Impact of Brand Awareness and Brand Image, Perceptions of Quality on Purchasing Decisions

by Dwi Cahyono

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis dampak kesadaran merk dan citra merk terhadap persepsi kualitas dan keputusan pembelian lampu Philips di wilayah Kabupaten Bondowoso. Populasi dalam penelitian ini adalah seluruh masyarakat yang pernah memakai atau membeli lampu Philips dalam kisaran waktu tahun 2018 sampai dengan 2019. Jumlah responden penelitian sebanyak 100 orang. Teknik analisa data dengan menggunakan *structural equation modeling* (SEM) dengan *software* Warp PLS 5.0. Hasil penelitian menunjukkan bahwa *model fit and quality indices* menunjukkan bahwa nilai *Average Path Coefficient* (APC) = 0.375 dan P<0.001 *Average R-squared* (ARS)=0.685, dan P<0.001 *Average adjusted R-squared* (AARS) = 0.678, P<0.001 *Average block VIF* (AVIF) = 1,688, berarti model penelitian ini dinilai layak dan dapat diterima secara statistik karena nilai p value lebih kecil dari 0,05. Nilai *R-squared contribution ratio* (RSCR) =1.000 berarti tergolong nilai regresi yang ideal secara statistik. Hasil perhitungan PLS pada penelitian ini menghasilkan koefisien variabel kesadaran merek β = 0,26 dengan nilai p < 0,01. Koefisien variabel citra merek sebesar β = 0,54 dengan nilai p < 0,01. Koefisien variabel kesadaran merek β = 0,34 dengan nilai p < 0,01. Koefisien variabel citra merek adalah β = 0,2 dengan nilai p = 0,03.Koefisien variabel persepsi kualitas adalah β = 0,53 dengan nilai p < 0,01. Hasil perhitungan analisis jalur menunjukkan kesadaran merek berpengaruh terhadap persepsi kualitas, citra merek terhadap persepsi kualitas, kesadaran merek terhadap keputusan pembelian, citra merek terhadap persepsi keputusan pembelian, adanya pengaruh dari persepsi kualitas terhadap keputusan pembelian.
Kata Kunci: kesadaran merek, citra merek, persepsi kualitas, keputusan pembelian.

ABSTRACT

This study aims to determine and analyze the impact of brand awareness and brand image on quality perceptions and purchasing decisions of Philips lamps in Bondowoso Regency. The population in this study are all people who have used or purchased Philips lamps in the period 2018 to 2019. The number of research respondents was 100 people. Data analysis techniques used structural equation modeling (SEM) with Warp PLS 5.0 software. The results showed that the fit and quality indices model showed that the value of Average Path Coefficient (APC) = 0.375 and P <0.001 Average R-squared (ARS) = 0.685, and P <0.001 Average adjusted R-squared (AARS) = 0.678, P <0.001 Average block VIF (AVIF) = 1.688, it means that this research model is considered feasible and statistically acceptable because the p value is less than 0.05. The R-squared contribution ratio (RSCR) = 1,000 means it is classified as a statistically ideal regression value. The results of PLS calculations in this study produce the coefficient of brand awareness variables β = 0.26 with a p value <0.01. The coefficient of brand image variable is β = 0.54 with p value <0.01. The coefficient of brand awareness variable β = 0.34 with p value <0.01. The coefficient of the brand image variable is β = 0.2 with a value of p = 0.03. The coefficient for the perceived quality variable is β = 0.53 with a p value <0.01. The results of the path analysis calculation show that brand awareness has an effect on perceived quality, brand image on perceived quality, brand awareness on purchasing decisions, brand image on perceived purchasing decisions, the influence of perceived quality on purchasing decisions.
Keywords: brand awareness, brand image, perceived quality, purchasing decisions.

