

## **BAB V**

### **PENUTUP**

Pada bab ini, penulis mengambil kesimpulan hasil penelitian yang telah dilakukan. Kesimpulan, implikasi manajerial, keterbatasan penelitian, dan saran untuk penelitian selanjutnya yang diambil dari keseluruhan penelitian yang telah dilakukan.

#### **5.1 Kesimpulan**

Berdasarkan hasil penelitian yang telah dilakukan pada bab empat, maka dapat ditarik kesimpulan sebagai berikut:

1. Berdasarkan analisis profil responden, maka dapat disimpulkan bahwa:
  - a. Berdasarkan jenis kelamin, mayoritas responden dalam penelitian ini adalah laki-laki
  - b. Berdasarkan usia, mayoritas responden dalam penelitian ini berusia 17-21 tahun.
  - c. Berdasarkan besar uang saku/pendapatan mayoritas responden dalam penelitian ini adalah > Rp 3.000.000
2. Berdasarkan analisis regresi berganda, maka dapat disimpulkan bahwa:
  - a. Kesadaran merek berpengaruh signifikan terhadap niat beli ulang. (**H1 diterima**)
  - b. Asosiasi merek berpengaruh signifikan terhadap niat beli ulang. (**H2 diterima**)
  - c. Persepsi kualitas berpengaruh signifikan terhadap niat beli ulang. (**H3 diterima**)
  - d. Loyalitas merek tidak berpengaruh signifikan terhadap niat beli ulang. (**H4 ditolak**)

3. Berdasarkan *Independent sample t test*, maka dapat disimpulkan bahwa berdasarkan jenis kelamin, tidak terdapat perbedaan perspektif terhadap semua variabel yaitu kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, dan niat beli ulang.
4. Berdasarkan *One-Way ANOVA*, maka dapat disimpulkan bahwa berdasarkan usia, tidak terdapat perbedaan perspektif terhadap semua variabel yaitu kesadaran merek, asosiasi merek, persepsi kualitas, loyalitas merek, dan niat beli ulang.

## 5.2. Implikasi Manajerial

Penelitian ini membahas tentang faktor-faktor yang mempengaruhi niat beli ulang pada produk sneakers lokal di Indonesia. Di harapkan dari hasil penelitian ini dapat memberikan dampak informasi bagi perusahaan terutama sepatu Compass agar dapat lebih memahami faktor-faktor yang mempengaruhi niat beli ulang pada produk sneakers lokal di Indonesia.

Dalam penelitian ini kesadaran merek berpengaruh secara positif terhadap niat beli ulang. Maka dari itu penulis menyarankan untuk memberikan pengingat-pengingat kecil terhadap konsumen sehingga konsumen tetap mengingat sepatu Compass. Pada umumnya juga konsumen akan memilih merek yang sudah mereka kenal dengan sangat baik atau atas dasar pertimbangan dari kualitas, kenyamanan, keamanan atau dari merek itu sendiri.

Persepsi kualitas berpengaruh secara positif terhadap niat beli ulang. Perusahaan juga diharapkan untuk terus memperhatikan kualitas sepatu Compass agar tetap terjaga dan konsisten sehingga tidak terjadi kecacatan produk pada saat pemakaian oleh konsumen. Persepsi kualitas yang positif juga dapat memberikan rasa puas kepada konsumen.

Asosiasi merek berpengaruh secara positif terhadap niat beli ulang. Maka penulis menyarankan untuk lebih melibatkan konsumen seperti melakukan event yang bersangkutan dengan konsumen secara langsung. Selain itu, penulis juga menyarankan untuk lebih dekat dengan komunitas yang bersangkutan dengan sepatu Compass untuk terus memberikan interaksi positif kepada konsumen.

Loyalitas merek tidak berpengaruh secara positif terhadap niat beli ulang. Maka penulis menyarankan perusahaan untuk memberikan promo-promo khususnya untuk pelanggan setia merek Compass untuk menjaga hubungan antara perusahaan dengan konsumen mereka. Selain itu, perusahaan juga dapat melakukan inovasi atau kolaborasi yang menarik bagi konsumen supaya konsumen memiliki persepsi bahwa sepatu Compass selalu menarik dan selalu terdepan dibandingkan pesaingnya sehingga dapat meningkatkan loyalitas merek Compass.

### **5.3. Keterbatasan Penelitian dan Saran Penelitian ke Depan**

Penelitian ini tak lepas dari keterbatasan yang mungkin bisa diperbaiki peneliti selanjutnya, yaitu sebagai berikut:

1. Penelitian ini dilakukan hanya di daerah Yogyakarta dan lebih didominasi oleh mahasiswa UAJY maka hal ini mengakibatkan sampel yang diteliti karakteristiknya kurang bervariasi dan belum bisa mewakili keseluruhan populasi.
2. Kuesioner ini disebar melalui media *online*, sehingga penulis tidak dapat mengontrol selama proses pengisian kuesioner oleh responden.

3. Variabel loyalitas merek menjadi kelemahan skripsi karena terdapat indikasi variabel loyalitas bisa menjadi variabel dependen untuk memediasi atau variabel dependen yang dipengaruhi oleh niat beli ulang.

Berdasarkan hasil penelitian yang telah dilakukan, maka saran yang dapat diberikan adalah sebagai berikut:

1. Menambahkan variabel utilitarian dan hedonisme pada penelitian selanjutnya karena objek yang diteliti spesifik terhadap niat beli ulang sepatu sneakers lokal.
2. Penelitian selanjutnya diharapkan dapat menggunakan merek sepatu lain seperti Geoff Max, Ventella, Patrobas, dan lain sebagainya atau dapat melakukan perbandingan antara dua merek yang berbeda seperti Compass dan Ventella.

## DAFTAR PUSTAKA

- Aaker, David A. 2002. *Brand Equity*, United States of America: The Free Press.
- Ahmad *et al.*, (2015). “An Empirical Study on the effect of Brand Equity of Mobile Phones on Customer Satisfaction”, *International Journal of Marketing Studies*; Vol. 7, No. 2.
- Annafik *et al.*,(2012), “Analisis Pengaruh Kualitas Produk, Harga, Dan Daya Tarik Iklan Terhadap Minat Beli Sepeda Motor Yamaha”.
- Anselmsson, J. et al., (2014), “Brand Image and Customers’ Willingness to Pay a Price Premium for Food Brands”, *Journal of Product & Brand Management*, 23(2), pp. 90-102.
- Azuizkulov, MSc. (2013), —*Country of Origin and Brand Loyalty on Cosmetic Products among Universiti Utara Malaysia Students*||, *Atlantic Review of Economics – 2nd Volume - 2013*.
- BEKRAF (2017), *Data Statistik dan Hasil Survei Ekonomi Kreatif*. Jakarta Pusat. [www.bekraf.go.id](http://www.bekraf.go.id)
- Chinomona and Maziriri (2017). “The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa”, *Journal of Business and Retail Management Research (JBRMR)*, Vol. 12 Issue 1.
- Durianto, D Sugiarto dan T.Sitinjak. (2004). *Strategi Menaklukan Pasar: Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT.Gramedia Pustaka Utama.
- Emari, H., Jafari, A. and Mogaddam, M. (2012), “The mediatory impact of brand loyalty and brand image on brand equity”, *African Journal of Business Management*, Vol. 6 No. 17, pp. 5692-5701.
- Fishbein, M. and Ajzen, I. (2005), *The Influence of Attitudes on Behavior*, Vol. 5, pp. 177-189.
- Ghozali, H. Imam. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.
- Giddens, Nancy. (2002). *Brand Loyalty. Missouri Value-added Development Center*, University of Missouri.
- Hair, J.R., Anderson, R.E., Tatham, R.L. and Black, W.C. (1998). *Multivariate Data Analysis*. New Jersey: Prentice-Hall International.
- Heding, T., C. F. Knudtzen, dan M. Bjerre. 2009. *Brand Management Research, theory and practice*. Routledge. New York.
- Keller, L.K. (2003). *Strategic Brand Management*. New Jersey: Prentice Hall.

