THE IMPACT OF BRAND AWARENESS AND BRAND PERCEIVED QUALITY TOWARDS PURCHASE DECISION

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Abstract

Apple Company is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells personal computers, computer software and consumer electronics, such as iMac, iPhone and iPad with the brand name "Apple". In this research, the problem observed is Apple Company failed to get a good portion of market share in Indonesia despite their success worldwide. And the customers in Indonesia tend to feel that the Apple Company charged the price too high for their products. As the result, it influences the purchase decision of customers which tend to switch their choice to another brand. In conducting the research, the writer uses interview, observation and questionnaire in analyzing data. In getting data, the writer distributed the questionnaire to 33 respondents at IB IT&B Campus Medan that are using iPhone by using purposive sampling method. The questions in the questionnaire consists of 12 questions that include brand awareness, brand perceived quality and purchase decision variables.The result of the calculation and its analysis show that brand awareness and brand perceived quality has impact toward the purchase decision as the $t_{count}(t_0) > t_{table}$. The use of F-test shows that $F_{count}(F_0) > F_{table}$ (17.354 > 3.316), it can be concluded that H_0 is rejected; which means brand awareness and brand perceived quality have simultaneous impact toward purchase decision of iPhone at IB IT&B Campus Medan. After conducting the research, the result from the interview and questionnaires distributed to the respondents show that iPhone has average brand awareness and brand perceived quality and it still needs to be improved. The writer suggests that the Apple Company to conduct more sales promotions and try to differentiate by using innovations in order to create strong brand awareness and brand perceived quality so it can have a positive impact towards customers" purchase decision.
Keywords: Brand Awareness, Brand Perceived Quality, Purchase Decision

INTRODUCTION

Purchase decision making is the one of activity that people always make. People actually make decisions on many things. Today, we can see that the behavior of the consumers have been changing as a result of factors such as economic development, education, increase in income in the family and also increasing number of working women (Jalilvand et al., 2011). With all those changes will make the role of purchase decision making also change. The consumer will consider in many factors before making purchase decision.

According to Macdonald and Sharp (2003, p.173), brand awareness is always a vital factor to manipulate the buying decision and purchase intentions. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter & Percy 2005, p.343).

Companies‟ efforts to build brand awareness help consumers to become familiar with their product. Overtime, by repeatedly exposing their brand to the consumer, and by delighting them with a remarkable experience, they will be able to earn consumers‟ trust and loyalty. And that translates into more sales and numerous of benefits towards their business.

Zeithaml (2001, p.151) emphasizes that perceived quality is not the actual quality of the product but the consumer‟s subjective evaluation of the product. It is competitive necessity and many companies today have turned customer-driven quality into a potent strategic weapon.

High brand awareness and perceived quality of one product can simultaneously influence the retailers or resellers in making their purchase decision (Jalilvand et al., 2011; Grewal 1998). Apparent value can assist buyers for skewed verdict on the whole product set that make a product hold a most significant partially and also it‟s turn into a sharp product in patrons mind as well as also increase the interest of retailer to give best place to the specific product in market place (Jalilvand et al., 2011; Aaker 1991).

Mostly the user on IT&B Campus has a decent loyalty towards their brand, they tend to change their phone every 2 years, mainly because they found the new phone offers better features and designs. When it comes to choosing brands, almost all of them agreed that brand is an important attribute in making their purchase decision. Almost half of them agreed that they will not buy a brand that is new to the market and will prefer to stick to the brands that they are familiar with. They believe that quality is the most important attribute in making the purchase decision and when it comes to the durability, they seems to not really care. Half of them agreed that Apple is the most appealing brand to them while Sony Ericsson failed to get their attention and thus became the least favorite brand. Sixty percent of them want to change to Apple brand if they have the chance, while the rest want to try the Samsung brand. This phenomenon shows that Apple seems to have a good impression on IT&B students; this is proved when they are asked of the brand perception. They tend to relate the brand with a good quality, good prestige and the wide product line that Apple offers.

