (23). Based on the explanation above, the proposed hypotheses are as follow:

H₁: Brand awareness has positive influence on brand loyalty

H₂: Brand awareness has positive influence on purchase intention

Brand Association

Brand associations are all impressions that arise related to consumers' memories of a brand. Brand association reflects the image of a brand on certain impressions in terms of habits, benefits, product attributes, prices, competitors, etc. (14). Brand associations can help consumers and give them reasons to buy in terms of brand attributes and benefits to help them make purchasing decisions (24). This is based on (19) which assumed that brand associations are positively related to brand loyalty and purchase intention. (25); (26) also proved a positive relationship between brand association and brand loyalty. Based on the explanation above, the research hypotheses to be tested is as follow:

H₃: Brand association has positive influence on brand loyalty

H₄: Brand association has positive influence on purchase intention

Perceived Quality

Perceived quality is another dimension of brand value which is very important for consumers to choose goods and services to buy. Product quality is the company's most important resource to achieve competitive advantage (27). A high perception of quality indicated that consumers have found the differences and advantages of the product with similar products after going through a high period of time. (28) stated that perceived quality is a component of brand value, therefore a high perceived quality will encourage consumers to prefer the brand over competitors. Previous research has proven that perceived quality has a positive relationship with brand loyalty (19); (29); (30); and purchase intention (19); (13); (31). Based on the above, the development of the hypothesss are as follow:

H₅: Perceived quality has positive influence on brand loyalty

H₆: Perceived quality has positive influence on purchase intention

Brand Loyalty

Brand loyalty arises from the perception and love of a brand, which affects the relationship between consumers and a brand (14). Brand loyalty shows customer loyalty to a particular brand with a high level of commitment and intends to continue to buy it in the future if consumers need it (32). (33) stated that there must be something attractive about a brand that encourages consumers to continue to buy the product without comparing themselves to competing brands. Previous research has shown that brand loyalty has no significant effect on purchase intention. (19) assumed that consumers who are satisfied with Richeese's products

do not always make purchases, it may be influenced by other variables such as price. Based on the explanation above, the research hypothesis to be tested is as follow:

H₇: Brand loyalty has positive influence on purchase intention

Research Framework

Based on the literature review and the hypothesis above, the conceptual framework of this research is made based on the previous research framework in (19).

