

THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE ON PURCHASE DECISION (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013)

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Abstraksi

Penelitian ini bertujuan untuk: (1) Meneliti pengaruh Kesadaran Merek terhadap Keputusan Pembelian. (2) Meneliti pengaruh Citra Merek terhadap Keputusan Pembelian. (3) Meneliti pengaruh Kesadaran Merek dan Citra Merek secara simultan terhadap Keputusan Pembelian. Jenis penelitian ini dilakukan menggunakan explanatory research dengan pendekatan kuantitatif. Jumlah sampel pada penelitian ini adalah 94 pelanggan produk Aqua botol 600ml dan digunakan Teknik Purposive Sampling. Data dikumpulkan melalui kuesioner. Uji instrumen dalam penelitian ini adalah uji validitas, uji reliabilitas, dan uji asumsi klasik. Regresi berganda digunakan sebagai teknik analisis data. Hasil penelitian menunjukkan bahwa: (1) Kesadaran Merek memiliki pengaruh signifikan terhadap Keputusan Pembelian. (2) Citra Merek memiliki pengaruh signifikan terhadap Keputusan Pembelian. (3) Kesadaran Merek dan Citra Merek memiliki pengaruh secara simultan terhadap Keputusan Pembelian berdasarkan nilai uji F. Sedangkan Kesadaran Merek memiliki pengaruh yang paling dominan terhadap Keputusan Pembelian berdasarkan nilai uji t. Oleh karena itu, perusahaan diharapkan untuk mempertahankan serta meningkatkan Kesadaran Merek yang memiliki pengaruh paling dominan terhadap Keputusan Pembelian.

Kata Kunci: Kesadaran Merek, Citra Merek, dan Keputusan Pembelian.

Abstract

This research aims: (1) To examine the partial influence of Brand Awareness on Purchase Decision. (2) To examine the partial influence of Brand Image on Purchase Decision. (3) To examine the simultaneously influence of Brand Awareness and Brand Image on Purchase Decision. This research used explanatory research with quantitative approach. Total sample were 94 customers of Aqua bottled 600ml product and it elected by Purposive Sampling Technique. Data were collected valid and reliable by questionnaire, and analyzed by multiple regression. The research showed that: (1) Brand Awareness has partially influence on Purchase Decision, (2) Brand Image has partially influence on Purchase Decision, (3) Brand Awareness and Brand Image has simultaneously influence on Purchase Decision. Based on t test, it can be concluded that the Brand Awareness has dominant influence on Purchase Decision. Therefore, the company expected to maintain, manage, and improve Brand Awareness that has dominant influence on Purchase Decision.

Key Word: Brand Awareness, Brand Image, and Purchase Decision.

1. INTRODUCTION

In competitive market, brands have an important role in surviving company. Marketing in the future more leads to competition between brands, that is competition to capture consumer through a brand. Brand is not only referred as a name, logo or symbol but it is also regarded as a product value for consumer. Brand plays significant role to survive a company by capturing potential consumers in competitive market. Brand

can play a number of important roles to improve the lives of consumers and the financial value of the company. In other words, the brands can play role as a source income of company, thus the brand is one of the strategic decisions which must be observed by the company. Brands can provide great benefits for producers and consumers. For the producer the main benefit of branding is that customers are much more likely to remember your business. Strong brand name and logo/image helps

to keep your company image in the mind of your potential customers. Strong brand will project an image of a large and established business to your potential customers. Strong brand projects an image of quality in your business, many people see the brand as a part of a product or service that helps to show its quality and value. Strong brand creates an image of an established business that has been around for long enough to become well known.

According to Aaker (2008:39) brand awareness is the ability of customer to recognize or remember that a brand is a part of certain product. Brand can be said has equity if consumer recognize and remember a brand in one product category beyond another product. Role of brand awareness in brand equity depends the extent to which level of awareness that achieved by a brand, faster a consumer recognize or remember a brand can be said that brand has a high value awareness. Brand awareness associated with an impression that has saved in memory which reflected to consumer ability in recall or recognize a brand at different condition. Build brand awareness means making the consumer understand the product category. Brand image is the impression of the consumer mind of a brand's total personality. Through a strong brand image, then customers will have positive assumptions on brand of the product offered by the company so that consumers will not doubt to purchase products that will be offered by the company. Brand image is becoming a very important thing for the company. Through a good brand image, then it can create an emotional value to consumers, where will create positive feelings at the time of purchase or using a brand. Conversely, if a brand has a bad image in the mind of consumers a little possibility for consumers to buy such products.

