



The Effect of Brand Awareness on Purchase Decisions Moderated by Product Quality and the Role of Experience as Mediation

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Abstract

There are various trademarks of shampoo products in Indonesia, but it turns out that several new brands have been able to occupy the Top Brand Index position in the last 5 years, this shows that there is quite competitive competition in the industry. The Pantene brand, which has been present for a long time, turns out to occupy the second position in the data. Digitalization has changed consumer patterns in this era, social media and the internet have changed consumer patterns in making purchases and also marketing patterns carried out. Brand awareness and product quality are examples of aspects of consumer consideration in making purchase decisions. The research was conducted to analyze this with the boundaries of Bekasi regency and used 100 respondents as a sample. Data was collected using a questionnaire with a purposive sampling technique and analyzed with the help of Smart Partial Least Square software. The results of the study show that brand awareness and product quality have a significant role in helping to increase consumer purchase decisions in the future.

Keywords: Brand Image, Brand Awareness, Purchase

Introduction

The beauty and health industry offers a variety of products needed, one of which is shampoo, shampoo or in Indonesian baku is shampoo which is liquid soap for washing hair and scalp (KBBI 2024). Shampoo is a daily necessity that is needed by all circles of society. This, of course, makes shampoo products circulating in Indonesia diverse, both based on brand, price and quality, which of course are very diverse to meet consumer needs. In Indonesia itself, there are various shampoo brands, based on Top Brand Index data in the period 2020 to 2024, there are five shampoo brands that are included in the top brand category, namely NR Shampoo which occupies the first position with a percentage of 28.30%, this brand has been present for a long time in Indonesia, namely since 1850 and continues to innovate until it can survive until this second, Pantene in second place with a percentage of 14.20% is a product of the P&G trademark which has also been present for a long time, where Pantene began to be launched in Europe in 1947 which also has a variety of hair care products and continues to innovate to this day, Ginsela in third place with a percentage of 8.40% is a local shampoo that has been present since 2020 known for its claims of herbal ingredients, especially ginseng used which is believed to improve hair quality consumers, Kelaya in the fourth position with a percentage of 8.10% is also a local product that has been present since 2015 with claims to use herbal ingredients and is able to overcome hair loss and the last is Clear with a percentage of 8.00% is a Unilever product that has been present since 1975 launching a variety of segmented hair treatments for men and women. Several relatively new trademarks have been able to occupy the Top Brand Index position in the last 5 years, this shows that there is quite competitive competition in the

beauty industry considering that these brands are only a small part of the shampoo brands circulating in Indonesia (Top Brand Index, n.d.).

The competition that is quite fierce is increasingly becoming in the current era of digitalization and has made several aspects of life change, for example in spending patterns, where the majority of people tend to make purchases online to buy all household necessities, (Astuti, Widhyadanta, and Sari 2021) this also has an impact on marketing activities, which were once limited to traditional methods of marketing products and services, now have expanded to the digital realm. Digital marketing itself is carried out in the hope of reaching consumers, building consumer interest and maintaining interaction with consumers with the ultimate goal of increasing sales volume and consumer interest to repurchase products (Rizky Hantoro and Yulianita 2023).

Kotler and Keller argue that the purchase decision is the decision stage where consumers actually purchase a product (Isra Ul Huda et al., 2024). Decision is the activity of choosing a strategy or action in solving the problem. The purpose of a decision is to achieve a specific target or action that must be taken. Meanwhile, purchase decisions are behaviors that refer to the final purchase behavior of consumers, both individuals and households who buy services and products for personal consumption. A purchase decision is a final decision that a consumer has to buy a good or service with certain considerations. The purchase decision made by consumers describes how far marketers go in trying to market a product to consumers. A purchase decision is a consumer decision that is influenced by the economy, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. Purchasing decisions are part of consumer behavior. There are five stages that consumers go through in the purchase process, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Shandrya Victor Kamanda, 2023).

Schiffman and Kanuk stated that consumers tend to trust products with a favorite or well-known brand, the ability of consumers to recognize and remember a brand is called Brand Awareness, so increasing brand awareness is important for companies so that the brand and image of the brand are known to more people (Rsomayanti 2023). According to Hasbun and Ruswanti brand awareness is a brand ability where when consumers think about a product the brand will immediately appear in the consumer's mind, in short brand awareness is information in the memory in the first place and Kartajaya (2010) divides brand awareness into four stages, namely not being aware of the brand, brand recognition, recalling the brand and the peak of the turn (Rumaidlany, Mariam, and Ramli 2022).