INTRODUCTION

Today's very rapid economic development makes companies always have to innovate with their products and services in order to compete in the market. One of the strategies to compete is marketing. Marketing is a very important factor in the success of a product and the company's survival, because if a product is marketed in an inappropriate way it will have an impact on the company. Marketing that is done well can increase the volume of product sales that will benefit the company through purchasing decisions for a product. Marketing is the process of giving satisfaction to consumers to get a profit (Kotler & Keller, 2016). Companies engaged in the industrial sector cannot be separated from problems to continue to innovate in creating products that are safe and popular for public use. The development of increasingly advanced technology produces many products so that consumers are spoiled for choice from these products. thus it is a challenge for related companies to increase the marketing of their products. One of the technological developments that is increasing so rapidly is the lamp. Lights are used as a source of lighting both indoors and

outdoors, because of the ease with which they are used compared to other lighting sources. Based on data from the Ministry of Industry, the total development of lamp consumption in Indonesia is as follows in 2016, as many as 280 million units, in 2017, the need for lamps reached 320, and in 2018 around 400 million units.

The light bulb, as a primary requirement at this time, is also a product that is experiencing intense competition. The large share of the lamp market in the country has attracted the interest of many lighting industries to take part in its business. Some of the light industry players whose existence is quite recognized in Indonesia are Philips, Hannochs, Osram, Shinyoku, Chiyoda and Panasonic. These names in the last 5 years have always been flooding the lamp market in Indonesia. And especially the name Philips lamp, which has always been dominant in making its products the prima donna of the Indonesian people. A fairly successful business from PT. Philips Indonesia, where this company has many product variants produced. Philips is very well known for its affordable prices, reliable quality lamps that are durable and not flammable when used. In addition, Philips lighting products prioritize good light, save energy and are environmentally friendly so that consumers will feel satisfied when using it.

PT. Philips Indonesia is a multinational company which is the largest lamp producer in the Indonesian market. PT. Philips Indonesia always strives to create innovative products to sustain the company's life cycle. The product innovation created by PT Philips Indonesia is by producing many variants of lamps. Philips lamps are known to have a very small power consumption and are cheaper in price, so they can reduce the electricity consumption by users every month. Philips lamps are also equipped with long durability, the light is not hot, and is environmentally friendly. Data regarding the achievements achieved by PT. Philips, which was released by the Top Brands Awards. The following is data on Philips' achievements from the 2014-2018 Top Brands Awards.

Table 1. Energy Saving Lamp Category According to Top Brands Awards (2014-2018)

BRAND	2014	2015	2016	2017	2018	CATEGORY
Philips	85,3%	83,2%	83,2%	79,8%	74,8%	TOP
Hannochs	3,8%	4,3%	5,2%	4,5%	7,7%	
Osram	3,6%	3,0%	4,1%	3,4%	5,7%	
Shinyoku	2,7%	2,3%	1,9%	2,9%	3,4%	
Chiyoda	1,8%	2,2%	1,5%	2,0%	1,6%	

Source: www.topbrands-awards.com

Data from Table 1. Philips lamps occupy the top position for the category of energy saving lamps in the last five years (2014-2018), compared to lamps of other brands. The percentage of Philips as Top Brand in the last five years (2014-2018) is much higher compared to other brands, namely respectively from 2014 to 2018 amounting to 85.3%, 83.2%, 83.2% 79 , 8% and 74.8%. Based on Table 1.1 also, if seen from the phenomenon of the percentage trend of the Brand Index, although Philips lamps always occupy the top position, the percentage figures from each year are decreasing, namely 85.3% in 2014, 83.2% in 2015, 83, 2% in 2016, 79.8% in 2017 and 74.8% in 2018. Who are in the market that lamps as a basic necessity today, are also products that are experiencing fairly tough competition. PT. Philips Indonesia always experiences this sales competition because PT. Philips Indonesia makes the reliability of the products that it will issue have various variants, this triggers consumers to make purchasing decisions for these products. This company has many competitors with similar products, so the company needs to improve its marketing strategy so that consumers are still interested in making purchasing decisions.

Purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy (Tjiptono & Candra, 2012). Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Qomariah, 2016). In marketing, purchasing decisions by consumers are strongly influenced by consumer perceptions, where consumer perceptions are the main thing that must be considered by the company rather than reality. (Aaker, 2000) states that perceived quality can be defined as consumers' perceptions of overall quality, or the relative superiority of a product or service against relevant alternatives in accordance with the objectives to be achieved. So it can be said that the perception of quality is basically the incentive of customers to make purchasing decisions. Many factors can influence purchasing decisions. Some of the factors that need to be considered related to this purchase decision are brand awareness, brand image and perceived quality.

