

## The Influence of Brand Awareness on Repurchase Intention with Perceived Quality as Mediation Variable

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**ABSTRACT:** This study aimed to explain the influence of brand awareness on repurchase intention with perceived quality as a mediation variable, a study on consumer of Nivea brand cosmetics in Denpasar City. The population used was consumers of Nivea brand cosmetics in Denpasar. The sample was determined by a non probability sampling method of 120 respondents. The data was obtained from the questionnaires and analyzed using path analysis techniques and Sobel tests. The results showed that brand awareness and perceived quality partially influenced positive and significant repurchase intention, and there is a mediation role of perceived quality that strengthens brand awareness relationships. The results of respondents' answers also showed overall that consumers who have used Nivea brand cosmetic products had the repurchase intention to use the product because the perceived quality felt when consumers used Nivea brand cosmetic products, as well as consumers' knowledge of brand awareness of Nivea brand cosmetic products were very high.

**Keywords** - brand awareness, perceived quality, repurchase intention

### I. INTRODUCTION

The desire to take care of the appearance to look more attractive is a dream for everyone, especially today's teenagers both women and men, where to take care and perfect themselves to look gorgeous and charming, namely by using various types of cosmetic products available in the market. According to the Regulation of BPOM RI No. 19, 2015 the definition of cosmetics is an ingredient that is intended to be used on outside the human body such as (skin, hair, nails, lips, and external genital organs), or teeth and mucous membranes of the mouth, especially to clean, scent, change appearance or protect the body in a good condition. Based on data from TBI (Top Brand Index) during the last year (2019-early 2020), some Nivea cosmetic products are always in the top five of TBI namely Sun care in the first place 32.3% TBI, Hand & Body Lotion fourth place 5.4% TBI and whitening cream fifth place 4.3 % TBI.

With the increasing public need for the use of cosmetics, thus causing competition between companies in marketing their products is getting tighter, making companies engaged in the manufacturing industry, especially in the cosmetic industry must be ready in the face of the competition between companies. In response to this, the company needs to build a strong brand awareness towards a product so that it is always in the consumer's mind when buying a product in the market, so that consumers will repurchase. It is very important for companies to maintain consumer repurchase intentions for a product, when consumers continue to buy and use the product so that the company has regular consumers for the product. Repurchase intention is a type of decision making regarding the reasons why customers tend to repurchase certain brands. Therefore there are several internal factors, such as: consumer needs and preferences, attitudes, perceptions and various other external factors.

In addition, when consumers want to buy a product, the brand name that they will first think of at the same time reflects that a product has a higher brand awareness where consumer awareness of a brand can have a long term and cumulative impact. When a company has consumers who are aware of the product's brand and even make repeat purchases, it is a valuable asset for a company. Companies need to approach consumers in an effort to form brand awareness in consumers' mind, in order to easily recognize the brand of a product among other brands. Memorable products and the use of symbols on brands are able to create brand awareness. High brand awareness of a product can be the first step when consumers have a decision or purchase intention towards the product (Upadana 2020). Products with high brand awareness will lead to better of perceived quality and higher market share.

The results of Sanjaya research (2013) which examines the influence of brand awareness and brand association on brand loyalty through perceived quality, indicates that the more positive brand awareness the

greater the influence on perceived quality, where the results of research by Sanjaya (2013) also stated that brand awareness has a positive influence directly on perceived quality. So it can be said by increasing brand awareness it will also increase the perceived quality of a brand. Before intending to buy a product usually consumers have had some perception about the quality of the product. However, there are different research results in previous research conducted by Bakti (2015) showing that the variables of brand awareness and perceived quality have no significant influence on repurchase intention in Veneta brand printer ink products. Praditha (2015) stated that mediation test shows that both mediation variables brand loyalty and perceived quality do not interfere with the relationship between brand awareness and repurchase intention.

Based on the results of previous research shows inconsistent results in the relationship of brand awareness to repurchase intention, this is thought to be because there is one variable that plays an important role in determining purchasing intentions, namely perceived quality. Based on the background of the problem and the existence of research gap that has been explained, the purposes of this research were the influence of brand awareness on repurchase intention, the influence of brand awareness on perceived quality, the influence of perceived quality on repurchase intention and the role of perceived quality mediate the influence of brand awareness on repurchase intention on Nivea brand cosmetics in Denpasar City.