- Khan *et al.*, (2012). “*Impact Of Brand Related Attributes On Purchase Intention Of Customers. A Study About The Customers Of Punjab, Pakistan*”, interdisciplinary journal of contemporary research in business; Vol 4, No. 3.
- Khan *et al.*, (2014). “*Causal Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry*”, International Journal of Business and Management; Vol. 10, No. 1.
- Kim, H.B. and Kim, W.G. (2005), “*The relationship between brand equity and firms’ performance in luxury hotels and chain restaurants*”, Tourism Management, Vol. 26 No. 4, pp. 549-560.
- Kotler, P. & Keller, K. (2012). *Marketing Management* (14th ed). Global Edition Pearson Prentice Hall.
- Kotler, P. (2003), *Marketing Management*, 11th ed., Prentice Hall, NJ.
- Kotler, P. and Keller, K.L. (2006). *Marketing management*, 12th ed. New Delhi: PrenticeHall of India
- Kuncoro, M. (2013). *Metode Riset untuk Bisnis dan Ekonomi*, Edisi 4. Jakarta: Penerbit Erlangga.
- Lee, Jia En., Goh, Mei Ling., dan Noor, M.N.B.M. (2019). “*Understanding purchase intention of university students towards skin care products*”. PSU Research Review, 3(3), 161- 178.
- Kumampung, (2020). *Hati-hati, Beredar Sepatu Compass Palsu!*, <https://lifestyle.kompas.com, compass.com>
- Mahfooz, Yasser (2015). “*Brand Equity-Consequence Relationship: Evidence from Automobile Industry*”, International Journal of Business and Management; Vol. 10, No. 3.
- Moslehpour *et al.*, (2014). “*Bakery Product Perception And Purchase Intention Of Indonesian Consumers In Taiwan*”, International Journal of Business and Information, Volume 10, Number 1.
- Njuguna, R.K. (2014), “*The influence of brand equity on consumer choice in branded bottled water among supermarket customers in Nairobi Central business district*”, Kenya (Doctoral dissertation), Kenyatta University.
- O’Cass, A. and Lim, K. (2002), “*The influence of brand associations on brand preference and purchase intention*”, Journal of International Consumer Marketing, Vol. 14 Nos 2/3, pp. 41-71.
- Perera *et al.*, (2013). “*the impact of brand awareness, brand association and brand perceived quality on female consumers' purchase decision of foreign makeup products (a study on youth segment)*”, International Conference on Business & Information.
- Rangkuti, F. (2004). *The Power of Brands (Mengelola Brand Equity dan Strategi Pengembangan Merek)*. Jakarta: PT Gramedia Pustaka Utama.

- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M. and Ahmed, N. (2015), “*Product perceived quality and purchase intention with consumer satisfaction*”, *Global Journal of Management and Business Research: E Marketing*, Vol. 15 No. 1, pp. 21-28.
- Santoso, C. R., dan Cahyadi, T. E. 2014. *Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya*. *iBuss Management*, 2(2), pp 29-39.
- Schiffman, L.G. and Kanuk, L.L. (2000), *Consumer Behavior*, 7th ed., Prentice Hall, New York, NY, pp. 15-36.
- Sekaran, U. dan Bougie, R. (2013). *Research Methods for Business: a Skill Building Approach* 6th edition. United Kingdom: John Wiley & Sons Ltd.
- Shahid *et al.*, (2017), “*The Impact of Brand Awareness on The consumers’ Purchase Intention*”, *Journal of Marketing and Consumer Research*.
- Sugiyono. (2012). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Suryadi, David. (2015). “*The Impact of Brand Equity towards Purchase Intention on PT. X’s Candy*”, *iBuss Management* Vol. 3, No. 2, (2015) 1-8.
- Van Osselaer, S.M. and Janiszewski, C. (2001), “*Two ways of learning brand associations*”, *Journal of Consumer Research*, Vol. 28 No. 2, pp. 202-223.
- Wang and Tsai (2014). “*The Relationship Between Brand Image And Purchase Intention: Evidence From Award Winning Mutual Funds*”, *The International Journal of Business and Finance Research*, Vol. 8 (2) pp. 27-40.
- Wang, C. C., & Hwang, I. S. (2001). “*The Influence of Product Knowledge on the Amount of Merchandises Information Search on Internet*”. *Journal of Business Administration*, 51, 109–138.
- Widarjono, Agus. (2010). *Analisis Statistika Multivariat Terapan*. Yogyakarta: UPP STIN YKPN.
- Yoo, B., Donthu, N. and Lee, S. (2000), “*An examination of selected marketing mix elements and brand equity*”, *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, pp. 195-211.



## **LAMPIRAN**





## **FAKTOR YANG MEMPENGARUHI NIAT BELI ULANG PADA PRODUK SEPATU SNEAKERS LOKAL DI YOGYAKARTA**

Perkenalkan nama saya Christian Bahtra Sasan mahasiswa Universitas Atma Jaya Yogyakarta fakultas bisnis dan ekonomika prodi manajemen. Kuesioner ini ditujukan bagi Saudara / Saudari konsumen yang pernah membeli sepatu sneakers Compass dan berminat untuk melakukan pembelian ulang. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian, yang mana kerahasiaan identitas saudara/i akan kami jaga. Terima kasih sudah bersedia untuk mengisi kuesioner.

### **PETUNJUK PENGISIAN**

Cara mengisi pertanyaan berikut ini adalah pilihlah satu angka yang paling mendeskripsikan pendapat anda di antara lima pilihan yang tersedia dalam setiap pertanyaan ini.

Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

### **BAGIAN I: PERTANYAAN FILTER**

Apakah anda pernah membeli produk sepatu Compass?

- Ya
- Tidak (berhenti disini)

Apakah anda berminat untuk melakukan pembelian ulang produk sepatu Compass

- Ya
- Tidak (berhenti disini)

## BAGIAN II: KARAKTERISTIK RESPONDEN

Jenis kelamin

- Laki-laki
- Perempuan

Usia

\*diisi oleh responden

Pendapatan/uang saku per bulan

- < Rp 1.500.000
- Rp 1.500.001-Rp 2.000.000
- Rp 2.000.001-Rp 2.500.000
- Rp 2.500.001-Rp 3.000.000
- > Rp 3.000.001

## BAGIAN III: KUESIONER PENELITIAN

KETERANGAN:

STS = Sangat Tidak Setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Setuju

N = Netral

### Asosiasi Merek

No	PERTANYAAN	STS	TS	N	S	ST
1	saya memiliki gambaran yang jelas orang-orang yang akan membeli merek compass					
2	saya mempercayai merek sepatu compass					
3	saya mengasosiasikan merek compass dengan kesempurnaan yang dimiliki					
4	saya mengasosiasikan merek compass dengan perasaan baik					
5	ada alasan untuk membeli merek compass dibanding merek yang lain					

### Kesadaran Merek

No	PERTANYAAN	STS	TS	N	S	ST
1	saya dapat mengenal merek compass diantara merek pesaing					
2	saya mengenali merek compass yang saya gunakan					
3	beberapa karakteristik merek compass muncul dengan cepat dipikiran saya					
4	saya dapat dengan cepat mengingat logo merek compass					
5	merek compass memiliki karakteristiknya sendiri					
6	saya hanya mengingat merek compass, ketika ingin membuat keputusan pembelian					

### Loyalitas Merek

No	PERTANYAAN	STS	TS	N	S	ST
1	jika saya harus membeli produk selain sepatu, saya akan membeli diperusahaan compass					
2	saya adalah konsumen yang loyal dari merek compass					
3	dibandingkan dengan sepatu lainnya, saya mau untuk membayar dengan harga mahal untuk sepatu compass					
4	saya tidak akan membeli sepatu lainnya jika merek compass tersedia					
5	saya biasa menggunakan compass sebagai pilihan utama dibandingkan merek lain					
6	saya merekomendasikan merek compass kepada orang lain					