LITERATURE REVIEW
Marketing Mix

Marketing Mix is one of the most fundamental concepts in marketing management. For attracting consumers and for sales promotion, every manufacturer has to concentrate on four basic elements/components. These are: Product, Pricing, Distributive Channels (Place) and Sales Promotion Techniques. A fair combination of these marketing elements is called Marketing Mix. It is the blending of four inputs (4 Ps) which form the core of marketing system. According to W. J. Stanton in Londre (2012, p. 131), "Marketing mix is the term used to describe the combination of the four inputs which constitute the core of a company's marketing system: the product, the price structure, the promotional activities, and the distribution system". This marketing mix is marketing manager's tool for achieving marketing objectives/targets. He has to use the four elements of marketing mix in a rational manner to achieve his marketing objectives in terms of volume of sales and consumer support.

Product

Product is the heart in the market offering. Marketing starts by planning an offering that brings value to the target consumers which can satisfies their needs. This offering becomes the basis which the company will use to build a positive relationship with customers. Therefore, a nicely accepted product is one of the main reasons behind the success of a company. According to Kotler et al. (2005, p.220), "Product is anything that can be offered to a

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market for attention, acquisition, use or consumption that might satisfy a want one need". Ma"arif in Londre (2012, p.114) stated "A product is a good that satisfies the needs of the consumer and is serving the objective of the existence of an organization. For a business corporation, a product has to have value to be financially profitable".

Branding

The American Marketing Association (2006) defines a brand as "A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors".Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. Branding is a key function in marketing that means much more than just giving a product a name. Branding identifies the source or maker of a product and allow consumers (either individuals or organizations) to assign responsibility to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded. Branding can be applied virtually anywhere a consumer has a choice. It is possible to brand a physical good, a service, a store, a person, a place, an organization, or even an idea.

Buying Decision Process

Kotler & Keller (2006, p.181), "The consumer passes through five stages buying process: problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase decision".

Purchase Decision

In evaluation stage, the consumer ranks brands and forms purchase intentions. Generally at this stage, consumers will make decisions from available alternatives. According to Solomon (2004, p.114) there are several indicators to determine the customer purchasing decision which are as follow:
1) Motivation

Solomon (2004, p.114) said that, "Motivation refers to the process that lead people to behave as they do. It occurs when a need is aroused that the customer wishes to satisfy".

Rochanawutanon in Chabdima (2005, p.13) also state that, "Motivation is an expression of consumer behavior."

There are many needs. Some are biological arising from states of tension such as hunger, thirst, or discomfort. Other is psychological arising from need for recognition, esteem, or belonging. A need has become a motive when it is aroused to significant level of intensity. A motive is a need that is sufficiently pressed to direct the person to seek the satisfaction. In satisfying the needs, price is one of the factors that attract customer"s attention. Customer will see the list of price and the most competitive price will motivate the customer to purchase the product. Many marketers try to attract customers" attention by giving a great sale for certain products. By charging with a lower price, it can drive customers to purchase more than they need.

2) Perception

Kotler & Armstrong (2005, p. 153), "Perception is the processes by which people select, organized, and interpret information in form of a meaningful picture of the world". How a person will act is influenced by his or her perception of the situation. Perception is determined whether buyer is satisfied or unsatisfied toward the product. In general, satisfaction is a person"s feelings of pleasure or disappointment resulting from comparing products" perceived performance (or outcome) in relation to his or her expectation. If the buyers perceive that the price of one product is too high toward the performance that it can give, they will feel unsatisfied. If the buyers perceive the price is too cheap toward the high performance that it can give, they will feel satisfied toward the product. When a person is satisfied toward the product, there is a

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probability that person put a purchase decision on the product. If the customer is not satisfied with the product, he will switch his purchasing decision to another brand.

3) Beliefs and Attitudes

According to Lindsay in Nazia et al., (2011, p.147), "Perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world".

Through doing and learning, people acquire beliefs and attitudes and attitudes. These, in turn, influence their buying behavior. A belief is a descriptive though that a person hold about something. Beliefs may base on real knowledge, opinion or faith, and may or may not carry an emotional change. Marketers are interested in the beliefs that a person formulates about specific product or service, because beliefs make up the product and brand image that affect the purchasing decision. If someone belief wrong and prevent purchase, the marketer will launch a campaign to correct them. If the buyer has already believed on one brand, there is a possibility that he will be loyal to the product. Hoyer et al., (2004, p.337) defined, "Attitude is a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual"s response to all objects and situations".

Attitude describes a person"s relatively consistent evaluation, feeling and tendency toward object or idea. Attitudes put people into frame of mind of liking and disliking things, moving forward or away from them. When a person looks at high quality product and the price being charged is cheap, he or she will like the product. If a person thinks that the price being charged is very high with medium quality product, he or she will dislike the product .

