

## THE INFLUENCE OF BRAND LOYALTY, BRAND AWARENESS, BRAND IMAGE, AND PERCEIVED QUALITY ON BRAND EQUITY IN MS GLOW

*[Pengaruh Loyalitas Merek, Kesadaran Merek, Citra Merek, Dan Kualitas yang Dirasa Terhadap Ekuitas Merek Di Ms Glow]*

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### ABSTRACT

*The purpose of this research is to examine the way in which MS Glow is affected by factors including brand loyalty, brand awareness, brand image, and perceived quality. Online Google Forms were used to disperse Likert-scale surveys in order to gather data. Purposive sampling is used for the data collection. The sample size was 202, and statistical software packages SPSS 26 and SEM Lisrel 8.8 were used to evaluate the data. Participants were drawn from among Tangerang Regency residents who also used MS Glow. The findings of the tests indicated that brand equity was positively affected by the variables of brand loyalty, brand awareness, and perceived quality, but was unsupported by the variable of brand image.*

**Keywords:** *Brand Loyalty, Brand Awareness, Brand Image, Perceived Quality, and Brand Equity*

### ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji bagaimana MS Glow dipengaruhi oleh faktor-faktor termasuk loyalitas merek, kesadaran merek, citra merek, dan persepsi kualitas. Formulir Google Online digunakan untuk membubarkan survei skala Likert untuk mengumpulkan data. Purposive sampling digunakan untuk pengumpulan data. Ukuran sampel adalah 202, dan paket perangkat lunak statistik SPSS 26 dan SEM Lisrel 8.8 digunakan untuk mengevaluasi data. Peserta diambil dari kalangan warga Kabupaten Tangerang yang juga menggunakan MS Glow. Temuan pengujian menunjukkan bahwa ekuitas merek dipengaruhi secara positif oleh variabel loyalitas merek, kesadaran merek, dan persepsi kualitas, tetapi tidak didukung oleh variabel citra merek.

Kata Kunci: *Brand Loyalty, Brand Awareness, Brand Image, Perceived Quality, dan Brand Equity*

### INTRODUCTION

According to Amilia (2017), brand image is the overall perception and belief of consumers about a brand that is formed through information received and user experience of the brand. This user experience will create an image and a good brand image will foster trust in the brand. A strong brand image offers many advantages for companies. Brand loyalty is the consistency of consumers who buy the same brand products repeatedly due to brand trust (Utami *et al.*, 2020). Brand loyalty due to repeated purchases will extend the life of the brand. Increasingly fierce

competition forces entrepreneurs to find ways to maintain a foothold in the market. Entrepreneurs understand that consumers must be aware of the existence of their brand in order to always have a foothold in the market. The more consumers know and remember a brand the stronger the brand awareness the higher the brand equity and the stronger the brand is in the market (Keller, 2014). A strong brand image is related to consumer beliefs about the brand and attitudes towards the preferred format which increases the company's brand equity (Setiadi, 2005).

Previous studies of brands have been undertaken mostly outside of Asia, with mixed findings for Asian nations like

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Malaysia. (Chan *et al.*, 2013; Fleck *et al.*, 2008; Luijten & Reijnders, 2014; Tantisenepong *et al.*, 2012; Thwaites & Barnes, 2008). Multiple regression analyses of existing empirical research show that brand awareness has a significant impact on brand equity among young consumers who learn about items and brands via social media. (Sasmita & Suki, 2015). Through the use of social media and brand association, consumers may discover how a certain product or brand compares to others in terms of look and features. There is not much focus on brand ownership in Malaysia especially among young consumers. Jacob & Isaac (2008) Students or young consumers who are heavy users of social media are the biggest contributors to the increase in sales and say they are more open to different product brands. However research on brand equity has previously been conducted on the topic of skin care products for consumers in the regency area of Tangerang MS. Glow is not discussed further and besides the change in quality this research aims to determine the effect of brand image brand awareness brand loyalty and quality of MS Glow products on brand equity for consumers in Tangerang Regency region. It is further believed that it can inform the management of MS Glow to increase the brand value of the product. Statistical Package for Social Sciences (SPSS) 26 and SEM Lisrel programs were used in this study. A specific contribution of this study arises from the research on the impact of these factors on enhanced brand equity and their integration with additional information for a short research interval. Research into MS Glow's brand loyalty, brand awareness, perceived quality, and the impact of brand image on brand equity is planned in light of the aforementioned knowledge gaps.

#### ***Brand Loyalty***

Brand loyalty is the consumers commitment to making purchases with the same brand that will produce positive results for the company particularly improved financial performance and company

preservation. . The first assessment of brand loyalty is purchase loyalty in which consumers value it more than competitors when they make repeat purchases and the second is behavioral loyalty in which consumers show their commitment to buying a brand. (Suntoro & Silintowe, 2020). Brand loyalty is also shown to change when consumers are presented with price and other attributes. (Bernarto *et al.*, 2020).