### Persepsi Kualitas

No	PERTANYAAN	STS	TS	N	S	ST
1	kemungkinan merek compass berfungsi dengan baik sangat tinggi					
2	kemungkinan merek compass bisa diandalkan sangat tinggi					
3	kualitas merek compass lebih tinggi dibanding pesaingnya					
4	membeli merek compass tidak memiliki resiko					

### Niat beli ulang

No	PERTANYAAN	STS	TS	N	S	ST
1	saya akan membeli merek compass dikemudian hari					
2	saya akan mempertimbangkan untuk membeli merek compass dikemudian hari					
3	saya berniat untuk membeli merek compass dikemudian hari					
4	kesediaan saya membeli merek compass sangat tinggi					





**LAMPIRAN II**  
**KUESIONER ONLINE**

## FAKTOR YANG MEMPENGARUHI NIAT BELI PADA PRODUK SEPATU SNEAKERS LOKAL DI YOGYAKARTA

Perkenalkan nama saya Christian Bahtra Sasan mahasiswa Universitas Atma Jaya Yogyakarta fakultas bisnis dan ekonomika prodi manajemen. kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian, yang mana kerahasiaan identitas saudara/i akan kami jaga. Terima kasih sudah bersedia untuk mengisi kuesioner.

### PETUNJUK PENGISIAN

Cara mengisi pertanyaan berikut ini adalah pilihlah satu angka yang paling mendeskripsikan pendapat anda di antara lima pilihan yang tersedia dalam setiap pertanyaan ini.

Keterangan:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Apakah anda pernah membeli produk sepatu Compass ? \*

- Ya
- Tidak (berhenti disini)

Apakah anda pernah membeli produk sepatu Compass ? \*

- Ya
- Tidak (berhenti disini)

Apakah anda berminat untuk melakukan pembelian ulang produk sepatu Compass ? \*

- Ya
- Tidak (berhenti disini)

Jenis kelamin \*



- Laki-laki
- Perempuan

Usia \*

Teks jawaban singkat

.....



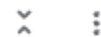
Pendapatan/uang saku per bulan \*

- < Rp 1.500.000
- Rp 1.500.001 - Rp 2.000.000
- Rp 2.000.001 - Rp 2.500.000
- Rp 2.500.001 - Rp 3.000.000
- > Rp 3.000.001

Setelah bagian 1 Lanjutkan ke bagian berikut

Bagian 2 dari 6

## Asosiasi merek



Skala: 1. sangat tidak setuju, 2. tidak setuju, 3. netral, 4. setuju, 5. sangat setuju

saya memiliki gambaran yang jelas orang-orang yang akan membeli merek compass \*

- |                     |                       |                       |                       |                       |                       |               |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|                     | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| sangat tidak setuju | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | sangat setuju |

saya mempercayai merek sepatu compass \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya mengasosiasikan merek compass dengan kesempurnaan yang dimiliki \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya mengasosiasikan merek compass dengan perasaan baik \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

ada alasan untuk membeli merek compass dibanding merek yang lain \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

## Kesadaran merek



Skala: 1. sangat tidak setuju, 2. tidak setuju, 3. netral, 4. setuju, 5. sangat setuju

saya dapat mengenal merek compass diantara merek pesaing \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya mengenali merek compass yang saya gunakan \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

beberapa karakteristik merek compass muncul dengan cepat dipikiran saya \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju



...

saya dapat dengan cepat mengingat logo merek compass \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

merek compass memiliki karakteristiknya sendiri \*

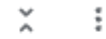
	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya hanya mengingat merek compass, ketika ingin membuat keputusan pembelian \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju



## Loyalitas merek



Skala: 1. sangat tidak setuju, 2. tidak setuju, 3. netral, 4. setuju, 5. sangat setuju

jika saya harus membeli produk selain sepatu, saya akan membeli di perusahaan compass \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya adalah konsumen yang loyal dari merek compass \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

dibandingkan dengan sepatu lainnya, saya mau untuk membayar dengan harga mahal untuk sepatu compass \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya tidak akan membeli sepatu lainnya jika merek compass tersedia \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

...

saya biasa menggunakan merek compass sebagai pilihan utama dibandingkan merek lain \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

saya akan merekomendasikan merek compass kepada orang lain \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju



## Persepsi kualitas



Skala: 1. sangat tidak setuju, 2. tidak setuju, 3. netral, 4. setuju, 5. sangat setuju

...

kemungkinan merek compass berfungsi dengan baik sangat tinggi \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

kemungkinan merek compass bisa diandalkan sangat tinggi \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

kualitas merek compass lebih tinggi dibanding pesaingnya \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

membeli merek compass tidak memiliki resiko <sup>...</sup>\*

sangat tidak setuju    1    2    3    4    5    sangat setuju

Setelah bagian 5 Lanjutkan ke bagian berikut

Bagian 6 dari 6

## Niat beli

Skala: 1. sangat tidak setuju, 2. tidak setuju, 3. netral, 4. setuju, 5. sangat setuju

saya akan membeli merek compass di kemudian hari \*

sangat tidak setuju    1    2    3    4    5    sangat setuju



saya akan mempertimbangkan untuk membeli merek compass di kemudian hari \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

...

saya berniat untuk membeli merek compass dikemudian hari \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju

kesediaan saya membeli merek compass sangat tinggi \*

	1	2	3	4	5	
sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sangat setuju





**LAMPIRAN III**  
**DATA RESPONDEN**

No	Jenis Kelamin	Usia	Pendapatan/Uang saku
1	Laki-laki	20	> Rp 3.000.001
2	Laki-laki	24	> Rp 3.000.001
3	Laki-laki	22	Rp 2.000.001 - Rp 2.500.000
4	Laki-laki	22	Rp 2.000.001 - Rp 2.500.000
5	Laki-laki	24	Rp 1.500.001 - Rp 2.000.000
6	Laki-laki	24	Rp 1.500.001 - Rp 2.000.000
7	Laki-laki	24	Rp 2.500.001 - Rp 3.000.000
8	Laki-laki	24	> Rp 3.000.001
9	Laki-laki	24	> Rp 3.000.001
10	Laki-laki	25	> Rp 3.000.001
11	Laki-laki	25	> Rp 3.000.001
12	Perempuan	18	Rp 2.000.001 - Rp 2.500.000
13	Perempuan	19	Rp 2.500.001 - Rp 3.000.000
14	Perempuan	21	> Rp 3.000.001
15	Perempuan	22	Rp 2.000.001 - Rp 2.500.000
16	Perempuan	22	> Rp 3.000.001
17	Perempuan	23	> Rp 3.000.001
18	Perempuan	23	> Rp 3.000.001
19	Perempuan	23	> Rp 3.000.001
20	Perempuan	23	> Rp 3.000.001
21	Perempuan	23	> Rp 3.000.001
22	Perempuan	24	< Rp 1.500.000
23	Perempuan	24	< Rp 1.500.000
24	Perempuan	24	> Rp 3.000.001
25	Perempuan	24	> Rp 3.000.001
26	Laki-laki	17	Rp 2.500.001 - Rp 3.000.000
27	Laki-laki	17	> Rp 3.000.001
28	Laki-laki	18	Rp 2.000.001 - Rp 2.500.000
29	Laki-laki	18	Rp 2.500.001 - Rp 3.000.000
30	Laki-laki	18	> Rp 3.000.001
31	Laki-laki	18	> Rp 3.000.001
32	Laki-laki	19	Rp 1.500.001 - Rp 2.000.000
33	Laki-laki	19	Rp 2.500.001 - Rp 3.000.000
34	Laki-laki	19	Rp 2.500.001 - Rp 3.000.000
35	Laki-laki	19	Rp 2.500.001 - Rp 3.000.000
36	Laki-laki	19	> Rp 3.000.001
37	Laki-laki	19	> Rp 3.000.001
38	Laki-laki	20	Rp 2.000.001 - Rp 2.500.000