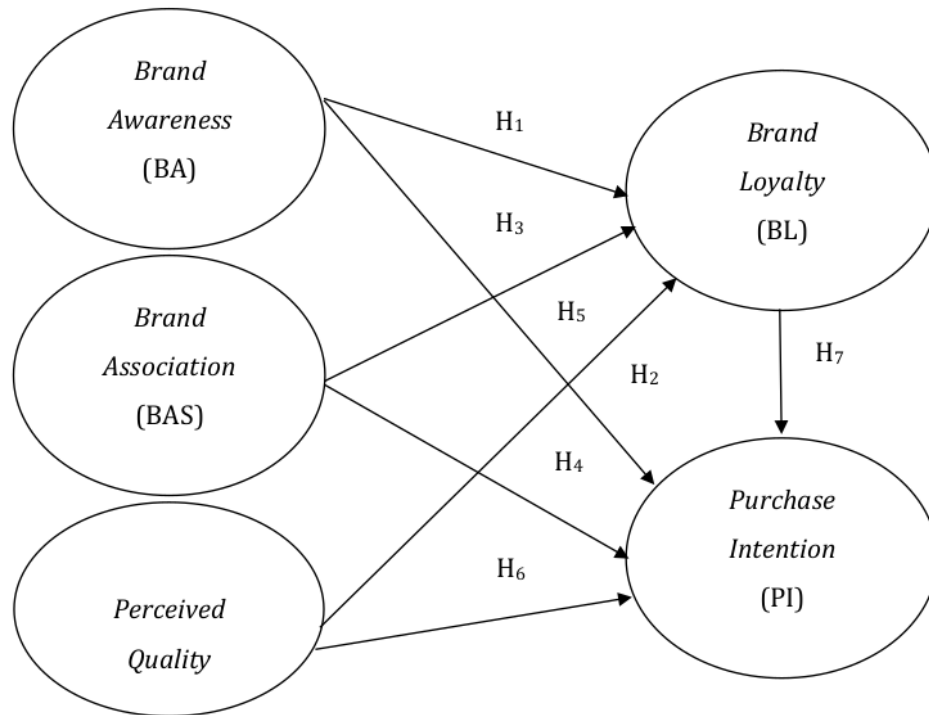


Figure 2.1 Research Framework

RESEARCH METHOD

Data Collection and Sampling

This research is an associative research using a quantitative approach. The population in this study are consumers or potential consumers who will or have bought cement. The sampling method in this study is using a non-probability sampling technique with a convenience sampling technique. According to (34), to determine the sample size using the SEM (Structural Equation Modeling) method, including the Maximum Likelihood Estimation method, the recommended sample is between 100-200 samples with a minimum of 100 or depending on the number of parameters estimated by the guidelines, namely 5 to 10 times. In this research, the number of samples taken by the researcher was 200 samples.

The data in this research were obtained by distributing questionnaires to respondents using closed questionnaires, namely questions where answers have been provided so that respondents just choose one answer that is considered appropriate (35). Respondents' answers are scored using intervals so that the respondent's answers can be measured (36). Referring to

the Likert scale model, the measured variables can be translated into variable indicators. Indicator variables in this research were measured using a scale with intervals of 1 to 6. Scale 1 describes the level of perception Strongly Disagree and scale 6 describes the level of perception Strongly Agree.

The Definition of Research Variable Operational

The research instrument used in this research was not made from the beginning, but it was developed from previous research. The instrument in this research consisted of variables grouped as follows:

No.	Variable	Definition of Operational	Research Measurement
1	Brand Awareness	Consumer awareness of the packaging of a product, the meaning of the name of a brand, the product being sold, the brand that first appears in consumers' minds when thinking about the category of a product, and consumer awareness to recognize or remember a brand (19).	<ol style="list-style-type: none"> 1. The 3 ply Bima cement packaging which protects the cement since it is not easily torn or broken and ensures the cement quality longer. 2. I know the meaning behind the name of Bima cement. 3. I know the products sold by the Bima cement factory. 4. Whenever I think of the environmentally friendly cement products, I immediately think of Bima cement. 5. I know the logo, color, and motto of Bima cement.
2	Brand Association	Consumers feel prestigious when using a brand, satisfied with the uniqueness of a brand, and satisfied with the quality provided by a brand (19).	<ol style="list-style-type: none"> 1. I feel prestigious when I use and buy Bima cement. 2. I really like the unique concept of Bima cement which offers environmentally friendly cement. 3. I believe Bima cement provides premium quality to consumers at an affordable price.
3	Perceived Quality	Consumer perceptions of the characteristics of a brand, services provided by a brand, gifts given by a brand, and reasons consumers buy a brand (19).	<ol style="list-style-type: none"> 1. Bima cement has a strong characteristic as cement that has a smooth texture and it is easier to stick to so it is easy to use for various applications. 2. The service provided when buying Bima cement is very good. 3. Bima cement provides attractive prizes such as noodle, t-shirts, umbrellas, clocks, and others 4. The direct gift is another reason for me to buy it.

4	Brand Loyalty	Brand have high quality compared to other brands, consumers are not affected by negative issues against a brand, consumers are satisfied with the results obtained when using the brand, consumers are satisfied with using a brand (19).	<ol style="list-style-type: none"> 1. No other cement brand offers such premium quality and high strength as Bima cement. 2. I will not be influenced by negative issues about Bima cement. 3. I am satisfied with the results of the building using Bima cement which dries faster, stronger and lasts longer. 4. I am satisfied using Bima cement, which dries faster, stronger, and lasts longer
5	Purchase Intention	Consumer likes to use a brand, consumers do not buy other brands as long as the brand exists, consumer intentions to buy brands with the convenience provided, consumer intentions to buy when the brand releases a new product (19).	<ol style="list-style-type: none"> 1. I like to use Bima cement. 2. I definitely use Bima cement if I do work that uses cement. 3. I will be happy if there is news that there is a shop near my house that sells Bima cement because this will make it easier for me. 4. If Bima cement releases a new product, I will buy it immediately