According to Kotler (2000:161), purchase decision is the act of consumers to buy or to do not buy product/service. From any various factors that influence the consumer in making a purchase of a product or service, usually consumers always consider the quality, price and product are already known by the public. Another statement regarding purchase decision, according to Schiffman and Kanuk (2008:37) purchase decision is the selection of an option from two or alternative choice. Based on the definition above, it was concluded that purchase decisions are actions taken by consumer to purchase a product. Therefore, the consumer purchase decision

making is a process of selection of one of several alternatives to solve problem by real actions. After that, consumers can evaluate options and then can determine the decision to be taken. So, the explanation regarding brand awareness and brand image above is each of several variables that can influence the purchase decision.

This research is conducted on Aqua products, specifically Aqua bottle product. Furthermore about Aqua, Aqua is a brand of bottled drinking water produced by Aqua Golden Mississippi in Indonesia since 1973. Besides Indonesia, Aqua is also sold in Singapore. Aqua is a brand of drinking water with the largest sales in Indonesia and is one of the most famous brands of drinking water in Indonesia, which has become like a generic brand for drinking water. Since 1998, Aqua has also owned by multinational companies from France, Danone, the result of the merger with Danone Aqua Golden Mississippi. The location of this research was conducted on student who consumed Aqua in Administrative Science Faculty Brawijaya University Class of 2013.

2. LITERATURE REVIEW

Previous Research

The previous researched that has relevant with this research by Hidayat (2012), to explain association variables of brand awareness, brand association, perceived quality, and brand loyalty on Yamaha motorcycle products. Ariyan (2013), to know the influence of brand awareness and trust in a brand repetitive purchase decision of Aqua mineral water. Erviana (2013), to know and explain the effect of brand awareness, brand association, perceived quality, and brand loyalty on brand equity simultaneously, to know and explain the effect of brand awareness, brand association, perceived quality, and brand loyalty on brand equity partially. Musay (2013), to know brand image as simultaneously and partial then to know the variable which have a dominant effect on purchase decision, knowing the brand image variable which consist of company image, consumer image, and product image have an effect partially on purchase decision. Malik, Ghafoor, Iqbal, Riaz, Hassan, Mustafa, & Shahbaz (2013), to identify the effect of brand awareness and brand loyalty on purchase intention. Yaseen, Nazia; Tahira, Mariam; Gulzar, Amir; Anwar, Ayesha (2011), to investigate resellers' point of view about the impact of brand awareness, perceived quality and customer loyalty on brand

profitability and purchase intention. Zeynalzade (2012), to develop a comprehensive model that combines brand awareness and brand image perspectives on current and future purchases.

Brand Awareness

According to Aaker (2008:39) brand awareness is the ability of customer to recognize or remember that a brand is a part of certain product. Brand can be said has equity if consumer recognize and remember a brand in one product category beyond another product. Role of brand awareness in brand equity depends the extent to which level of awareness that achieved by a brand, faster a consumer recognize or remember a brand can be said that brand has a high value awareness. Brand awareness associated with an impression that has saved in memory which reflected to consumer ability in recall or recognize a brand at different condition. Build brand awareness means making the consumer understand the product category. According to (Soehadi, 2005:27), in a higher level, success in build brand awareness is depended on how well the consumers understand that brand designed to fulfill their needs.

Aaker (2008:40) divided level of brand awareness into four levels, alternately level of awareness described as pyramid of brand awareness. From the lowest levels, unaware of brand, brand recognition, brand recall, top of mind. Position of brand can be strong, of course should known first. This is the first step, so that the brand must to compete to enter in consumer mind. According to Simamora (2003:21) that capacity of our brain is limited, whereas everyday was bombed by thousand of stimuli, as the result not all of brand accommodated. Naturally, brain drive the five sense to select a brand for their attention. That's why people often to listen but not to pay attention. Every activity of marketing always make a serious effort to get the level of brand awareness deeper as top of mind from competitor brand with one hope that brand placing on top of mind always be reference in consumer decision to choose product. Ability of consumer recognize or aware a brand become the first step that important for a brand to close consumer. The sources of brand awareness consumer can be an effective applied to reach consumer.

Brand Image

According to Kotler and Keller (2009:406) image is a number of beliefs, ideas, and the

impression held by someone about an object. In essence brand image is description or impression that inflicted by a brand in consumer mind. Placement brand image in the minds of consumers must be done continuously to keep the brand image created stronger and accepted positively. When a brand has a strong image and positive in consumer mind, so a brand will always remember and consumer possibility to purchase brand that related is very big.