39	Laki-laki	20	Rp 2.000.001 - Rp 2.500.000
40	Laki-laki	20	Rp 2.500.001 - Rp 3.000.000
41	Laki-laki	20	Rp 2.500.001 - Rp 3.000.000
42	Laki-laki	20	Rp 2.500.001 - Rp 3.000.000
43	Laki-laki	20	Rp 2.500.001 - Rp 3.000.000
44	Laki-laki	20	> Rp 3.000.001
45	Laki-laki	20	> Rp 3.000.001
46	Laki-laki	20	> Rp 3.000.001
47	Laki-laki	20	> Rp 3.000.001
48	Laki-laki	20	> Rp 3.000.001
49	Laki-laki	20	> Rp 3.000.001
50	Laki-laki	20	> Rp 3.000.001
51	Laki-laki	20	> Rp 3.000.001
52	Laki-laki	20	> Rp 3.000.001
53	Laki-laki	20	> Rp 3.000.001
54	Laki-laki	20	> Rp 3.000.001
55	Laki-laki	20	> Rp 3.000.001
56	Laki-laki	21	Rp 2.000.001 - Rp 2.500.000
57	Laki-laki	21	Rp 2.000.001 - Rp 2.500.000
58	Laki-laki	21	Rp 2.500.001 - Rp 3.000.000
59	Laki-laki	21	Rp 2.500.001 - Rp 3.000.000
60	Laki-laki	21	> Rp 3.000.001
61	Laki-laki	21	> Rp 3.000.001
62	Laki-laki	21	> Rp 3.000.001
63	Laki-laki	21	> Rp 3.000.001
64	Laki-laki	21	> Rp 3.000.001
65	Laki-laki	21	> Rp 3.000.001
66	Laki-laki	22	Rp 2.500.001 - Rp 3.000.000
67	Laki-laki	22	Rp 2.500.001 - Rp 3.000.000
68	Laki-laki	22	> Rp 3.000.001
69	Laki-laki	22	> Rp 3.000.001
70	Laki-laki	23	Rp 1.500.001 - Rp 2.000.000
71	Laki-laki	23	Rp 1.500.001 - Rp 2.000.000
72	Laki-laki	23	Rp 1.500.001 - Rp 2.000.000
73	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000
74	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000
75	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000
76	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000
77	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000

78	Laki-laki	23	Rp 2.500.001 - Rp 3.000.000
79	Laki-laki	23	> Rp 3.000.001
80	Laki-laki	23	> Rp 3.000.001
81	Laki-laki	23	> Rp 3.000.001
82	Laki-laki	23	> Rp 3.000.001
83	Laki-laki	23	> Rp 3.000.001
84	Laki-laki	23	> Rp 3.000.001
85	Laki-laki	23	> Rp 3.000.001
86	Laki-laki	24	Rp 1.500.001 - Rp 2.000.000
87	Laki-laki	24	Rp 1.500.001 - Rp 2.000.000
88	Laki-laki	24	Rp 2.000.001 - Rp 2.500.000
89	Laki-laki	24	Rp 2.500.001 - Rp 3.000.000
90	Laki-laki	24	> Rp 3.000.001
91	Laki-laki	24	> Rp 3.000.001
92	Laki-laki	24	> Rp 3.000.001
93	Laki-laki	25	> Rp 3.000.001
94	Laki-laki	25	> Rp 3.000.001
95	Laki-laki	25	> Rp 3.000.001
96	Perempuan	18	> Rp 3.000.001
97	Perempuan	18	> Rp 3.000.001
98	Perempuan	19	Rp 2.500.001 - Rp 3.000.000
99	Perempuan	19	> Rp 3.000.001
100	Perempuan	19	> Rp 3.000.001
101	Perempuan	19	> Rp 3.000.001
102	Perempuan	20	Rp 2.000.001 - Rp 2.500.000
103	Perempuan	20	Rp 2.500.001 - Rp 3.000.000
104	Perempuan	20	Rp 2.500.001 - Rp 3.000.000
105	Perempuan	20	Rp 2.500.001 - Rp 3.000.000
106	Perempuan	20	Rp 2.500.001 - Rp 3.000.000
107	Perempuan	20	Rp 2.500.001 - Rp 3.000.000
108	Perempuan	20	> Rp 3.000.001
109	Perempuan	20	> Rp 3.000.001
110	Perempuan	20	> Rp 3.000.001
111	Perempuan	20	> Rp 3.000.001
112	Perempuan	20	> Rp 3.000.001
113	Perempuan	20	> Rp 3.000.001
114	Perempuan	20	> Rp 3.000.001
115	Perempuan	21	Rp 2.000.001 - Rp 2.500.000
116	Perempuan	21	Rp 2.500.001 - Rp 3.000.000

117	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
118	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
119	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
120	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
121	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
122	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
123	Perempuan	21	Rp 2.500.001 - Rp 3.000.000
124	Perempuan	21	> Rp 3.000.001
125	Perempuan	21	> Rp 3.000.001
126	Perempuan	21	> Rp 3.000.001
127	Perempuan	21	> Rp 3.000.001
128	Perempuan	21	> Rp 3.000.001
129	Perempuan	21	> Rp 3.000.001
130	Perempuan	21	> Rp 3.000.001
131	Perempuan	22	Rp 2.500.001 - Rp 3.000.000
132	Perempuan	22	Rp 2.500.001 - Rp 3.000.000
133	Perempuan	22	> Rp 3.000.001
134	Perempuan	22	> Rp 3.000.001
135	Perempuan	22	> Rp 3.000.001
136	Perempuan	23	Rp 2.000.001 - Rp 2.500.000
137	Perempuan	23	Rp 2.500.001 - Rp 3.000.000
138	Perempuan	23	Rp 2.500.001 - Rp 3.000.000
139	Perempuan	23	> Rp 3.000.001
140	Perempuan	23	> Rp 3.000.001
141	Perempuan	23	> Rp 3.000.001
142	Perempuan	23	> Rp 3.000.001
143	Perempuan	23	> Rp 3.000.001
144	Perempuan	23	> Rp 3.000.001
145	Perempuan	23	> Rp 3.000.001
146	Perempuan	24	Rp 1.500.001 - Rp 2.000.000
147	Perempuan	24	> Rp 3.000.001
148	Perempuan	24	> Rp 3.000.001
149	Perempuan	24	> Rp 3.000.001
150	Perempuan	25	Rp 1.500.001 - Rp 2.000.000