Strong brand awareness and a good brand image make consumers have adequate knowledge and recognition of the brand, so that it can influence consumer decisions in choosing and buying products or services related to the brand and Pantene is a shampoo product that adopts a marketing strategy by involving the appearance of famous brand ambassadors, such as celebrities and influencers such as Anggun C. Sasmi and KeanuAGL, in their ads on the YouTube platform. This step was taken to increase brand appeal and build public brand awareness of Pantene products (Hantoro & Yulianita, 2023). Research conducted by Prayogo, 2024 brand awareness will affect the purchase decision owned by consumers (Prayogo et al., 2024). However, research conducted by Sri Rahayusih Wilujeng brand awareness did not affect the purchase decision (Sri Rahayusih Wilujeng & Muhammad Edwar, n.d.). Products that have a good image can easily represent the customer base and consumers who see a product brand well will be able to make purchases in the future (Dwi Putri Lestari & I Made Bagus Dwiarta, 2021).

Product quality is an important reason in purchasing decisions. Marketing that can be easily accessed by the public is also an important reason in a person's decision to buy a product (Fania Nur Amalina et al., 2024). Product attributes have a very important role for consumers in making purchasing decisions. In a product, there must be elements of product attributes that can affect consumers.

Product quality, according to (Kotler and Armstrong, 2008), is a potential strategic weapon to beat competitors. In addition, (Kotler, 2009) is the entire characteristic of an item that meaningfully affects the capacity to meet the expressed/inferred needs. According to Luthfia, "product quality" refers to the capacity of a product to perform its function, which may include strength, ease of packaging, product repair, or reliability or advancement. Product quality is a comprehensive customer evaluation of the good performance of goods or services. A product is something that can be sold, used, or consumed to satisfy a desire or need and can be offered to the market to attract attention. According to (Keller and Keller, 2009), goods, services, experiences, events, people, places, properties, organizations, information, and concepts are examples of products (Yogi Nurfauzi et al., 2023).

Work experience that an employee must have to be able to overcome problems in his duties, because it must be realized that to become a professional employee is not an easy thing because it requires a lot of responsibility (Subijanto Subijanto et al., 2024). Work experience is related to the ability to carry out the tasks assigned to him. Work experience is not only reviewed from the skills, expertise and abilities possessed, but work experience can be seen from the experience of someone who has worked or has worked for an organization for a long time. Kotler (2010) stated that the habit of buying a product or the experience of the closest people can influence the consumer's decision to buy a product, so that if the consumer has a good experience with a product, then the consumer will make the next purchase or tell the people around him to buy the product. Then research conducted by Triyani (2015) shows that consumer experience affects purchasing decisions (Oscardo et al., 2021).

Method

The population used in this study is the community of Pantene shampoo users in the Bekasi Regency area. The data used in compiling this study are in the form of secondary data, namely data obtained indirectly, through references in the form of previous research that is in line with the topic of this research and from several internet sites, this research also uses primary data in the form of information collected through the distribution of questionnaires or questionnaires in the research. The sampling technique applied in this study is the (Sari and Zefri 2019) purposive sampling technique, where sampling is carried out by determining certain criteria, the sample is a small part of the number that can represent a population with the recommended number of samples is around 30 to 500 samples that are appropriate to be tested using the Smart Partial Least Square (PLS) method (Ghozali, 2014) in. This study itself decided to take a sample of 100 respondents. Data processing using (Nurhidayah, Yuliniar, and Pangestu 2021) the Convergence Validity Test, Reliability Test and SEM Analysis Test (Regression), the data was obtained by processing data using the help of Partial Least Square (PLS) software by analyzing the relationship between the research variables.

Results And Discussion

This study aims to analyze the Influence of Brand Image and Brand Awareness on Repurchase Interest. With the objective based, the data was collected with a questionnaire of 100 respondents. Based on the data that has been collected, the author analyzes the data by

conducting a data feasibility test by means of Convergence Validity Test, Reliability Test and SEM Analysis Test with Partial Least Square.

Respondent Profile

Table 1. Respondent Profile

Characteristics of Respondents	Person	Proportion
Man	29	29%
Woman	71	71%
Sum	100	100%
20 – 25 Years	76	76%
26 – 30 Years	16	16%
31 – 35 years old	8	8%
Sum	100	100%
SD	1	1%
High School/Vocational School	65	65%
D3/D4/S1/S2 Education	34	34%
Sum	100	100%