Validity dan Reliability Test of Research Instrument

Validity test is a process to test the ability of measuring instruments in measuring something to be measured. To measure research variables, methods that can be used include questionnaires, where the value of the variable from a research survey is measured. The main thing in testing the variables on the questionnaire is evaluating whether the questions on the questionnaire have asked what really should be asked. If the question in the questionnaire is not valid, the question must be ignored (37). In this research, the questions in the questionnaire were measured statistically based on the results of the answers to the questionnaire. Statistical validity test is done by comparing the correlation value of r^2 table or calculating its significance value. The significance value used is 5% or 0.05 and the df (degree of freedom) value is $n-2$. The decision to test the validity of the questionnaire question items is if $r_{count} > r_{table}$, it is declared valid and if $r_{count} < r_{table}$, it is declared invalid. While the reliability test is related to whether or not the measuring instrument used in the research is appropriate. In this research, the reliability test with the reliability of the consistency among items is to test the consistency of the answers of the respondents on the items being measured. A variable is declared reliable if the value of Cronbach's Alpha > 0.70 . Validity and reliability test of the questionnaire questions in this research were conducted on 35 respondents and processed using SPSS. The results of the validity and reliability test of all questions in this study were declared valid and reliable. Thus, the questions in this research can be used in further research.

Data Analysis Technique

In this research, researchers used quantitative analysis techniques. Quantitative analysis was conducted to determine the influence among variables used in a research. The data analysis test consisted of descriptive analysis and Structural Equation Model (SEM) analysis. Descriptive

analysis is used to describe the characteristics of respondents, namely activities to describe the description of respondents' identities using existing research samples. Structural Equation Model (SEM) analysis is used to examine the relationship among complex variables to obtain a comprehensive picture of the overall model (34). The analysis in this research was carried out simultaneously and assisted by the Smart PLS 3.0 application program (38).

DATA ANALYSIS AND DISCUSSIONS

Descriptive Analysis

The results of the descriptive analysis describe the characteristics of the respondents which include the respondent's experience, brand ever purchased, frequency of purchase, gender, age, educational background, and monthly income of 200 respondents. The data shows that 194 respondents have bought cement while 6 respondents have never bought cement. Based on the brands that have been purchased, most of the respondents have bought Bima brand cement as many as 103 respondents or 51.5%. Meanwhile, there were 47.5% of respondents who bought Dynamix cement, 40.5% of respondents who bought Tiga Roda cement, 11.0% of respondents who bought Power Max cement, and 14.5% of respondents who bought other brands. According to the purchasing frequency, the majority of respondents rarely buy cement as many as 81 respondents or 40.5%. While respondents who sometimes buy cement are 63 respondents, rather often buy cement as many as 25 respondents, respondents who often buy cement are 21 respondents, and respondents who very often buy cement are 10 respondents. Based on gender, most of the respondents were male as many as 79.5% or 159 respondents, while the remaining 41 respondents or 20.5% were female. Based on the age category, most of them were aged 31-40 years as many as 97 respondents representing about 38.5% of the data in the age category. While respondents aged less than 20 years were 2.0%, 20-30 years were 17.0%, 41-50 years were 31.5%, and over 50 years were 11%. Based on the educational background of the respondents, the majority of respondents had the educational background of high school or equivalent as many as 155 respondents or about 77.5% and based on the monthly income of the majority of respondents earning Rp 2,001,000 – Rp 3,000,000 were 86 respondents or 43.0%, respondents who earn less than Rp. 1,000,000,- were 4 respondents or 2.0% and respondents who earn above Rp. 7,000,000,- as many as 2 respondents or 1.0%.