According to Biels (1992) that the image of brand can be described as having three contributing sub images; the image of the provider of the product/service, or corporate image; the image of the user; and the image of the product/service itself. Corporate image not only adds value but also creates a halo effect for all of a company product. Better image that's owned by a company, will make their product easy to acceptable by consumers. User image is the reason lead people tend to purchase product/service and to be a customer of company that have an image or matching with their personal. Product image that felt pleasant has a much better chance to be purchased from the product that has the unpleasant image.

Purchase Decision

According to Kotler and Armstrong (2008:13), stated that consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers. Meanwhile, according to Buchari (2004: 96) stated purchase decision is consumer action to purchase a product that provide in a store. Suryani (2008:13), stated that purchase decision tend involve two parties or more. Generally there are five parties that involved, initiator, influencer, user, buyer, decider.

According to Kotler (2007: 227) consumers purchase decision making process has the following steps, problem recognition, information search, evaluation of alternate, purchase, post-purchase behavior. Purchase decision also following by types of products, form of the products, brand choice, dealer choice, the amount of purchase, payment methods choice, the timing of purchase. According to definition above, then the researcher can know that consumer consider several things before take a purchase decision. Besides brand, corporate need to do something to make a consumer feel comfort on

transaction. There is a several way for payment methods now that also as consideration for consumer, the easily way will choose by consumer.

Relationship between Brand Awareness, Brand Image, and Purchase Decision

Brand awareness is an ability of consumers to identify the brand under different conditions, can be done with the brand recognition and recall to a particular brand. Created and enhanced brand awareness by increasing brand familiarity through repeated exposure so that consumers feel familiar with the brand (Keller, 2003:84). In general, consumers are likely to purchase a product with a familiar brand on the basis of convenience, security, and others. However, they are familiar with the brand avoid the risk of their use because the assumption is that the brand is already known to be reliable. Brand awareness is one tool that can be used to make Aqua products always be remembered by consumers and influence consumers to make purchase decision. Strong brand can create competitive advantage through the performance of being owned by that product and strong brand also can provide added value to the product. The implication, brand awareness is influenced by advertising recall which will affect the purchase decisions (Aaker, 2008:47).

Brand Image is the impression in the consumer minds of a brand personality (real and imaginary quality and shortcomings). According to Kotler and Keller (2009:406) image is a number of beliefs, ideas, and the impression held by someone about an object. While brand image is perception and beliefs that held by consumer, as reflected association embedded in consumer memory (Kotler and Keller, 2009:403). The quality of a brand makes an important thing to make a purchase decision. It is considering which brands should be considered and further the brand which will be selected. If the image of brand is good, then the consumer will buy the product for consumption, but on the contrary if the image is of brand is negative then the expectation after purchase consumers will be dissatisfied, because it does not match the information that is known and not accordance with expectations. Positive brand image can enhance the purchase decision (Sitinjak and Tumpal, 2005:166).

Conceptual Framework

The conceptual framework can be seen at Figure 1

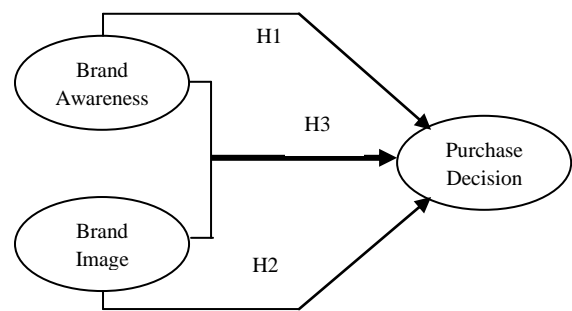


Figure 1. Conceptual Framework

Base on the figure conceptual framework, it can be concluded as follows:

- H1: Brand awareness has a significant effect on purchase decision of bottled water drinking “Aqua”.
- H2: Brand image has a significant effect on purchase decision of bottled water drinking “Aqua”.
- H3: Brand awareness and brand image has simultaneously and significant effect on purchase decision of bottled water drinking “Aqua”.

3. RESEARCH METHOD

This research is explanatory research, because the research describes relationship between independent and dependent variable. According to Singarimbun (2006:5) explanatory research is the research that explained about causal relation between variables trough hypothesis testing. Causal model is model that incorporated and tested the independent variable that affects the dependent variable is suspected. Location of this research is at Administrative Science Faculty of Brawijaya University, Jl. MT Haryono 163 Malang.

Population and sample

Populations in this research are student class of 2013 in Administrative Science Faculty Brawijaya University. Base on the data from academy department regarding the number of student class of 2013 in Administrative Science Faculty Brawijaya University are 1,460 student.