RESEARCH METHODOLOGY
Research Design
 1) Descriptive Method

According to Cooper and Schindler (2006, p.194), "Descriptive study discovers answers to the questions who, what, when, where or how much". This method is an analysis with the aim to determine, collect and classify the obtained data so that the writer can describe the results on the research. The purpose of using this method is to test the hyposkripsi or to answer the question that is relevant with the current status or subject that is being examined.

2) Causal Relation Method

Cooper and Schindler (2006, p.194) also stated, "Causal study attempts to reveal causal relationship between variables". This method is designed to gather evidence about the influence or relationships between two variables that exist on the research or study. The main sources of data for correlation research are interrogating respondents through questionnaires.

Data Analysis Methods

To analyze the data, the writer use descriptive analysis. Descriptive analysis is used to collect, arrange, classify, and analyze the obtained data and the give the description about the development of the foundation.

1. Normality Test

What is meant by sample normality test or test whether the sample of the data is normal or not, is actually by conducted tests on normally or not the distribution of the data to be analyzed. If researchers have two different values of the variables therefore normality test should also be done for both variables. Normality test aims to test whether the regression model, confounding or residual variable has a normal distribution. A good regression model is to have data distributionnormal or near normal.

2. Correlation coefficient method

The formula of simple coefficient analysis according to Pearson"sproduct-moment is as the following:

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$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x^2)(n\sum y^2 - (\sum y)^2)}}$$

To know the correlation between independent variable and dependent variable, the writer will use coefficient of correlation analysis to test whether the hyposkripsi can be accepted or rejected. Since the independent variables are more than one, the writer will use multiple coefficient of correlation analysis.

3. Determination test

The writer use determination test to determine the correlation index or how strong the influence of variable x toward variable y is. The result of correlation coefficient will determine the value of determination in percentage. The formula is as below:

$$D = r^2 * 100\%$$

4. The Regression Analysis Method

Regression analysis is a statistical technique that analyzes the linear relationships between two variables by estimating coefficients for and equation for a straight line. One variable is designated as a dependent variable and the other is called an independent or predictor variable.

$$a = \frac{Zy\,(Zx^2) - ZxZy}{nZx - (Zx)^2}$$

$$b = \frac{n\sum xy - \sum x\sum y}{n\sum x^2 - (\sum x)^2}$$

$$Y = a + bx$$

5. t-Test

The formula is:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$Df = n - 2$$

Where:
r = coefficient of correlation
r^2 = coefficient of determination
n = number of sample
Df = degree of freedom

6. F-Test

F-test is used to know whether the independent variables couldsimultaneously influence the dependent variables.

RESULT AND ANALYSIS
Descriptive Analysis

In measuring descriptive analyses, the writer will use the help of SPSS 16 software to calculate mean, median and mode for the tabulation data on variable Brand Awareness (X1), Brand Perceived Quality (X2) and Purchase Decision (Y). Mean is the average or the middle value of a set of data that is often usedas the measure of central location. Median is described as the number separating the higher half of sample from the lower half. In other words, it is the value of middle number of set of data which has been arranged according to size. Mode is the value that occurs with the highest frequency.

Result on Descriptive Statistics for
Brand Awareness (X1)

Statistics

		Q1	Q2	Q3
N	Valid	33	33	33
	Missing	0	0	0
Mean		3.3030	3.2727	3.3939
Median		3.0000	4.0000	3.0000
Mode		3.00	4.00	3.00
Sum		109.00	108.00	112.00

Source: *Processed Result on Questionnaire*

Table 4.14

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Result on Descriptive Statistics for
Brand Perceived Quality (X2)

Statistics

		Q4	Q5	Q6
N	Valid	33	33	33
	Missing	0	0	0
Mean		3.3939	3.3333	3.0606
Median		4.0000	3.0000	3.0000
Mode		4.00	4.00	4.00
Sum		112.00	110.00	101.00

Source: *Processed Result on Questionnaire*

Result on Descriptive Statistics for
Purchase Decision (Y)

Statistics

	Q7	Q8	Q9	Q10	Q11	Q12
N Valid	33	33	33	33	33	33
Missing	0	0	0	0	0	0
Mean	3.2121	3.4242	3.4545	3.2727	3.6667	3.5152
Median	3.0000	4.0000	4.0000	3.0000	4.0000	3.0000
Mode	4.00	4.00	3.00	4.00	4.00	3.00
Sum	106.00	113.00	114.00	108.00	121.00	116.00