Outer Model Analysis

To predict the relationship among latent variables in the structural model, before testing the research hypothesis, it is necessary to test the measurement model first to verify indicators and latent variables (39). This test includes construct validity and construct reliability testing which shows that all items have a loading factor value above 0.5. Thus, all of these indicators are valid to measure the construct. Cronbach's alpha and composite reliability show a satisfactory value, namely the value of each variable is above 0.60, which means that all constructs or variables of this research have become appropriate measuring tools and all questions used to measure each construct have good reliability. The Average Variance Extracted (AVE) value of all variables is above 0.50. These results show good convergent validity. Discriminant validity is evaluated through cross loading, then compares the AVE value with the square of the correlation value among constructs.

Table 1. Cross Loading

	BA	BAS	PQ	BL	PI
BA1	0.729	0.497	0.510	0.447	0.437
BA2	0.843	0.565	0.562	0.527	0.513
BA3	0.797	0.619	0.523	0.534	0.580
BA4	0.864	0.564	0.605	0.587	0.701
BA5	0.839	0.600	0.648	0.613	0.707
BAS1	0.553	0.748	0.483	0.528	0.555
BAS2	0.531	0.847	0.577	0.519	0.559
BAS3	0.544	0.727	0.555	0.417	0.462
PQ1	0.491	0.542	0.698	0.501	0.561
PQ2	0.603	0.592	0.856	0.560	0.558
PQ3	0.470	0.424	0.712	0.425	0.428
PQ4	0.587	0.551	0.805	0.596	0.549
BL1	0.586	0.567	0.651	0.821	0.610
BL2	0.366	0.422	0.357	0.700	0.445
BL3	0.532	0.448	0.480	0.810	0.578
BL4	0.429	0.387	0.451	0.555	0.495
PI1	0.534	0.542	0.501	0.503	0.775
PI2	0.541	0.500	0.501	0.484	0.774
PI3	0.644	0.544	0.629	0.705	0.815
PI4	0.558	0.535	0.487	0.581	0.750

Source: Primary data processed, 2021

Table 1 shows the value of cross loading. All indicators have a greater correlation coefficient with each of its own variables than the correlation coefficient with other variables. Next, compare the AVE root value of each construct with the correlation among the constructs and other constructs. As shown in Table 2, the AVE root value of each variable is greater than the value among constructs.

Table 2. Correlation Value between Constructs and Square Root Value of AVE

	BA	BAS	PQ	BL	PI
BA	0.816				
BAS	0.669	0.776			
PQ	0.670	0.634	0.771		
BL	0.735	0.681	0.739	0.730	
PI	0.703	0.691	0.683	0.685	0.779

Source: Primary data processed, 2021

Inner Model Analysis

The evaluation of the inner model or structural model is carried out with several measurements. The value of R² for BL was 0.553 and for PI was 0.675. BL variable could be explained by the construct variable of BA, BAS, and PQ by 55.3% and the PI variable could be explained by the construct variable of BA, BAS, PQ, and BL by 67.5%. While the rest was explained by other variables outside the research model.

Table 3. F²

Path	F ²
BA → BL	0.083
BA → PI	0.107
BAS → BL	0.035
BAS → PI	0.035
PQ → BL	0.112
PQ → PI	0.017
BL → PI	0.169

Source: Primary data processed, 2021

The value of F² is shown in Table 3, where the variable BA on PI, PQ on BL, and BL on PI had a larger F² value; thus, the effect was large, while others had small and medium effects. Another measurement was the analysis of Q2, which produced a value of 0.855. Because the value was 0.855 > 0, the model had predictive relevance. Goodness of Fit (GOF) analysis was used to evaluate the overall structural and measurement model. The GOF value in this research was 0.607; thus, it is included to high Goodness of Fit (GOF) value.

Hypothesis Test Analysis

The analysis of the proposed hypothesis testing was carried out by looking at the path coefficients which showed the parameter coefficients and the t-statistical significance value. The path coefficient that had T-statistical value ≥ 1.96 or had P Value ≤ 0.05 is significant. Table 4 below presents the estimated output for structural model testing.