The number of sample in this research was determined through Slovin’s formula. Below is result of the sample number that has been formulated using Slovin’s formula.

$$n = \frac{N}{1 + \frac{N}{e^2}}$$

$$n = \frac{1,460}{1 + 1,460 (0,1)^2}$$

$$n = \frac{1,460}{15,6} = 93,58 \approx 94$$

Definitions and Operationalism of the variables

The several variables of this research follows:

1. Brand Awareness, Indicator: Unaware of Brand, Brand Recognition, Brand Recall, Top of Mind.
2. Brand Image, Indicator: Corporate Image, User Image, Product Image.
3. Purchase Decision, Indicator: Product Choice, Brand Choice, Dealer Choice, The amount to made a purchase, Timing to made a purchase.

Validity and Reliability

According to Sekaran (2006:42), Validity makes sure to a scale tools ability to measure the concept. Validity test of this research conducted by product moment formula or Pearsons formula. Base on the result of validity testing, all item of variable are valid. Since the scored of validity coefficient above 0.05 ($p \leq 0.05$).

According to Umar (2005:194), reliability is a index number that show of measurer consistent in measuring same case. The smaller failure in measurement, made more reliable measurer. On the other hand, the higher failure in measurement, made not reliable measurer. In this research use Cronbach's Alpha. The result of reliability testing showed all variable are reliable. The reliability coefficient of all variable has fulfilled the requirement, instrument reliable if $\alpha \geq 0.6$. Brand Awareness alpha score of 0.853, Brand Image alpha score of 0.861, and Purchase Decision alpha score of 0.888.

Data Analysis Method

This research is used multiple regression data analysis method. According to Malhotra (2006:230), multiple regressions involve a dependent variable and two or more independent variables. So, if a dependent variable depends on more than one independent variable, then the relationship between two variables is called multiple regressions (Sulaiman, 2004:80).

4. FINDING AND DISCUSSION

Hypothesis I (F test/ Simultaneously)

F test or model testing used to determine whether the results of regression analysis significant or not, in other words the suspected model appropriate or not. If the results were significant, then H_0 is rejected and H_1 is accepted. Meanwhile, if the result is not significant, then H_0 is accepted and H_1 rejected. It can also be said:

H_0 rejected if sig. F $\leq 0,05(\alpha=5\%)$

H_0 accepted if sig. F $\geq 0,05(\alpha=5\%)$

Based on Table 2, the value of sig. F of 0.000. Because of significant F ($0,000 < \alpha = 0.05$) then the regression analysis model is significant. This means that H_0 is rejected and H_1 is accepted so that it can be concluded that the dependent variable Purchase Decision (Y) can be affected significantly by independent variables Brand Awareness (X1) and Brand Image (X2).

Table 1: Recapitulation Results of Regression Analysis

Independent Variable	Unstandarized Coefficient	t test	Probability	Information
X1	0.587	5.012	0.000	Significant
X2	0.687	4.723	0.000	Significant
Constants : 5.543				
R : 0.718				
(R^2) : 0.515				
Adjusted R^2 : 0.504				
F test : 48.286				
Sig. F : 0.000				

Hypothesis II (t test / Partial)

T test was used to determine whether each independent variable partially have a significant influence on the dependent variable. if sig. $t \leq 0.05$ ($\alpha = 5\%$), the results are significant, means H_0 is rejected and H_1 is accepted. Whereas if sig. $t \geq 0.05$ ($\alpha = 5\%$), the results are not significant and means H_0 and H_1 is rejected.

Based on the Table 1 obtained the result as follows :

- 1) Brand Awareness has significant influence on Purchase Decision. This result supported by t value, with significant value $t(0.000) \leq \alpha = 0.05$. Therefore H_0 is rejected and H_1 is accepted. It can be concluded that the Purchase Decision can be affected significantly by Brand Awareness or by increasing Brand Awareness thus the Purchase Decision will have increased significantly.
- 2) Brand Image has significant influence on Purchase Decision. This result supported by t value, with significant value $t(0.000) \leq \alpha = 0.05$. H_0 is rejected and H_1 is accepted. It can be concluded that Purchase Decision can be affected significantly by Brand Image or by increasing Brand Image then Purchase Decision will have increased significantly.

From the overall results it can be concluded that independent variables have a significant influence simultaneously and partially on Purchase Decision. Brand Awareness is the dominant variable that has significant influence on Purchase Decision since it has the greatest β coefficient and t value.