## II. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Repurchase intention refers to the probability or opportunity to use the previous service provider again in the future. Upamannyu, et al (2015). Beside that, the repurchase intention is an element of behavior, where there is an ongoing desire and interest to buy a product or brand (Pather 2016). Where brand awareness is the ability of a customer to recognize a brand in a variety of conditions that reflect customer awareness of the brand (Ekhveh and Darvishi, 2015) Brand awareness is the ability of consumers to recognize the brand in different situations (Wedayanti 2020). Salman (2015) explains that perceived quality is a consumer psychological assessment of the product quality based on the customer perception. Sivaram et al (2019) perceived quality is a customer's perception of the quality or excellence of the product or service as a whole.

Research from Eliasari and Sukaatmadja (2017) stated that brand awareness has a positive and significant influence on purchasing kaori brand drinking water, while Winatapradja (2013), stated the results of his research that brand awareness has a positive and significant influence on the decision to repurchase donut products J.co Donuts & Coffee in Manado Town Square. Research from Sari and Santika (2017) also stated that brand awareness has a positive and significant influence on the repurchase intention of ASUS brand smartphone products in Denpasar. Research from Surianto et al (2020), Atyas et al (2020) and Razak (2019) also stated that brand awareness has a positive and significant influence on repurchase intentions. Based on empirical results in previous research, the hypotheses proposed is: H<sub>1</sub>: Brand awareness has a positive and significant influence on repurchase intention

According to the results of Sanjaya's research (2013) which examines the influence of brand awareness and brand association on brand loyalty through perceived quality, indicating that the more positive brand awareness the greater the influence on perceived quality, this supports the results of research by Eliasari&Sukaatmadja (2017) which states that brand awareness has a positive influence directly on perceived quality. The results of research from Sivaram et al (2019), Toto et al (2019) and Perera and Dissanayake (2013) also stated that brand awareness has a positive and significant influence on perceived quality. Based on empirical results in previous research, the hypothesis proposed is: H<sub>2</sub>: Brand awareness has a positive and significant influence on perceived quality.

Ariffin et al (2016) stated that the perception of quality has a positive and significant influence on repurchase intentions. While in the study of Noviyanti et al (2013) stated that perceived quality has a positive and significant influence on the interest in buying pantene shampoo in Bandar Lampung. Dody (2019) in his research also stated that the perceived quality affects the repurchase intention. Based on empirical results in previous studies, the hypotheses proposed is: H<sub>3</sub>: Perceived quality has a positive and significant influence on repurchase intention.

Research from Monareh and Wirawan (2012) on the level of consumer awareness of the TheBotolSosrobrand can directly affect the consumer's purchase intention on the drink, where the significant influence of brand awareness on purchase intention through perceived quality as a variable mediation or intervening. While in the research from Eliasari&Sukaatmadja (2017) stated that brand awareness has a positive and significant influence on purchasing intentions with perceived quality as a mediation variable on the purchase of Kaori brand drinking water, while Winatapradja (2013), stated the results of his research that brand awareness has a positive and significant influence on repurchase decisions. Based on empirical results in previous research, the hypothesis proposed is: H<sub>4</sub>: Perceived quality significantly mediates the influence of brand awareness on repurchase intention.

### III. METHODS

Associative research design was used because this study tried to explain the causality relationship between brand awareness, perceived quality, and repurchase intention variables. The research method used in this study was quantitative research method. The type of quantitative method used was the survey method, which was descriptive and associative causal relationships. The instrument used in this study was a questionnaire. Questionnaires to be distributed were tested to meet validity and reliability criteria. The location of the research was Denpasar City as the city center with the rapid growth of the community economic sector, very dense and quite high population.

The population in the study was consumers who have purchased cosmetic products Nivea brand in Denpasar city which was not known the exact number (Infinite). Data in this study was obtained from 120 respondents through the questionnaires. The following explanation covers the five criteria of respondents, namely, based on age, gender, last education, occupation and income. The selected non probability sampling technique was purposive sampling which was a sampling technique with certain criteria. The data analysis technique used in this study was path analysis technique. This analysis technique was used to test the amount of contribution shown by the path coefficient on each path casual diagram or causal relationship between exogenous to endogenous variables (Riduwan and Kuncoro, 2013:115). Sobel test was conducted to test the role of mediation provided by perceived quality variables, then the testing of the significance of mediation variables in the model could be examined from the results of indirect influence tests. From this test can be examined the level of intervention of the mediation variable whether full mediation or partial mediation (partial mediation) or not mediation.

### IV. RESULT AND DISCUSSION

#### Path Analysis

This analysis technique was used to test the amount of contribution shown by the path coefficient on each path casual diagram or causal relationship between exogenous to endogenous variables (Riduwan and Kuncoro, 2013:115). The basis of path coefficient calculation was regression collation analysis.