#### ***Brand Awareness***

Brand awareness can be defined as the memory power of consumers in remembering or recognizing brands in different situations (Pasaribu & Silalahi, 2020). Brand awareness is also an asset to influence consumer perceptions, preferences, and behavior as this can influence consumers in determining which brand to choose, this will also affect brand loyalty.(Thamrin *et al.*, 2020).

#### ***Brand Image***

Brand image can be defined as the consumers memory of the assumptions that a brand reflects it can be expressed in the form of positive and negative assumptions when the assumptions are positive consumers have more confidence that The brand has good product quality and leads. for negative brand trust (Bernarto *et al.*, 2020).

#### ***Perceived Quality***

According to Kotler & Keller (2009), Perceived quality is the sum of the features and characteristics of a product determined by the products ability to satisfy desired consumer needs. Perceived quality includes everything related to brand perception.By understanding how customers perceive the qualities of brands companies can better understand how customers perceive their brands. You can check the tracks to confirm it. Almost every consumer perceives quality when making a choice. You can directly convey quality by proving or asserting that your product features are superior to your competitors (Durianto *et al.*, 2004).

### **Brand Equity**

According to View & Atmogo (2021), Brand equity refers to the worth of a company's or a customer's product or service as determined by the assets and liabilities connected with the brand name and symbol. Brand equity is the value that a product or service has over its competitors. The worth of a brand is measured by the amount of market share it commands and the opportunities it affords a firm, both of which are indicators of brand equity. (Kotler & Keller, 2009).

### **The effect of brand loyalty on brand equity**

*Brand loyalty* relates to the level of consumer engagement with a brand and develops into brand strength (Forudi *et al.*, 2018). Brand loyalty is a response to customer behavior and attitudes towards a brand from time to time. Loyalty is relatively beneficial for companies and customers because consumers who are loyal to a brand do not need to look for new service providers and will be loyal to the brand (Fernandes & Moreira, 2019). According to Sasmita & Suki (2015), brand loyalty is a repeat purchase activity in a certain period with positive emotions. This is following research conducted by Erviana *et al.* (2013) demonstrates that brand loyalty is positively associated with brand equity. With the following hypothesis in mind

H1: Brand loyalty has a positive effect on brand equity.

### **The Effect of Brand Awareness on Brand Equity**

Brand awareness is indispensable for emerging communication processes i.e., top-of-mind awareness (Macdonald & Sharp, 2003; Netemeyer *et al.*, 2004). The term "brand awareness" refers to a consumer's recollection or recognition of a brand as belonging to a certain category. How much of an impact brand awareness has on total brand value is proportional to how successfully that goal is met. Brand awareness's impact on brand equity is proportional to how well-

known the brand is. Consumers' perception of a brand, known as "brand awareness," may have a significant impact on the company's overall brand equity and is therefore a crucial concept to understand. Brand growth via increased recognition. The following is the study he did Erviana *et al.* (2013) shows that the brand awareness variable on brand equity is a positive and significant effect. Likewise, Sundjoto & Hadi (2012) shows that the brand awareness variable has a positive and significant effect on brand equity. Therefore, the hypothesis is made as follows:

H2: Brand awareness has a positive impact on brand equity.

### **The Effect of Brand Image on Brand Equity**

Consumers' perceptions of brands are tied to the symbolic significance of brands in their everyday lives. (Lau & Phau, 2007). Brand equity is an intangible asset that reveals the intrinsic value of a brand. Consumers will be willing to pay more for brands with higher brand equity because of the appeal or brand image the product has. A unique and popular brand image will strategically position the brand in the minds of consumers and increase brand equity. For a brand to have equity, people must associate it with pleasant experiences. Brand image is formed from various sources including brand experience and product category product attributes product information price positioning communication advertising consumer imagery and terms of use. (Andrology, 2014). Another study by a number of authors showed that favorable brand perception increases brand value. (Faircloth *et al.*, 2013; Rubio *et al.*, 2013; Vahie & Paswan, 2006). Therefore, propose the following hypothesis:

H3: Brand image has a positive influence on brand equity.

### **The Effect of Perceived Quality on Brand Equity**

Product quality perception is a process in which individuals evaluate interpret

organize describe and determine whether or not the product is satisfactory based on experience and knowledge. (Ketut & Darma, 2017). A product or service's perceived quality is the extent to which a given customer believes it excels in meeting the needs for which it was designed. (Brangsinga & Sukawati, 2019). The results of research conducted by Severi & Ling (2017) prove the impact of quality perception on brand value. The following theory is offered on the basis of the aforementioned investigation:

H4: Perceived quality has a positive effect on brand equity.