N O	A M 1	A M 2	A M 3	A M 4	A M 5	K M 1	K M 2	K M 3	K M 4	K M 5	K M 6	L M 1	L M 2	L M 3	L M 4	L M 5	L M 6	P K 1	P K 2	P K 3	P K 4	N B 1	N B 2	N B 3	N B 4
1	2	5	4	5	5	5	5	5	5	5	5	2	5	5	2	5	5	5	5	4	5	5	4	4	5
2	3	4	4	4	5	5	5	5	5	5	1	3	3	3	3	3	3	4	4	3	3	4	3	4	3
3	4	4	5	5	4	5	4	4	5	4	4	4	5	5	5	4	5	5	4	5	5	4	3	5	4
4	4	4	5	5	5	5	5	5	5	5	1	1	2	2	2	4	5	4	5	4	5	4	5	5	4
5	4	4	4	5	4	5	5	4	5	5	4	4	4	3	3	4	4	4	4	4	3	4	4	4	4
6	4	4	5	5	5	5	5	4	4	5	4	5	4	4	4	5	5	5	5	4	4	5	5	5	5
7	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	4	4	5	4	5
8	4	5	4	4	4	4	5	5	5	4	2	4	4	2	4	5	5	4	4	4	2	5	5	5	5
9	4	5	4	5	4	4	4	5	4	5	4	4	4	4	4	4	5	4	4	4	4	4	2	4	4
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
11	4	4	4	4	4	4	4	4	5	4	5	4	5	4	5	4	5	4	4	4	4	5	4	4	4
12	4	4	4	4	4	4	4	5	5	4	4	4	5	4	2	4	4	4	4	4	2	4	4	4	4
13	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4
14	4	4	4	5	4	4	5	5	5	5	5	4	5	4	4	4	5	4	5	5	5	5	5	5	5
15	4	5	4	4	4	4	5	4	5	4	5	5	4	5	5	5	5	5	5	4	4	5	5	5	5
16	4	5	5	5	4	5	5	5	4	5	4	4	5	4	5	4	4	5	5	5	4	5	4	4	5
17	4	4	4	4	4	4	4	4	5	4	2	4	4	4	2	4	4	4	5	4	4	4	4	4	4
18	4	5	5	5	5	4	5	5	5	4	4	4	4	4	4	5	4	4	5	4	4	5	5	5	5
19	4	5	4	4	4	5	5	4	4	4	4	5	4	5	4	4	4	4	4	5	4	4	4	4	5
20	4	5	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	4	4
21	4	5	5	5	5	5	4	4	4	5	4	5	4	4	5	5	5	5	4	5	4	5	5	4	5
22	4	5	5	4	5	5	5	5	4	5	5	4	5	4	4	5	4	5	5	5	4	5	5	5	5
23	4	5	5	4	5	5	5	5	4	5	5	4	5	4	4	5	4	5	5	5	4	5	5	5	5
24	4	5	4	4	4	5	5	5	5	5	4	4	4	4	5	4	5	5	4	4	4	4	4	4	4
25	4	5	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	5	4	5	4	4	4	4
26	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
27	5	5	4	5	5	4	5	5	5	5	5	2	2	4	5	5	5	5	5	5	5	5	5	5	5
28	5	5	5	5	5	5	5	5	5	5	5	2	2	5	5	5	5	5	4	5	5	5	5	5	5
29	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	4	5	5	5	5	5	5	5	5
30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
31	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
32	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
33	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
34	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5





69	5	4	4	5	5	5	3	4	5	5	5	5	4	5	5	5	5	5	4	4	5	4	4	4
70	5	4	4	4	4	4	5	4	4	5	4	4	3	2	3	3	4	4	4	4	3	4	4	4
71	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5
72	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
73	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
74	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
75	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4
76	5	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5
77	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	4	5	5	4	5	5	5	4	5
78	5	4	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	4	5	5	5	4
79	5	5	4	5	5	4	4	4	4	5	5	1	4	4	2	4	5	4	5	5	5	5	4	5
80	5	4	2	5	5	5	5	5	5	5	1	1	2	2	1	5	5	5	5	5	5	4	5	5
81	5	4	2	5	5	5	5	5	5	5	5	2	4	2	5	5	5	5	5	5	5	5	5	5
82	5	4	4	4	4	5	5	5	5	5	4	4	5	4	4	5	4	5	4	4	4	5	5	5
83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
84	5	4	4	5	5	5	5	4	4	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5
85	5	5	5	5	4	4	5	5	5	5	5	4	4	4	4	5	4	5	4	4	4	5	4	5
86	5	4	4	4	4	4	5	4	4	4	4	5	4	5	4	5	3	4	5	5	5	4	4	4
87	5	2	5	5	5	5	4	4	5	4	5	5	5	5	4	4	4	4	5	5	4	5	5	5
88	5	4	5	4	5	3	3	5	5	4	4	5	4	4	4	5	4	4	5	4	4	5	4	4
89	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
90	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
91	5	5	5	4	4	5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	4	4	4
92	5	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5	4	4	4
93	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	5	5	5
94	5	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	5	4	5	4	4	4	4	4
95	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	5	4	4
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
97	5	5	5	5	5	5	5	5	5	5	5	2	4	4	2	2	5	5	5	5	5	5	4	2
98	5	5	5	5	5	5	5	5	5	5	5	1	4	5	5	5	5	5	5	5	5	5	5	5
99	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
100																								
101	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

102	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
103	5	5	5	5	5	5	5	5	5	5	5	5	2	2	4	2	4	5	5	5	5	5	5	5	5
104	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
105	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
106	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
107	5	5	5	5	5	5	5	5	5	5	5	5	2	4	5	5	5	5	5	4	4	4	5	5	5
108	5	5	5	5	5	5	5	5	5	5	5	5	2	2	5	5	5	5	5	5	5	5	5	5	
109	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
110	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	
111	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
112	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
113	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	
114	5	5	5	5	5	5	5	5	5	5	5	5	2	2	5	4	5	5	5	5	5	5	5	5	
115	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
116	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
117	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
118	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5
119	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
120	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
121	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
122	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
123	5	4	5	4	4	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5
124	5	5	5	5	5	5	5	5	5	5	5	5	2	1	2	2	2	5	5	5	5	5	5	5	5

125	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
126	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	4	5	4	5	4	4	4	
127	5	5	5	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	
128	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
129	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	
130	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
131	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	4	4	4	5	5	5	
132	5	5	5	5	4	5	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	4	4	5	4
133	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
134	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
135	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	
136	5	5	4	4	5	5	5	5	5	5	2	3	3	3	4	4	5	5	5	5	4	5	3	5	5
137	5	4	2	4	5	5	5	5	5	5	1	1	2	2	2	5	5	5	5	5	5	5	5	5	
138	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
139	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
140	5	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	5	4	4	4	4	5	4
141	5	5	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
142	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
143	5	4	5	5	4	4	4	5	4	5	4	4	4	5	4	4	5	5	5	5	5	5	5	4	5
144	5	5	4	4	5	5	4	4	5	5	4	4	4	5	4	4	5	5	5	4	5	5	5	4	4
145	5	4	5	4	4	5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	4	4	4	5
146	5	5	5	5	4	4	4	4	4	5	3	4	4	4	4	3	5	5	5	5	5	5	5	4	4
147	5	5	5	5	4	4	5	4	4	4	4	4	5	3	4	5	4	5	5	4	4	4	3	4	4





**LAMPIRAN V**  
**UJI VALIDITAS DAN UJI RELIABILITAS**

## UJI VALIDITAS

$r_{tabel} = df \text{ (degree of freedom)} = n - 2 \text{ (30-2)} = 28 \text{ (0.361)}$

Asosiasi Merek

		AM1	AM2	AM3	AM4	AM5	TOTAL_AM
AM1	Pearson Correlation	1	.535**	.598**	.802**	1.000**	.867**
	Sig. (2-tailed)		.002	.000	.000	.000	.000
	N	30	30	30	30	30	30
AM2	Pearson Correlation	.535**	1	.671**	.667**	.535**	.823**
	Sig. (2-tailed)	.002		.000	.000	.002	.000
	N	30	30	30	30	30	30
AM3	Pearson Correlation	.598**	.671**	1	.745**	.598**	.857**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
AM4	Pearson Correlation	.802**	.667**	.745**	1	.802**	.917**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
AM5	Pearson Correlation	1.000**	.535**	.598**	.802**	1	.867**
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL_AM	Pearson Correlation	.867**	.823**	.857**	.917**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).