Brand image is a description of consumer associations and beliefs about a particular brand (Aaker, 2000). Brand image itself has a meaning to a mass image of a product in the minds of consumers (Lupiyoadi, 2013). Everyone will have the same image of a brand. (Kotler & Keller, 2016) stated that an effective brand image can reflect three things, namely: 1) building product character and providing a value proposition; 2) convey a unique product character so that it is different from its competitors; 3) gives emotional strength from rational power. Consumers will make a decision to buy a product if they already know the brand of a product. So between the brand and this purchase decision is actually a close relationship. Brand awareness is a marketing term that describes the level of consumer recognition of a product with its name. Promoting a new product or reviving an old brand are steps you can take to create brand awareness. Brand awareness and brand image cannot be separated if it is associated with someone in deciding to buy a certain product. Several studies on brand image with this purchase decision have been carried out. Research (Agustina et al., 2018)with the research title "The Effect of Product Quality, Brand Image, and Price on Purchasing Decisions" states that there is an influence between product quality, brand image and price which has a partially significant influence on purchasing decisions. Research (Husen et al., 2018) states that the variables of location, brand image and word of mouth all have a positive effect on consumer purchasing decisions. Some of the other studies include: : (Ambarini et al., 2016), (Napik et al., 2018), (Indra & Sanosra, 2016), (Zahroh, 2020), (Dwiyanti et al., 2018), (Eliasari & Sukaatmadja, 2017), (Sari & Santika, 2017), (Hartiningtiya & Assegaff, 2010), (Cahyani et al., 2016), (Kurnyawati, 2014), (Setiawan & Rabuani, 2019), (Krisnawati, 2016), (Maulani & Sanawiri, 2019), (Heridiansyah, 2012), (Dewi & Warmika, 2017).

Perception of quality is the customer's perception of the overall quality or superiority of a product or service with respect to the intended purpose. The impression of quality is first of all, a perception of the customer (Aaker, 2000). Customers who will buy a product know the quality of the product. Customers will determine what products to buy because they already know the quality of the product. Many researches on perceived quality of purchasing decisions have been conducted. Research (Napik et al., 2018) with the title "Linkage of Brand Image, Price Perception, Product Quality, and Promotion of Blackberry Purchase Decisions" states that the variable brand image (X1), price perception (X2), product quality (X3) and promotions (X4), all of which have a positive effect on BlackBerry purchasing decisions. Research (Sa'dullah & Azhad, 2015) entitled "Analysis of Perceptions of Service Quality, Price and Location of Fish Trade Decisions" states that the variables of service quality, price and location all have a positive effect on fish trade decisions at the Besuki Situbondo Coastal Fish Auction Landing . Several other studies that also discuss the problem of perceived quality with purchasing decisions include: (Agustina et al., 2018). Based on the empirical phenomena and research gaps of previous research found above, the research question that needs to be built is: how to improve the purchasing decision of Phipis Lamps in Bondowoso Regency if it is associated with brand awareness, brand image and perceived quality.

RESEARCH METHODS

This type of research used in research is causal quantitative research. Quantitative research is conducted to provide evidence or verification in the field regarding answers that are still tentative. The independent variable consists of brand awareness, brand image, and perceived quality, while the dependent variable is and the purchase decision. The research population is consumers who have used or purchased Philips lighting products in Bondowoso Regency. Based on calculations using the Slovin formula, a good sample of at least 96.6 is obtained which is rounded up to 100 samples. While the sampling is based on purposive sampling method where subjective selection of respondents who examine the information and criteria determined by the researcher.

The instrument test is carried out as a good measuring tool that must meet the requirements of validity and reliability, because an unreliable or invalid measuring instrument will provide inaccurate information about the condition of the subject or model subject to the item validity test is the extent to which the accuracy and accuracy of a measuring instrument or instrument . The validity test is used to measure whether a questionnaire is valid or not. Reliability test is used in order to measure something that is measured consistently over time. Path analysis is used to see the effect, either directly or indirectly, of the independent variable on the dependent variable.

RESULTS AND DISCUSSION

Results of Descriptive Statistics of Respondents' Data

The results of the descriptive statistical analysis of respondents consisting of the gender of the respondent, the age of the respondent, the type of occupation of the respondent, the amount of the respondent's monthly salary are presented in table 1.