Data Feasibility Test

Results of Convergent Validity Test X1, X2 and Y

Table 2. Convergent Validity Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
M1 <-M	0,820	0,807	0,086	9,503	0,000
M2 <-M	0,909	0,906	0,025	36,321	0,000
M3 <-M	0,843	0,845	0,036	23,193	0,000
M4 <-M	0,852	0,845	0,051	16,584	0,000
M5 <-M	0,904	0,903	0,026	34,618	0,000
X1 <-X	0,804	0,798	0,051	15,686	0,000
X2 <-X	0,816	0,808	0,059	13,742	0,000
X3 <-X	0,831	0,826	0,048	17,236	0,000
X4 <-X	0,797	0,797	0,050	15,853	0,000
X5 <-X	0,814	0,799	0,070	11,578	0,000
Y1 <- Y	0,836	0,835	0,054	15,351	0,000
Y2 <- Y	0,880	0,880	0,026	33,813	0,000
Y3 <- Y	0,852	0,845	0,050	17,184	0,000
Y4 <-Y	0,871	0,871	0,031	28,154	0,000
Y5 <-Y	0,859	0,861	0,029	29,179	0,000
Z1 <-Z	0,774	0,777	0,045	17,052	0,000
Z2 <-Z	0,844	0,840	0,042	20,318	0,000
Z3 <-Z	0,903	0,899	0,024	37,628	0,000

Based on the table of validity test results, it can be seen that the overall result of the loading factor value > 0.60 . Where, variable X is Brand Awareness, towards Y is Purchase Decision. The results of the test show that the overall value of the loading factor has a valid role.

Reliability Test

Table 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	N of items
BA (X)	0,872	0,907	5
KP (Y)	0,912	0,934	5
KLP (Z)	0,917	0,938	5
PP (M)	0,892	0,921	5

Based on Table 3, the results of the Reliability Test show that variable X has a Cronbach's Alpha value of 0.872 and a Composite Reliability value of 0.907, so it can be said that the questions used in variable X are very reliable. The Z variable has a Cronbach's Alpha value of 0.917 and a Composite Reliability value of 0.938 so it can be said that the questions used in the X variable are very reliable. The M variable has a Cronbach's Alpha value of 0.892 and a Composite Reliability value of 0.921.

While the Y variable has a Cronbach's Alpha value of 0.912 and a Composite Reliability value of 0.934, so it can be said that the questions used in the Y variable are very reliable. The perceived Y variable obtained a Cronbach's Alpha value of 0.912 and a Composite Reliability value of 0.934, so it can be said that the questions used in the perceived Y variable are also very reliable.

Hypothesis Test Results

The introduction has been described previously that in this study there are 2 research hypotheses, the results of the data processing test have shown that the P-Values contained in this study are as follows:

Table 4. Path Coefficient and P-Values

	Original Sample (OT)	P Values
X -> Y	0,019	0,854
X -> Z	0,775	0,000
Z -> Y	0,837	0,000
X -> M -> Y	0,855	0,000

Based on the results of data processing, hypothesis testing on the influence of Brand Awareness (X1) on Purchase Decision (Y) shows a path coefficient value of 0.019 with a p-value of 0.854, indicating a significant negative influence, leading to the rejection of the first hypothesis. This aligns with previous research by Sri Rahayusih Wilujeng & Muhammad Edwar, which found no partial effect of Brand Awareness on purchase decisions for Oriflame brand cosmetic products. Conversely, the influence of Brand Awareness (X) on Product Quality (Z) demonstrates a significant positive relationship with a path coefficient value of 0.775 and a p-value of 0.000, supporting the hypothesis. Additionally, the impact of Product

Quality (Z) on Purchase Decision (Y) is significantly positive, with a path coefficient value of 0.837 and a p-value of 0.000, confirming the hypothesis. Finally, the combined influence of Brand Awareness (X) and the Role of Experience (M) on Purchase Decision (Y) also shows a significant positive effect, with a path coefficient value of 0.855 and a p-value of 0.000, thereby accepting the hypothesis.

Conclusion

Based on the results of data testing, data processing and analysis that has been carried out previously using SMART PLS with a total of 100 respondents in Bekasi Regency, the following can be concluded: 1) Hypothesis testing on the influence of variable X (Brand Awareness) on Y (Purchase Decision) shows the acquisition of a path coefficient value of 0.019 with a p-value of 0.854. The acquisition of the coefficient value shows that there is a significant negative influence of X on Y. Based on this, it can be stated that the first hypothesis is rejected. 2) Hypothesis testing of the influence of the variable X (Brand Awareness) on Z (Product Quality) shows the acquisition of a path coefficient value of 0.775 with a p-value of 0.000. The acquisition of the coefficient value shows that there is a significant positive influence of X on Z. Based on this, it can be stated that the first hypothesis is accepted. 3) Hypothesis testing of the influence of the variable Z (Product Quality) on Y (Purchase Decision) shows the acquisition of a path coefficient value of 0.837 with a p-value of 0.000. The acquisition of the coefficient value shows that there is a significant positive influence of Z on Y. Based on this, it can be stated that the first hypothesis is accepted. 4) Hypothesis testing of the influence of the variables X (Brand Awareness) & M (Role of Experience) on Y (Purchase Decision) shows the acquisition of a path coefficient value of 0.855 with a p-value of 0.000. The acquisition of the coefficient value indicates a significant positive influence of X&M on Y. Based on this, it can be stated that the first hypothesis is accepted.

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