Table 1. Simple Linear Regression Test Result

Variable	B	Sig
Brand Awareness on Repurchase Intention	0,748	0,000
Brand Awareness on Perceived Quality	0,654	0,000
Perceived Quality on Repurchase Intention	0,665	0,000

Source : Primary data processed, 2021

Substructure 1 was

$$Y = \beta_1 X + e \dots \dots \dots (1)$$

$$Y = 0,748 X + e$$

Based on the test results above explained that brand awareness had a point value of 1 point then the value of repurchase intention increased by 0.748. The test results of the influence of brand awareness on repurchase intentions showed that a significant value was obtained by 0.000 which meant that the significant value of brand awareness had a smaller value than the significant level of 0.05 (  $0.00 < 0.05$  ) which meant  $H_1$  is accepted, brand awareness has a positive and significant influence on repurchase intention.

Substructure 2 was

$$M = \beta_2 X + e \dots \dots \dots (2)$$

$$M = 0,654 X + e$$

Based on the test results above explained that brand awareness had a point value of 1 point then the value of perceived quality increased by 0.654. The test results of the influence of brand awareness on perceived quality showed that a significant value was obtained by 0.000 which meant that the significant value of brand awareness had a value less than the significant level of 0.05 (  $0.00 < 0.05$  ) which meant  $H_2$  is accepted, brand awareness has a positive and significant influence on perceived quality.

Substructure 3 was

$$Y = \beta_3 M + e \dots \dots \dots (3)$$

$$Y = 0,665 M + e$$

Based on the test results above explained that the perceived quality had a point value of 1 point then the value of repurchase intention increased by 0.665. The test results of the influence of perceived quality on repurchase intention showed that a significant value was obtained by 0.000 where the significant value of brand awareness had a value less than a significant level of 0.05 ( $0.00 < 0.05$ ) which meant  $H_3$  is accepted, perceived quality has a positive and significant influence on repurchase intention.

From the table of regression results showed that the value of brand awareness regression coefficient to perceived quality of 0.654 with standard error 0.086, then for quality perception on repurchase intention got a coefficient value of 0.665 with standard error of 0.077, and brand awareness regression value of repurchase intention of 0.748 with standard error of 0.089. If described will be formed model as below:

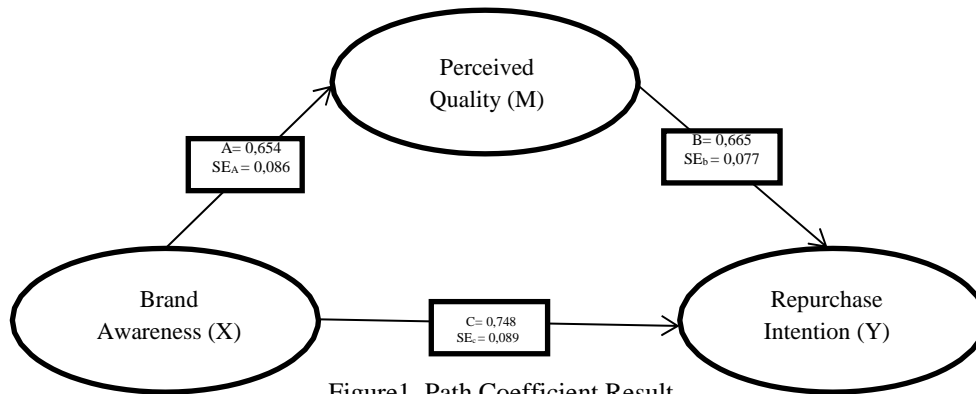


Figure1. Path Coefficient Result

The model above was a model formed from the results of the first and second regression so as to form a path analysis model with quality perception variables as mediators. The Z value of the sobel test could not be generated directly from the regression result but by manually calculating with the sobel test formula. The result of calculating the Z value of the sobel test was:

$$Z = \frac{0,654 \times 0,665}{\sqrt{(0,665^2 \times 0,086^2) + (0,654^2 \times 0,077^2) + (0,086 \times 0,665^2)}}$$

$$Z = 2,071$$

From the calculation of sobel test obtained Z value of 2,071, because the Z value obtained by 2,071 > 1.96 with a significance of 5%, so, proving that perceived quality was able to mediate the relationship of brand awareness influence on repurchase intentions, so that  $H_4$  is accepted, perceived quality significantly mediates the influence of brand awareness on repurchase intention.