### RESEARCH MODELS

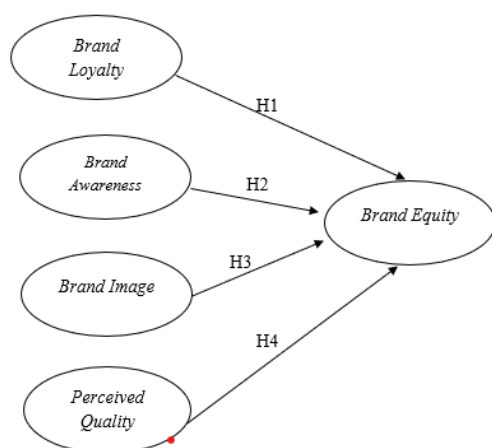


Figure 1. Research Model Framework  
Source: data processed by the author in 2022

### METHOD

The population is the entire object of study. So a population is a group of individuals who have a small percentage of similarity but appear to have the same trait. In a nutshell it means studying all interested parties. (Todar *et al.*, 2020). The population of this study is users of MS Glow in the Tangerang district their number is unknown and the sample of this study is users who use MS Glow products. Five times the number of questions is the bare minimum for a sufficient sample size. The study's questionnaire has 21 items, hence a sample size of 105 is needed. Purposive sampling was used in this research, with participants selected from the pool of

people who fulfilled the study's inclusion requirements. Through this study the researcher determines the sample that will be selected based on the respondent criteria set respectively: Previous users of MS Glow products who live in the Tangerang area. Second I buy MS Glow products at least 6 times a year.

Data collection in this study was conducted using a questionnaire and the scale used to complete the questionnaire was Likert scale. So we need measurement tools to measure validity and reliability. Validity tests are performed using the Kaiser Meyer Olkin (KMO) and Measure of Sampling Adequacy (MSA) scales Reliability tests are performed using Cronbachs alpha and I have created a survey that will be distributed using Google Forms. The researchers analyzed data from all participants using the Rissler Structural Equation Model (SEM). handle and examine information. Researchers examined SPSS 26 factor analysis results from Kaiser Meyer Olkin (KMO) and Measure of Sampling Adequacy (MSA) to determine its validity and reliability. In this case, factor analysis is valid if both the KMO and MSA values are more than 0.5. In addition, we used Cronbach's alpha as a dependability metric. When the Cronbach Alpha is around 1, reliability is high.(Hair *et al.*, 2017).

### RESULTS AND DISCUSSION

Testing the validity using SPSS factor analysis 26 . The results obtained by 202 respondents were declared valid if > 050 and invalid if < 050. The validity of the results obtained in this study was that the results of the validity test on the brand loyalty variable were declared valid with the four statement items. The results for all brand awareness variables were validated with five statement items. The results for all brand image variables are reported with the four elements of the validity statement. The quality perception variable produces the sum of the five statement items that are declared true. The results of the equity variable with

the three statement items are declared valid because the KMO and MSA values are greater than 050.

This test was carried out to determine the level of accuracy of statements or questions from the questionnaire and to find out whether there is consistency in each statement so that it can be used for further research. A questionnaire is said to be unreliable if it shows a Cronbachs alpha coefficient  $> 060$  and  $< 060$ . The results of the reliability test on the brand loyalty variable show a Cronbachs alpha value of 0902. The brand awareness variable shows a Cronbachs alpha value of 0900. The brand image variable shows a Cronbachs alpha value of 0846. The perceived quality variable shows a Cronbach alpha value of 0919 and the brand equity variable shows a Cronbach alpha value of 0905. Then I know

Overall, from the results of the validity test, all variables are declared valid with a loading factor value above 0.50. On construct reliability, the cut-off value is 0.60, which means that it is accepted if  $\geq 0.60$ . Tests of dependability show that BL (brand loyalty), BA (brand awareness), BI (brand image), and PQ (perceived quality) all have high construct reliability ratings of 0.90 or above. In addition, if the variance retrieved is less than or equal to 0.50, then it is considered acceptable. Brand loyalty (BL) extracted 0.69

of the variance, brand awareness (BA) extracted 0.61, brand image (BI) extracted 0.65, and perceived quality (PQ) extracted 0.66, according to the findings of the reliability test.

Next, there is a structural test which is seen from the  $R^2$  value in each equation, as follows: Brand Equity (BE) =  $0.3 \times$  Brand Loyalty (BL) +  $0.34 \times$  Brand Awareness (BA) -  $0.053 \times$  Brand Image (BI) +  $0.3 \times$  Perceived Quality (PQ), Error Var. = 0.2 8,  $R^2 = 0.72$ , which indicates that BE variables can influence BA, BI, and PQ by 72%, while the remaining 28% are influenced by other variables not included in this study. Furthermore, the model of suitability test or goodness of fit test in table 8 attachment 7 which has been carried out shows a good fit according to the results of the indicators on Chi-Square, ECVI, AIC, CAIC, and Fit Index. as well as on the value of Critical N, and Goodness of fit which shows marginal fit. Then, the research results are also presented in the form of a T-Value diagram in Figure 6.