Result of Hypothesis Testing

The influence of Brand Awareness on Purchase Decision

The result of multiple regression analysis showed the significant influence between Brand Awareness on Purchase Decision the Aqua product. The result showed that Brand Awareness is the most dominant independent variable that influence dependent variable Purchase Decision. Brand Awareness variable consists of four indicators and 12 items. The first indicator is unaware of brand, customer knowing product that consumed (X1.1), customer aware to Aqua brand of each product that consumed (X1.2), customer have a limitation to recognize Aqua brand (X1.3). The second indicator is brand recognition, customer recognize Aqua from promotional advertising (X1.4), customer recognize Aqua from relatives (X1.5), customer recognize Aqua from display product (X1.6). The third indicator is brand recall, customer easy to remember Aqua (X1.7), customer ability to recognize Aqua at glance (X1.8), funny and unique slogans make a brand easy to remember (X1.9). The fourth indicator is top of mind, customer easy to recognize Aqua (X1.10), Aqua become main

memory of every other brand that available (X1.11), Aqua as main answer to each question regarding bottled drinking water product (X1.12). There is item that have a biggest mean value, the item is customer knowing product that consumed (X1.1). This result is relevant to Aaker (2008:42) arguments they said that Brand awareness is ability of customer to recognize or remember that a brand is a part of certain product. Brand has equity if consumer recognize and remember a brand in one product category better than other products. Creating Brand awareness makes the consumer understand the product category. According to Soehadi (2005:27) the successfull of building Brand awareness is depends on how well the customers understand that brand designed to fulfill their needs. This research support with Ariyan (2013) that Brand Awareness has significant positive relationship on purchase decision. This result is really reasonable, because the most customer before purchase and consume the product must aware first that product.

The influence of Brand Image on Purchase Decision

According to the results of multiple regression analysis, Brand Image has significant influence on Purchase Decision the Aqua product. Although not dominant if compared with the other variable that examined in this research. Brand image variable consists of three indicators and nine items. The first indicator is corporate image, the popularity and big names of Aqua company (X2.1), Aqua have the best services for consumers (X2.2), Aqua have a guarantee for consumers (X2.3). The second indicator is user image, Aqua consumed by the various of age (X2.4), consumed Aqua product because time efficiency and practical reason (X2.5), Aqua product is affordable for every society (X2.6). The third indicator is product image, Aqua product have an attractive packaging design (X2.7), Aqua product easy to find in every convenient store (X2.8), Aqua product have quality guarantee (X2.9). There is item that have a biggest mean value, the item is Aqua product is affordable for every society (X2.6). According to Kotler and Keller (2009:406) that image is a number of beliefs, ideas, and the impression held by someone about an object. The result is acceptable, because the item that showed biggest mean value in this variable concluded the customer perception and beliefs regarding Aqua product is affordable for every society means that Aqua product has a good product image for every

society. This research also support with Musay (2013) that Brand Image which consists of company image, consumer image, and product image simultaneously have a significant effect on purchasing decision. According to Ferrina (2008:166) that Brand Image is concept which create by consumer because subjective reason and personal emotion. In essence Brand Image is impression that inflicted by a brand in consumer mind. Placement Brand Image in the minds of consumers must be done continuously to keep the Brand Image created stronger and accepted positively. This is really reasonable, because when a brand has a strong image and positive image in consumers mind, the brand always remember and consumers possibility to purchase the brand is increased.

5. CONCLUSION AND SUGGESTION

Conclusion

Based on the calculation of multiple linear regression analysis, it can be concluded that:

1. Brand awareness (X1) has significant influence on purchase decision, with significant value $t(0.000) < \alpha = 0.05$.
2. Brand image (X2) has significant influence on purchase decision, with significant value $t(0.000) < \alpha = 0.05$.
3. Simultaneous influence of brand awareness and brand image on purchase decision is conducted by F-test. From the results of multiple linear regression analysis obtained the value of sig. F 0,000. This means the value of sig. F is smaller than 0.05 so that H_0 is rejected and H_1 accepted, which means brand awareness and brand image has a significant influence simultaneously to purchase decision. So it can be concluded that testing of the hypothesis that the influence of independent variables simultaneously on purchase decision variables can be accepted.

Suggestions

Based on the conclusions above, can expressed some suggestions which are expected to be useful for the company as well as for others. The advice given, among others:

1. Company should to maintain and improve the brand awareness, because brand awareness variable have a dominant influence in affecting purchase decision, among which by product quality, price competition, the effectiveness of

distribution, and promotion, so that's purchase decision will increase. This research also can evaluate the company marketing strategy that has performed by company.

2. Due to brand awareness and brand image has potential for Influencing purchase decision, therefore further researcher should consider those variables in their research in terms of bottled drinking water. Further research should also consider other variables beyond variables used in this research.

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