Table 2. R<sup>2</sup> Test Result

Variable	R <sup>2</sup>
Brand Awareness on Perceived Quality	0,329
Brand Awareness and Perceived Quality on Repurchase Intentions	0,482

Source : Primary data processed, 2021

From the test results in table 2 showing the amount (R<sup>2</sup>) was 0.329, this meant that 32.9% of the variation in quality perception moderation variables could be explained by variations of brand awareness variables. While the rest ( $1 - 0.329 = 0.671$  or 67.1%) was explained by other reasons outside the research model, and the magnitude (R<sup>2</sup> Y) was 0.482, this meant that variable variations binding to repurchase intention were explained by variations in brand awareness variables and perceived quality. While the rest ( $1 - 0.482 = 0.518$  or 51.8%) was explained by other reasons outside the research model, therefore the perceived quality was said to be a partial mediation variable.

**The Influence of Brand Awareness on Repurchase Intention :**

The results showed that there was a positive and significant influence of brand awareness on repurchase intention, which meant that if brand awareness increases then repurchase intention will also increase.

This was evidenced by the results of brand awareness regression of 0.748 and a significant value of 0.000 smaller than 0.05, the research hypothesis was accepted that brand awareness had a positive and significant influence on repurchase intention. This result was in line with the results of research from Eliasari and Sukaatmadja (2017) which stated that brand awareness has a positive and significant influence on purchasing intention on the purchase of Kaori brand drinking water, while Winatapradja (2013), also stated the results of his research that brand awareness has a positive and significant influence on the decision to repurchase J.co Donuts & Coffee products in Manado Town Square, as well as research from Sari and Santika (2017) also stated that brand awareness has a positive and significant influence on the repurchase intention of ASUS brand smartphone products in Denpasar. Atyas et al (2020) and Razak (2019) also stated that brand awareness has a significant influence on repurchase intention.

#### **The Influence of Brand Awareness on Perceived Quality :**

The results showed that there was a positive and significant influence of brand awareness on the perceived quality, which meant that if brand awareness increases then the perceived quality would also increase. This was evidenced by the results of regression of brand awareness of 0.654 and a significant value of 0.000 smaller than 0.05, the research hypothesis was accepted that brand awareness had a positive and significant influence on the perceived quality. This result was in line with research from the results of Sanjaya research (2013) which examines the influence of brand awareness and brand association on brand loyalty through perceived quality, indicating that the more positive brand awareness the greater the influence on perceived quality, it also supported the results of research by Eliasari&Sukaatmadja (2017) which stated that brand awareness has a positive influence directly on perceived quality. So it can be said by increasing brand awareness it will also increase the perceived quality of a brand. The results of research from Sivaram et al (2019), Toto et al (2019) and Perera and Dissanayake (2013) also stated that brand awareness has a positive and significant effect on perceived quality.

#### **The Influence of Perceived Quality on Repurchase Intention :**

The results showed that there was a positive and significant influence of perceived quality on repurchase intention, which meant that if the perception of quality increases then the repurchase intention would also increase. This was evidenced by the results of quality perception regression of 0.665 and a significant value of 0.000 smaller than 0.05, the research hypothesis was accepted that quality perception had a positive and significant influence on repurchase intention. This result was in line with research from Ariffin et al (2016) stated that the perception of quality has a positive and significant influence on repurchase intention. While in the Noviyanti et al's (2013) study stated that perception of quality has a positive and significant effect on the interest in buying pantene shampoo in Bandar Lampung. Dody (2019) in his research also stated that the perceived quality influences the repurchase intention.

#### **The Role of Perceived Quality Mediation on the influence of Brand Awareness on Repurchase Intention :**

The results showed that perceived quality was able to mediate the relationship of brand awareness influence on repurchase intention. This was evidenced by the results of the sobel test of 2,071 which was higher than the significant level of 1.96, the research hypothesis accepted. Perceived quality significantly mediated the influence of brand awareness on repurchase intentions. This result was in line with research by Monareh and Wirawan (2012) the level of consumer awareness of the TheBotolSosro brand can directly affect the consumer's purchase intention to the drink. significant influence of brand awareness on purchase intention through perceived quality as a mediation or intervening variable. The results of Eliasari&Sukaatmadja research (2017) also stated that brand awareness has a positive and significant influence on purchasing intentions with perceived quality as a mediation variable on the purchase of Kaori brand drinking water.

## **V. CONCLUSION**

The conclusion of the results of this study is that the variables of brand awareness and perceived quality have a positive and significant influence on the repurchase intention on Nivea brand cosmetic products in Denpasar City. In addition, perceived quality also plays a significant role as a mediator of the influence of brand awareness on repurchase intentions. The suggestion for the Nivea brand cosmetics company are to be able to maintain and improve the quality of cosmetics, because if consumers have once purchased will make the perceived quality of the products purchased, if it has good quality will be able to increase the intention of repurchasing the product. Consumers will also increase awareness of the brand with the perception of quality so that it will repurchase the product and will promote it to friends and family.



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