Table 2. Descriptive Statistical Analysis Results

No.	Indicator	Information	Total	Persentage
1	Gender	Man	64	64
		Woman	36	36
2	Age	< 20	4	4
		21-35	56	56
		>35	40	40
3	Profession	Student	6	6
		Civil Servants / TNI - POLRI	53	53
		Private Employees / BUMN	17	17
		Etc	24	24
4	Monthly Income	<IDR 1,500,000	14	14
		IDR 1,500,000 - IDR 4,500,000	73	73
		> IDR. 4,500,000	13	13
		Government employees	8	7

Validity Test Results

To test the measurement instruments in this study, one of which is the measurement of convergent validity, which is part of the measurement model in SEM-PLS. The convergent validity of the measurement model can be seen from the correlation between the indicator score and the construct score. There are two criteria for assessing the outer model to meet the requirements of convergent validity, first the loading factor of each indicator must be greater than 0.70 and secondly for a p-value <0.05, it is considered significant. Based on the calculation, it can be explained that all indicators of the variables in this study have met the criteria for convergent validity with a loading value of> 0.70 and also between 0.40-0.70. the p-value has also met the requirements of p-significant <0.05. So it can be concluded that from the calculation results, all indicators have the feasibility of the model. Discriminant validity can also be measured using other methods, namely by looking at the AVE value. In this study, the criteria used were looking at the cross loading section. Based on the output results, it can also be concluded that the correlation of each construct and variable indicator with the cross loading value is above 0.5 and the p value is less than 0.05. So that the construct meets the criteria for discriminant validity.

Reliability Test Results

Reliability test using Warp PLS 5.0 software is indicated by the composite reliability value and Cronbach's alpha. The following are the results of the coefficient of the latent variable which shows the reliability test presented in Table 3. Based on table 3, it shows the Composite reliability value of each variable is above 0.7, namely Brand Awareness (X1) = 0.872, Brand Image (X2) = 0.85, Perceived Quality (Y1) = 0.847, Purchase Decision (Y2) = 0.831. And for Cronbach's alpha also shows good results, namely Brand Awareness (X1) = 0.793, Brand Image (X2) = 0.781, Perception of Quality (Y1) = 0.772, Purchase Decision (Y2) = 0.74. It can be concluded that each construct has high reliability which can be seen from the composite reliability value and Cronbach's alpha of all constructs greater than 0.70.

Table 3. Reliability Test

Information	Variable				Standard	Information
	X1	X2	Y1	Y2		
Composite reliability coefficients	0.872	0.85	0.847	0.831	0,700	Reliable
Cronbach's alpha coefficients	0.793	0.781	0.772	0.74	0,700	Reliable

Hypothesis Test Results

To evaluate the structural relationship between latent variables, hypothesis testing must be performed. Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. This test is carried out by means of path analysis of the models that have been made. The basis used as the basis for decision making is p-value ≤ 0.05, then the hypothesis is accepted and if the p-value is> 0.05, the hypothesis is rejected. The results of the correlation between constructs were measured by looking at the path coefficients and their level of significance which were then compared with the research hypothesis. From the results of data processing with WarpPLS 5.0, a research model is obtained that can describe the influence between variables. This hypothesis testing is also intended to prove the truth of the research allegation consisting of 7 hypotheses, which are depicted in Figure 1. The results of hypothesis testing can be seen in Table 4.
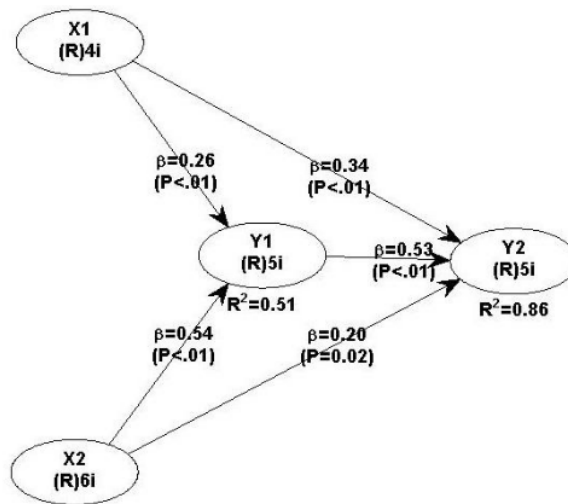