Source: *Processed Result on Questionnaire*

Normality Test

One-Sample Kolmogorov-Smirnov Test

		TOTALX1	TOTALX2	TOTALY
N		33	33	33
Normal Parameters	Mean	9.9697	9.7879	20.5455
	Std. Deviation	3.02577	3.11004	4.48672
Most Extreme Differences	Absolute	.140	.136	.142
	Positive	.087	.090	.119
	Negative	-.140	-.136	-.142
Kolmogorov-Smirnov Z		.806	.784	.817
Asymp. Sig. (2-tailed)		.534	.570	.516

Multiple Regression

Multiple regression analysis is an analysis to know the linear relationship between two or more independent variables with dependent variable.

Result on Multiple Regression

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.545	.333		4.636	.000
	MEANX1	.406	.140	.547	2.895	.007
	MEANX2	.163	.136	.226	1.195	.241

Source: *Processed Result on Questionnaire*

From the above table, the writer formulates the simple regression analysis as the following:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 1.545 + 0.406X_1 + 0.163X_2$$

Based on the multiple regression equation, it could be elaborated as the following:

1. The value of constant equals to 1.545, which means that if the value of Brand Awareness (X1) and Brand Perceived Quality (X2) is 0, then the value of Purchase Decision (Y) is 1.545.

2. The regression coefficient for Brand Awareness (X1) equals to 0.406, which means that if Brand Awareness increases for 1 unit, then Purchase Decision (Y) will increase for 0.406.

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3. The regression coefficient for Brand Perceived Quality (X2) equals to 0.163, which means that if Brand Awareness increases for 1 unit, then Purchase Decision (Y) will increase for 0.163

Coefficient of Correlation

The coefficient of correlation test is used to know the correlation between independent variables and dependent variable in order to test whether the hyposkripsi can be accepted or rejected.

a. Coefficient of Correlation on Brand Awareness towards Purchase Decision
Result on Coefficient (Brand Awareness)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717ª	.514	.499	.52949

a. Predictors: (Constant), MEANX1
b. Dependent Variable: MEANY
Source: *Processed Result on Questionnaire*

The writer has obtained conclusion that Brand Awareness (X1) has relationship with Purchase Decision (Y) since the value of r based on Pearson Correlation has a positive value. In Table 4.26, the coefficient correlation (rxy) value is 0.717, which according to the coefficient of correlation value (refer to Chapter III) is in the interval of 0.60-0.799 (Strong Relationship).

b. Coefficient of Correlation on Brand Perceived Quality towards Purchase Decision
Result on Coefficient (Brand Perceived Quality)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638ª	.407	.388	.58513

a. Predictors: (Constant), MEANX2
b. Dependent Variable: MEANY
Source: *Processed Result on Questionnaire*

The writer has obtained conclusion that Brand Perceived Quality (X2) has relationship with Purchase Decision (Y) since the value of r based on Pearson Correlation has a positive value. In Table 4.27, the coefficient correlation (rxy) value is 0.638, which according to the coefficient of correlation value (refer to Chapter III) is in the interval of 0.60-0.799 (Strong Relationship).

c. Multiple Coefficient of Correlation
Result on Multiple Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732ª	.536	.505	.52587

a. Dependent Variable: MEANY
Source: *Processed Result on Questionnaire*

The writer has obtained conclusion that Brand Awareness (X1) and Brand Perceived Quality (X2) have simultaneous relationship with Purchase Decision (Y) since the value of r based on Pearson Correlation has a positive value. In Table 4.28, the coefficient correlation (rxy) value is 0.732, which according to the coefficient of correlation value is in the interval of 0.60-0.799 (Strong Relationship).