Kualitas Merek

		KM1	KM2	KM3	KM4	KM5	KM6	TOTAL_KM
KM1	Pearson Correlation	1	.259	-.089	.356	.630**	.523**	.620**
	Sig. (2-tailed)		.167	.640	.053	.000	.003	.000
	N	30	30	30	30	30	30	30
KM2	Pearson Correlation	.259	1	.356	.356	.630**	.523**	.705**
	Sig. (2-tailed)	.167		.053	.053	.000	.003	.000
	N	30	30	30	30	30	30	30

KM3	Pearson Correlation	-.089	.356	1	.464**	.356	.288	.497**
	Sig. (2-tailed)	.640	.053		.010	.053	.122	.005
	N	30	30	30	30	30	30	30
KM4	Pearson Correlation	.356	.356	.464**	1	.802**	.681**	.803**
	Sig. (2-tailed)	.053	.053	.010		.000	.000	.000
	N	30	30	30	30	30	30	30
KM5	Pearson Correlation	.630**	.630**	.356	.802**	1	.850**	.960**
	Sig. (2-tailed)	.000	.000	.053	.000		.000	.000
	N	30	30	30	30	30	30	30
KM6	Pearson Correlation	.523**	.523**	.288	.681**	.850**	1	.879**
	Sig. (2-tailed)	.003	.003	.122	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_KM	Pearson Correlation	.620**	.705**	.497**	.803**	.960**	.879**	1
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000	
	N	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Loyalitas Merek



### Correlations

		LM1	LM2	LM3	LM4	LM5	LM6	TOTAL_LM
LM1	Pearson Correlation	1	.542**	.286	.313	.276	.429*	.712**
	Sig. (2-tailed)		.002	.125	.092	.140	.018	.000
	N	30	30	30	30	30	30	30
LM2	Pearson Correlation	.542**	1	.264	.086	.207	.207	.545**
	Sig. (2-tailed)	.002		.159	.650	.272	.272	.002
	N	30	30	30	30	30	30	30
LM3	Pearson Correlation	.286	.264	1	.573**	.539**	.784**	.745**
	Sig. (2-tailed)	.125	.159		.001	.002	.000	.000
	N	30	30	30	30	30	30	30
LM4	Pearson Correlation	.313	.086	.573**	1	.730**	.730**	.777**
	Sig. (2-tailed)	.092	.650	.001		.000	.000	.000
	N	30	30	30	30	30	30	30
LM5	Pearson Correlation	.276	.207	.539**	.730**	1	.712**	.749**
	Sig. (2-tailed)	.140	.272	.002	.000		.000	.000



	N	30	30	30	30	30	30	30
LM6	Pearson Correlation	.429*	.207	.784**	.730**	.712**	1	.848**
	Sig. (2-tailed)	.018	.272	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_LM	Pearson Correlation	.712**	.545**	.745**	.777**	.749**	.848**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## Persepsi Kualitas



### Correlations

		PK1	PK2	PK3	PK4	TOTAL_PK
PK1	Pearson Correlation	1	.447*	.523**	.630**	.716**
	Sig. (2-tailed)		.013	.003	.000	.000
	N	30	30	30	30	30
PK2	Pearson Correlation	.447*	1	.877**	.745**	.877**
	Sig. (2-tailed)	.013		.000	.000	.000
	N	30	30	30	30	30
PK3	Pearson Correlation	.523**	.877**	1	.850**	.934**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	30	30	30	30	30
PK4	Pearson Correlation	.630**	.745**	.850**	1	.949**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TOTAL_PK	Pearson Correlation	.716**	.877**	.934**	.949**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

\* . Correlation is significant at the 0.05 level (2-tailed).

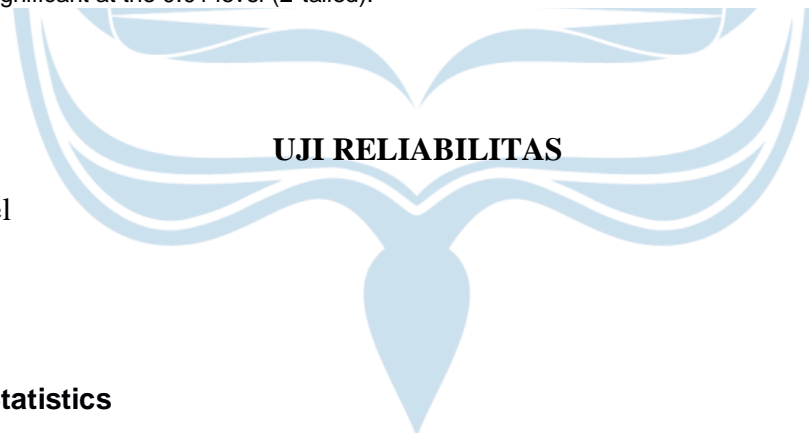
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Niat beli ulang

**Correlations**

		NB1	NB2	NB3	NB4	TOTAL_NB
NB1	Pearson Correlation	1	.630**	.630**	.630**	.778**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
NB2	Pearson Correlation	.630**	1	1.000**	1.000**	.978**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
NB3	Pearson Correlation	.630**	1.000**	1	1.000**	.978**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
NB4	Pearson Correlation	.630**	1.000**	1.000**	1	.978**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TOTAL_NB	Pearson Correlation	.778**	.978**	.978**	.978**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).



**UJI RELIABILITAS**

>60% = Reliabel

Asosiasi Merek

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.901	5

## Kesadaran Merek

### Reliability Statistics

Cronbach's Alpha	N of Items
.843	6

## Loyalitas Merek

### Reliability Statistics

Cronbach's Alpha	N of Items
.795	6

## Persepsi Kualitas

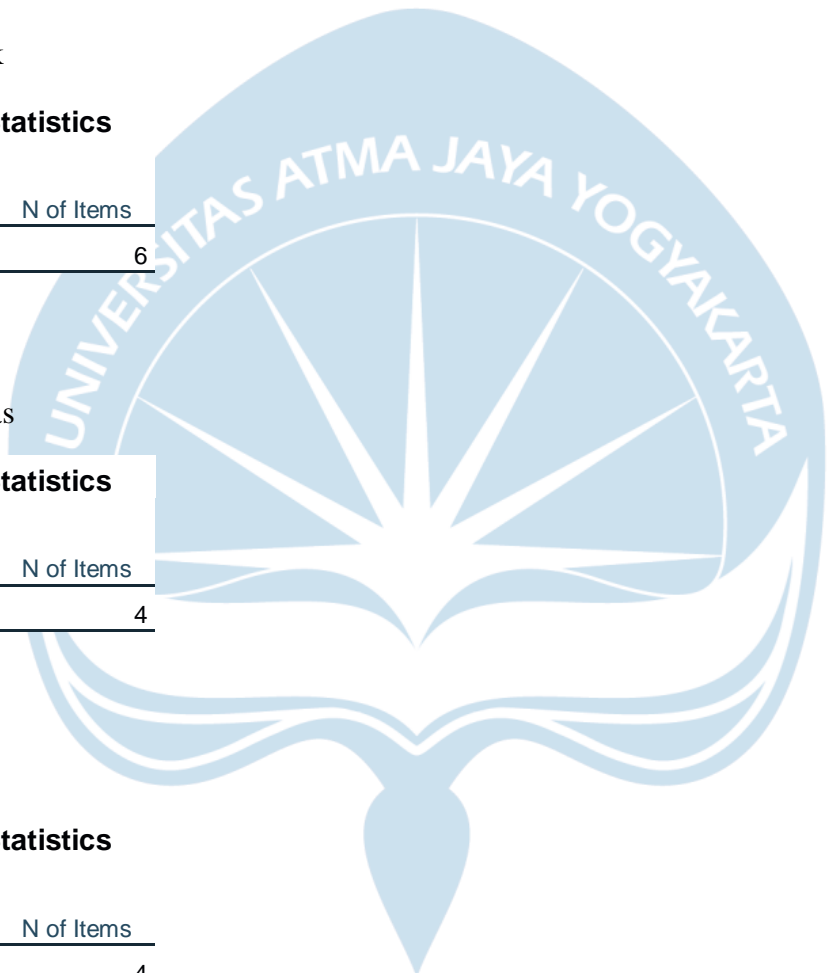
### Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

## Niat beli ulang

### Reliability Statistics

Cronbach's Alpha	N of Items
.946	4





**LAMPIRAN VI**  
**UJI REGRESI BERGANDA**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 <sup>a</sup>	.548	.536	1.065

a. Predictors: (Constant), TOTAL\_PK, TOTAL\_LM, TOTAL\_AM, TOTAL\_KM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199.581	4	49.895	44.031	.000 <sup>b</sup>
	Residual	164.312	145	1.133		
	Total	363.893	149			

a. Dependent Variable: TOTAL\_NB

b. Predictors: (Constant), TOTAL\_PK, TOTAL\_LM, TOTAL\_AM, TOTAL\_KM

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.721	1.428		.505	.615
	TOTAL_AM	.181	.074	.197	2.444	.016
	TOTAL_KM	.261	.069	.310	3.804	.000
	TOTAL_LM	.026	.027	.062	.961	.338
	TOTAL_PK	.305	.082	.299	3.734	.000

a. Dependent Variable: TOTAL\_NB



**LAMPIRAN VII**

***UJI INDEPENDENT SAMPLE  $t$  TEST***

Asosiasi merek

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TOTAL	Equal variances assumed	.050	.823	-.274	148	.784	-.077	.280	-.630	.476
L_AM	Equal variances not assumed			-.273	141.349	.785	-.077	.281	-.632	.479