Table 4. Path Coefficient

Hypothesis	Relationship	Path Coefficient	T-value	P-value	Decision
H1	BA → BL	0.297	3.388	0.001	Supported
H2	BA → PI	0.299	4.215	0.000	Supported
H3	BAS → BL	0.190	2.549	0.011	Supported
H4	BAS → PI	0.166	2.163	0.031	Supported
H5	PQ → BL	0.343	3.773	0.000	Supported
H6	PQ → PI	0.121	1.561	0.119	Not Supported
H7	BL → PI	0.351	4.286	0.000	Supported

Source: Primary data processed, 2021

DISCUSSION

The Influence of Brand Awareness on Brand Loyalty

Based on the results of hypothesis testing related to the influence of brand awareness on brand loyalty, it showed that brand awareness had an influence on brand loyalty. The results of this research were supported by previous research of (19). With a high level of brand awareness, consumers will pay more attention to Bima cement brand and can build brand loyalty.

1

The Influence of Brand Awareness on Purchase Intention

Based on the results of research that had been tested, it showed that brand awareness had a positive influence on purchase intention. The results of this research were supported by previous research of (19); (22); (23). Thus, when consumers wanted to buy cement products,

the Bima brand name would immediately appear in their minds. Brand awareness had an important role in consumer purchase intentions because consumers tended to buy products that were well known.

The Influence of Brand Association on Brand Loyalty

Based on the results of hypothesis testing regarding the influence of brand association on brand loyalty, it showed that there was a positive influence of brand association on brand loyalty. The results of this research were supported by previous research of (19) and (25).

The Influence of Brand Association on Purchase Intention

Based on the results of research that had been analyzed, there was a positive influence of brand associations on purchase intention. The results of this research were in accordance with previous research of (19). Thus, brand associations provided reasons to buy and help consumers relate to brand attributes and benefits so that they can make purchasing decisions.

The Influence of Perceived Quality on Brand Loyalty

Based on the results of research that has been tested, it showed that there was an influence of perceived quality on brand loyalty. Thus, it can be explained that the perception of the overall quality of a product can determine the value of the product and influence their loyalty to the brand. The results of this research were supported by several previous researches of (19); (29); and (30).

The Influence of Perceived Quality on Purchase Intention

Based on research that had been tested, it showed that perceived quality had no effect on purchase intention. The results of this research did not support some previous researches of (19); (13); and (31). This was interesting because according to previous research, high product quality that exceeded customer expectations would increase purchase intention. However, in this research we assumed that consumers who were satisfied with the quality of a product did not always make a purchase. This might be influenced by other variables such as prices that had not been included in the research model.

The Influence of Brand Loyalty on Purchase Intention

Based on the test results that had been tested, it showed that brand loyalty had a positive influence on purchase intention. This showed that customer loyalty to a brand with high involvement and intention to buy it in the future when the consumer needs it. The results of this research were supported by previous research of (19).

CONCLUSION

Based on the results of research and discussion, it showed that the theory of planned behavior approach gave the results that brand awareness, brand associations, and perceived quality had a positive effect on brand loyalty. Brand awareness, brand association, and brand loyalty were known to have a positive influence on consumers' purchase intention to buy cement. The positive influence of perceived quality itself on consumer purchase intentions in this research was not proven, meaning that good quality perceptions did not provide a strong reason in the minds of consumers to choose the brand.

Research Implementation

From the results of the research conducted, it showed that the theory of planned behavior was able to predict consumer buying intentions for cement brands. This was indicated by the influence of brand awareness, brand association, and brand loyalty which were proven to have a role in influencing purchase intention. However, the perceived quality aspect used in this research did not show significant results in influencing purchase intention.

There are managerial implications of this research. Firstly, the government can consider making policies with easy regulations related to the quality of cement used by consumers and the ease for business people to market it. Secondly, business people can make business decisions and set marketing strategies based on consumer decision-making behavior in cement purchases.

Limitation and Further Research Suggestion

The research that had been carried out is inseparable from various limitations, namely the respondents who were examined were only consumers or prospective consumers who would buy cement. This is not enough to represent consumer behavior in general and the results may be different. Therefore, for further research the scope of research respondents can be expanded again.

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