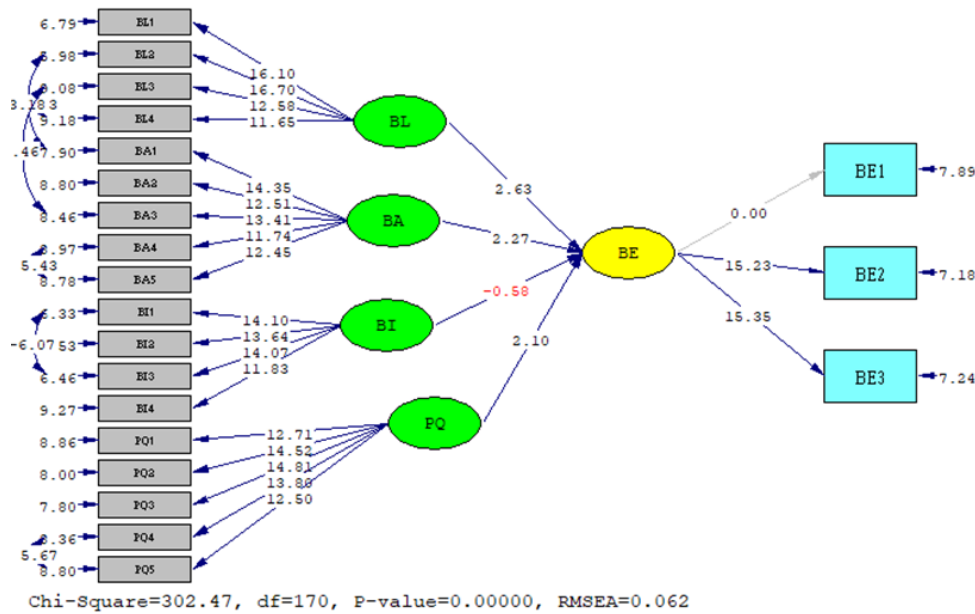


Figure 2. Path Diagram T-Value  
 Source. Processed data SEM Lisrel, 2022

Table 1. Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	T-Value	Information
H1	Brand loyalty (BL) has a positive effect on brand equity (BE)	2,63	The data support the hypothesis
H2	Brand awareness (BA) has a positive effect on brand equity (BE)	2,27	The data support the hypothesis
H3	Brand image (BI) has a positive effect on brand equity (BE)	0,58	The data do not support the hypothesis
H4	Perceived quality (PQ) has a positive effect on brand equity (BE)	2.10	The data support the hypothesis

Explains why one hypothesis does not get support from the data given above since its T-Value is less than 1.96. The third hypothesis, that brand image (BI) has an influence on brand equity (BE), is contradicted by the data. Then, three hypotheses exhibit significance (T-Value  $\geq$  1.96) and are accepted. As a result, the findings confirm the working theory.

## CONCLUSION

This study uses primary data as the data collected, namely in the form of questionnaires distributed through the Google form application which has been distributed to a total of 202 respondents who have met the respondent criteria, namely in the form of MS Glow users. The study analyzes the impact of brand loyalty brand awareness brand image and perceived quality on MS Glows brand equity. Based on the analysis

and discussion of hypothesis test results it is known that brand loyalty among female elderly customers in Tangerang province has a positive effect on brand awareness and perceived quality of MS Glow on brand equity. 17-30 years old. This is because many customers trust the MS Glow brand and many customers choose MS Glow products as alternatives and make repeat purchases. but

Administrative implications in this study provide input to MS Glow. First we pay attention to the brand awareness aspect i.e. the brand attributes that can be displayed through the product logo and the colors used. MS Glow aims to be a memorable brand in Tangerang Province. Once the MS GLOW brand is remembered it should easily dominate the brand in the minds of the customers and create the purchasing power to buy MS GLOW brand loyalty in Tangerang. Focus on the second aspect of your brand image. Limitations of this study: First the researchers use only one coverage area Tangerang Regency. Second this study limits research on the effects of brand loyalty brand awareness brand image and brand equity among consumers in Tangerang Regency. Therefore there are other variables that affect brand ownership that are not included in the scope of this study. Conclusions Based on Research Findings Future research is expected to include additional outcomes that influence brand ownership such as purchase intention and word of mouth which were not addressed in this study. So that the expected results are more accurate and better observing the changes in the values of the respondents which change from time to time.

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