Kesadaran Merek

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TOTAL	Equal variances assumed	.475	.492	.738	148	.462	.225	.305	-.377	.827
L_KM	Equal variances not assumed			.738	144.315	.462	.225	.305	-.377	.827

Loyalitas Merek

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TOTAL	Equal variances assumed	.223	.637	.068	148	.946	.041	.607	-1.159	1.242
L_LM	Equal variances not assumed			.067	138.654	.946	.041	.612	-1.169	1.252

Persepsi Kualitas

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TOTAL	Equal variances assumed	1.561	.214	.861	148	.391	.216	.251	-.280	.713
L_PK	Equal variances not assumed			.851	135.700	.396	.216	.254	-.286	.719



Niat beli ulang

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
TOTAL									
_NB									
Equal variances assumed	.798	.373	-.226	148	.822	-.058	.257	-.566	.450
Equal variances not assumed			-.228	147.746	.820	-.058	.254	-.561	.445





**LAMPIRAN VII**  
***UJI ONE WAY ANOVA***

## Asosiasi Merek

### Descriptives

TOTAL\_AM

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
17-21	79	23.75	1.644	.185	23.38	24.12	20	25
22-25	71	23.70	1.776	.211	23.28	24.12	20	25
Total	150	23.73	1.702	.139	23.45	24.00	20	25

### ANOVA

TOTAL\_AM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.068	1	.068	.023	.879
Within Groups	431.725	148	2.917		
Total	431.793	149			

## Kesadaran Merek

### Descriptives

TOTAL\_KM

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
17-21	79	28.85	1.805	.203	28.44	29.25	23	30
22-25	71	28.51	1.911	.227	28.05	28.96	24	30
Total	150	28.69	1.858	.152	28.39	28.99	23	30

### ANOVA

TOTAL\_KM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.350	1	4.350	1.262	.263
Within Groups	509.924	148	3.445		
Total	514.273	149			

Loyalitas Merek

### Descriptives

TOTAL\_LM

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
17-21	79	27.05	3.569	.402	26.25	27.85	14	30
22-25	71	26.93	3.856	.458	26.02	27.84	16	30
Total	150	26.99	3.696	.302	26.40	27.59	14	30

### ANOVA

TOTAL\_LM

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.548	1	.548	.040	.842
Within Groups	2034.445	148	13.746		
Total	2034.993	149			

Persepsi Kualitas

**Descriptives**

TOTAL\_PK

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
17-21	79	19.22	1.420	.160	18.90	19.53	14	20
22-25	71	18.92	1.645	.195	18.53	19.30	14	20
Total	150	19.07	1.533	.125	18.83	19.32	14	20

**ANOVA**

TOTAL\_PK

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.359	1	3.359	1.433	.233
Within Groups	346.835	148	2.343		
Total	350.193	149			

Niat beli ulang

**Descriptives**

TOTAL\_NB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
17-21	79	19.08	1.599	.180	18.72	19.43	14	20
22-25	71	18.97	1.530	.182	18.61	19.33	15	20
Total	150	19.03	1.563	.128	18.77	19.28	14	20

### ANOVA

TOTAL\_NB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.405	1	.405	.165	.685
Within Groups	363.488	148	2.456		
Total	363.893	149			





### Abstract

**Purpose** – The purpose of this paper is to examine the factors which will contribute to consumers' purchase intention on skin care products. Four factors, namely, brand awareness, brand association, perceived quality and brand loyalty, were included in this study.

**Design/methodology/approach** – In total, 150 sets of self-administered questionnaires were distributed to students in a local private university in Melaka. Convenience sampling was used and data collected were analysed using SmartPLS to perform the measurement model and structural model.

**Findings** – Findings have showed that there are positive relationships between brand awareness, brand association, perceived quality and brand loyalty and consumers' purchase intention towards skin care products. Furthermore, it is concluded that perceived quality is the most significant factor in influencing consumers' purchase intention.

**Originality/value** – Firms are able to benefit from this study by formulating their brand management tactics referring to the findings to have competitive advantage over their competitors.

**Keywords** Brand awareness, Purchase intention, Brand loyalty, Brand association, Perceived quality, Skincare products

Paper type Research paper

### Introduction

The cosmetic industry is one of the world's leading multi-billion-dollar businesses which encompasses a wide array of products, such as cleansers, toners, serum, moisturisers, foundations, compact powders, lipsticks, eyeliners, eyeshadows, blushers and mascaras (Chin and Harizan, 2017). This list continues to become longer as cosmetic companies aggressively launch more up-to-date and enhanced products in the market. The global cosmetics and toiletries industry has grown rapidly thus far. According to Euromonitor International (2016), the total global value for the overall beauty industry in 2016 amounted

The current issue and full text archive of this journal is available on Emerald Insight at:  
[www.emeraldinsight.com/2399-1747.htm](http://www.emeraldinsight.com/2399-1747.htm)

# Understanding purchase intention of university students towards skin care products

Understanding purchase intention

Jia En Lee and Mei Ling Goh

to \$444bn where skincare products dominated the market with market size of

International Journal. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licenses/by/4.0/legalcode>

© Jia En Lee, Mei Ling Goh and Mohd Nazri Bin Mohd Noor. Published in PSU Research Review: An

approximately US\$120bn. Allied Market Research (2017) further reported that the global skincare market is expected to reach \$179 billion by 2022 with a CAGR of 4.7 per cent from 2016 to 2022. It should also be emphasised that the cosmetics and toiletries industry in



PSU Research Review  
Emerald Publishing Limited  
2399-1747  
DOI: 10.1108/PRR-11-2018-0031



Malaysia is currently experiencing rapid growth. According to the Cosmetics and Toiletries Market Overviews 2015 compiled by US Commercial Service Hong Kong, an approximate total of US\$407m is spent on Malaysia's cosmetics and toiletries industry alone. Meanwhile, the total trade volume for personal care and cosmetic products in 2015 was approximately \_\_\_\_\_ US\$2.24bn. It was also found that skincare products had the highest demand among other cosmetic and toiletries products which was worth US\$292m for the total import value.

Skincare products are the most popular cosmetics, and they have also become mainstream in the global cosmetic industry. Despite their popularity in the market, previous literature has chiefly focused on cosmetics rather than the skincare products. Accordingly, this research intends to bring light to skincare products. Moreover, due to the rapid expansion and growth of the market in the skincare industry, marketers are confronted with the question of how to boost the sales of skincare products by using brand equity to drive customers' purchase intention. Thus, it is pivotal for marketers to comprehend the extent to which brand equity dimension will generate the intention to purchase so that relevant strategies can be formulated to improve their performance accordingly. Despite empirical evidences which suggested a positive correlation between brand equity and purchase intention in different contexts ([Ashill and Sinha, 2004](#); [Chang and Liu, 2009](#)), the effect of Aaker's brand equity dimensions on purchase intention is still not widely addressed ([Jalilvand et al., 2011](#)).

In sum, this study aims to investigate the effect of Aaker's brand equity dimensions, namely, brand awareness, brand association, perceived quality and brand loyalty on consumers' purchase intention towards skincare products.

#### Literature review Purchase intention

Purchase intention refers to an individual's likeliness to acquire a certain product, and it is also a crucial aspect in measuring consumer behaviour ([Fishbein and Ajzen, 1977](#)). [Blackwell et al. \(2001\)](#) have defined purchase intention as "what we think we will buy". Accordingly, purchase intention can be used to quantify the tendency of a consumer to buy a product, and the relationship between these two components is such that the stronger the purchase intention, the greater a consumer's desire to purchase a product ([Dodds et al., 1991](#); [Schiffman and Kanuk, 2000](#)).