Figure 1. Testing Model for Structural Equation Modeling Warp PLS 5.0

Table 4. Hypothesis Test Results

Hypothesis	Path Coefficient	P-Values	Information
H1: Brand awareness influences purchasing decisions	0.344	<0,001	Be accepted
H2: Brand image affects purchasing decisions	0.197	0,02	Be accepted
H3: Perceptions of quality affect purchasing decisions	0.534	<0,001	Be accepted

Discussion

The Effect of Brand Awareness on Purchasing Decisions

Based on the research results, it was found that brand awareness had a positive and significant effect on purchasing decisions. This can be seen from the value of $\beta = 0.34$ and p-value (<0.01) which means that brand awareness has a relationship of 34% with purchase decisions. Thus these results indicate that increasing brand awareness is proven to be able to make purchasing decisions increase. So that the research hypothesis (H1) can be accepted. Research (Setiawan & Rabuani, 2019) said that the consumer purchase decision significantly formed by the brand awareness as the antecedent that formed by brand and endorser. Research

The Influence of Brand Image on Purchasing Decisions

Based on the results of research conducted on the brand image variable on purchasing decisions, it shows that there is a positive and significant effect. This can be seen from the value of $\beta = 0.20$ and p-value (0.02), which means that brand image has a relationship of 20% with purchasing decisions. Thus these results indicate that the increasing brand image is proven to make purchasing decisions increase. So that the research hypothesis (H2) can be accepted.

The Effect of Perceptions of Quality on Purchasing Decisions

Based on the research, there is a significant positive influence between perceived quality on purchasing decisions. This is in accordance with the theory that perceived quality is the customer's perception of the overall quality or superiority of a product or service in relation to the intended purpose. Based on the results of the calculation of the results of research conducted on the perceived quality variable on purchasing decisions, it shows that there is a positive and significant influence on brand image on purchasing decisions. This can be seen from the value of $\beta = 0.53$ and p-value (<0.01) which means that brand image has a 53% relationship with purchasing decisions. Research (Budiyanto, 2016) with title" Effect Of Quality Perception On Decision Purchase Of Honda Brand Motorcycles In The Village Of Sidan Kec. Gianyar, Kab. Gianyar In 2015' said that perception of quality has a significant effect on purchasing decisions as indicated by the value of tcount> ttable (14.671> 1.985) with a significant level of 0.000> 0.05. Research (Lie et al., 2016) with title "Effect Of Quality Perception On Consumer Purchase Decisions On Maicih Spicy Crisps", said that perceived quality have significant influenced on purchase decisions showed from r count value 0,773 , proving correlation value so strong (>0,750) with significant level 0,000 > 0,05.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The result of testing the brand awareness variable on the Philips lamp purchase decision is $\beta = 0.34$, and the p-value is <0.01. It means, Brand Awareness (X1) has a positive and significant effect on perceived quality (Y2), so that H1 is accepted. Thus these results indicate that the increasing brand awareness is proven to be able to make more Philips lamp purchasing decisions. The results of testing the brand image variable on the perception of Philips lamp purchase decisions are $\beta = 0.2$, and the p-value is 0.02. It means, Brand Image (X2) has a positive and significant effect on Purchasing Decisions (Y2), so that H4 is accepted. Thus these results indicate that the increasing brand image is proven to make the purchase decision of Philips lamps increasing. The path coefficients from Perceived Quality (Y1) to Purchase Decisions (Y2) are 0.53, which is positive and the p-value is <0.01. Because the p-value <0.05 and the path coefficient value is positive, it indicates that there is a positive and significant effect of perceived quality on purchasing decisions.

Suggestion

From the above conclusions, to improve the purchasing decision for Philips lighting products in Bondowoso Regency, it can be suggested as follows: in this study, researchers still see a lack of purchasing decisions for Philips lighting products in Bonsowoso Regency. So consumers only remember in passing about Philips lighting products. So that the suggestion that the researchers can give is that PT Philips should make other efforts to form consumer brand awareness at the top level, so that this good consumer brand awareness can be used as a benchmark to continue to improve purchasing decisions. Future research can use the same research variables with a wider scope of research objects or compare between one organization and another, or use other research models such as using price perception variables.

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