Coefficient of Determination

Coefficient of determination is used to measure how large the independent variables can increase the dependent variable in term of

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percentage.

a. The value of coefficient of determination is 0.514. It means that Purchase Decision (Y) is influenced by Brand Awareness (X1) as much as 51.40%, while the other 48.60% is influenced by other factors which are not included in the research.From the regression result, the writer gets the value of Standard Error of the Estimate is 0.52949, which means that the error value of regression model in predicting the value of dependent variable is equal to 0.52949.

b. The value of coefficient of determination is 0.407. It means that Purchase Decision (Y) is influenced by Brand Perceived Quality (X2) as much as 40.70%, while the other 59.30% is influenced by other factors which are not included in the research.From the regression result, the writer gets the value of Standard Error of the Estimate is 0.58513, which means that the error value of regression model in predicting the value of dependent variable is equal to 0.58513.

c. The value of coefficient of determination is 0.536. It means that Purchase Decision (Y) is influenced by Brand Awareness (X1) and Brand Perceived Quality (X2) as much as 53.60%, while the other 46.40% is influenced by other factors which are not included in the research. From the regression result, the writer gets the value of Standard Error of the Estimate is 0.52587, which means that the error value of regression model in predicting the value of dependent variable is equal to 0.52587.

They are summarized as below:

1. In the test of descriptive statistics, the mean for Independent Variable (X1) is 9.9697 and (X2) is 9.7879 while for Dependent Variable (Y) is 20.5455. This indicates that the mean from data for Independent Variables (X1 and X2) fall under the category of "Average" and for Dependent Variable (Y) falls under the category of "Agree".

1. The test of data validity has shown that all questions from questionnaires have high validity level and the results are exceeding 0.30. This indicates that each question from independent variables and dependent variable are considered as *valid*.

2. In the test of data reliability by using Cronbach"s alpha formula, the writer has found out that the results are exceeding 0.60. This reflects that the collected data are consistent and accepted in this research.

3. The test of data normality has shown that all questions from questionnaires are normal and the results are exceeding 0.05. This indicates that each question from independent variables and dependent variable are considered as normal.

4. In the test of correlation, the writer has found out the coefficient of correlation for Brand Awareness is 0.717 and Brand Perceived Quality is 0.638. It means that there is *Strong Relationship* between each independent variable and dependent variable, whereby the increment of independent variables will have an average influence on the increment of dependent variable (and vice versa). While for multiple coefficient ofcorrelation, the value of coefficient is 0.732. It means that there is *Strong Relationship* between independent variables and dependent variable.

5. In the coefficient of determination analysis, Brand Awareness has influence towards Purchase Decision by 51.40%; Brand Perceived Quality has influence towards Purchase Decision by 40.70%. The remaining percentage of each variable indicates that other factors also have influence towards sales, e. g. product, price, distribution, promotion, government"s rule and regulation, economic condition, buying power, etc. Adjusted R Square of 0.536 shows that Purchase Decision is influenced by the independent variables for 53.60%, whereas

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the other 46.40% is influenced by other factors.

6. The analysis of regression has proven that there is positive relationship between independent variables and dependent variable. In simple regression of Brand Awareness, Y = 1.657 + 0.532X1, it means every increment of Brand Awareness by 1 unit can increase Purchase Decision by 0.532. In simple regression of Brand Perceived Quality, Y = 1.923 + 0.460X2, it means every increment of Brand Perceived Quality by 1 unit can increase Purchase Decision by 0.460. At multiple regression equation of Y = 1.545 + 0.406X1 + 0.163X2. The increasing of 1 (one) single unit of each independent variable can increase Purchase Decision by 0.406 (influence of Brand Awareness) and 0.163 (influence of Brand Perceived Quality).

7. In this research, the value of t_{table} is 2.040, while the value of t_{count} for Brand Awareness is 5.729 and Brand Perceived Quality is 4.611. Since $t_{count} > t_{table}$, thus H0 is rejected, which means that Brand Awareness and Brand Perceived Quality has impact towards Purchase Decision of iPhone at IT&B Campus Medan.

8. The use of the F-test formula for hyposkripsi testing shows that $F_{count} > F_{table}$ (17.354 > 3.316), it can be concluded that H0 is rejected, which means Brand Awareness and Brand Perceived Quality has simultaneous impact towards Purchase Decision of iPhone at IB IT&B Campus.

CONCLUSIONS

a. The result indicates that there is a strong positive relationship between brand awareness and purchase decision of iPhone at IB IT&B Campus Medan. This shows that brand awareness affects the purchase decision and their relation is positive, which means that when brand awareness increases, the purchase decision will also increase and vice versa.

b. The result indicates that there is a strong positive relationship between brand perceived quality and purchase decision of iPhone at IB IT&B Campus Medan. This shows that brand perceived quality affects the purchase decision and their relation is positive, which means that when brand perceived quality increases, the purchase decision will also increase and vice versa.

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HALAMAN INI SENGAJA DIKOSONGKAN