[Engel et al. \(1995\)](#) outlined that there are three types of purchase intention, namely, unintended purchase, partially intended purchase and fully intended purchase. Unplanned or unintended purchase is considered as an impulse purchase where it involves the instantaneous decision made in a store to purchase a product category or a brand. In partially planned purchase, consumers would choose a product category and the basis prior to purchasing a product and only decide on the brands and types later in the store.

Contrastingly, fully planned purchase implies that consumers make a decision on the products and brands to purchase even before entering the store. It should be noted that these three types of purchasing behaviour may be affected by the level of awareness and the strength of the brand image. Additionally, [Kotler \(2003\)](#) suggested that purchase intention can also be influenced by an individual's feelings and impulsive situation. While an individual's feelings involve personal preference, impulsive situations refer to the circumstances that alter the purchase intention.

According to [Kimery and McCord \(2002\)](#), measuring consumers' buying behaviour is not fairly straightforward; hence, their buying behaviour is typically assessed using purchase intention. [Zeithaml \(1988\)](#) applied the options of "possible to buy", "intended to buy", and "considered to buy" to measure purchase intention. Meanwhile, four items have been outlined by [Mathur \(1999\)](#) for the purpose of evaluating purchase intention. These items were "I would purchase from this brand", "I would completely consider purchasing from this brand", "I would hope to purchase from this brand", and "I would totally plan to purchase from this brand".

#### Brand awareness

As per [Aaker \(1991\)](#), brand awareness is defined as the likelihood that a potential buyer can recognise the brand as a member of a certain product category. [Aaker \(1991\)](#) also suggested that brand awareness encompasses several levels extending from mere brand recognition to brand dominance which would result in the ultimate situation where the brand included is the main brand recalled by a consumer. Furthermore, brand awareness is identified as people's perception about a brand which incorporates all prescriptive and descriptive elements pertaining to it ([Li, 2004](#)). Brand awareness has also been considered as the source of value creation for consumers ([Aaker, 1992a, 1992b](#)) is Moreover, a brand with a strong level of brand awareness denotes that it possesses a good reputation in the market and is simply acceptable to consumers ([Gustafson and Chabot, 2007](#)). It is also significant to highlight that brand awareness is associated with the strength of brands in consumers' minds such that brand awareness can be enhanced by firms in promoting their products to consumers ([Kim and Kim, 2005](#)). Additionally, continuous visibility alongside reinforcement of familiarity and impressive associations with related offerings and buying experiences can further generate brand awareness ([Keller, 1998](#)).

[Keller \(1993\)](#) has conceptualised brand awareness into brand recognition and brand recall. Brand recognition characterises the extent to which consumers are able to recognise the brand as having been seen or heard previously when the brand is cued. Meanwhile, brand recall pertains to the degree in which the

brand is generated from memory when clues such as product category or needs fulfilled by the category are presented as a cue. It should be emphasised that the significance of brand recognition and brand recall relies on whether product decisions are made inside or outside the store. Keller (1993) further contended that brand recognition is more crucial than brand recall when making product choices in the store. Alternatively, Hoeffler and Keller (2002) classified brand awareness into two dimensions, namely, depth and breadth. While the depth of brand awareness signifies the tendency of consumers recalling or recognising the brand when need arises, breadth refers to the consumers' likeliness to think of the various settings where the consumption and buying situations can occur. Hoeffler and Keller (2002) also asserted that both the depth and breadth of brand awareness are equally crucial.

In their research, MacDonald and Sharp (2000) suggested that brand awareness affects consumer decision in three ways. First, brand awareness raises the chance for the brand to be included in the consideration set. Second, brand awareness can be employed as a heuristics to make a purchase decision. It has been discovered that consumers typically use heuristics such as purchasing the brand they have heard of, choosing the brand they know, and buying only the brands that are popular and familiar to them (Keller, 1993). Third, brand awareness controls customers' decision-making by influencing the perception of quality (MacDonald and Sharp, 2000). According to Keller (2003), brand awareness offers three advantages to the consumer decision-making process, namely, learning advantages, consideration advantages and choice advantages. It was also found that consumers rely on brand awareness rather than brand reputation when choosing a brand among other products of the same reputation (Brewer and Zhao, 2010).

In earlier research, Hoyer and Brown (1990) have discovered the connection between purchase decision and brand awareness. Brand awareness can function as an indication of quality and commitment, providing customers with a chance to familiarise with a brand and subsequently assist them in considering the brand at the moment of purchase (Aaker, 1991). A popular brand is more likely to be recognised and distinguished from other competitors and will have higher purchase intention compared to another brand with lower awareness (Aaker, 1991; Dodds et al., 1991; Percy and Rossiter, 1992). Brand awareness is also critical in affecting consumer perceived risk and consumers' level of assurance about their own buying decision. Besides, more recent studies have suggested a similarly significant relationship between brand awareness and purchase intention (Hakala et al., 2012; Malik et al., 2013). Based on the discussion above, the first hypothesis is derived as follows:

- H1. Brand awareness has a positive influence on consumers' purchase intention towards skincare products.

Brand association

Brand association represents any element that is identified with the preference of a brand (Aaker, 1991; Keller, 1993). Alternatively, Emari et al. (2012) defined brand association as positive or negative information pertaining a brand that is in consumers' mind, i.e. a part that is connected to the node of the brain memory. It has also been contended that brand associations encompass all brand-related thoughts, feelings, perceptions, smells, colours, music, pictures, experiences, beliefs and attitudes (Kotler and Keller, 2006, p. 188). According to Keller (1998), brand association can be made through the association with attitudes, attributes and benefits.

Furthermore, free association can be used to profile brand association by asking subjects what comes to mind when they think of a brand without offering them any cues except for the associated product category. Biel (1991) asserted that these elements in brand association help to establish a brand image, i.e. the perception or emotion that consumers attach to a brand (Dobni and Zinkhan, 1990). Evans et al. (2006) claimed that brand image comprises of the functional and symbolic brand. This classification was produced according to the notion that customers purchase not only the products but also the image associated with the items, such as power, wealth, sophistication and, most importantly, identification and connection with other users of the brand.

Additionally, Aaker (1991) discovered that brand associations do offer some benefits to consumers by assisting them to process or retrieve information, differentiating the brand, creating positive attitudes or feelings among consumers, and generating reasons to purchase the brand. Brand association also creates values for a brand by providing a basis for extensions. It was also suggested that brand association is one of the brand equity dimensions (Aaker, 1991), and it can offer a differential advantage to a brand (Rio et al., 2001). Also, Van Osselaer and Janiszewski (2001) asserted that brand association serves as an information collecting tool in performing brand differentiation and brand extension (Aaker, 1996). It was argued that highly effective association facilitates the enhancement of brand and equity (James, 2005). Likewise, brand association assists firms in differentiating and positioning their products as well as creating positive attitudes and beliefs towards the brands (Hal Dean, 2004).

Rio et al. (2001) suggested that brand associations are a crucial component in the formation and management of brand equity. This argument is supported by Bridges et al. (2000) who have contended that solid, positive associations assist in strengthening brand and the equity. These claims signify that a strong brand association will produce higher brand equity. It was also found that brand association acts as the foundation for purchase decision and brand loyalty (Aaker, 1991) and similarly, brand association has been declared as a crucial element that influences purchase intention (O'Cass and Lim, 2002). Moreover, O'Cass and Grace (2003) discovered that brand association has a meaningful effect on attitude and purchase intention. Thus, it is further hypothesised that:

H2. Brand association has a positive influence on consumers' purchase intention towards skincare products. \_\_\_\_\_

### Perceived quality

[Zeithaml \(1988\)](#) described that perceived quality is not the real quality of products or services. Alternatively, it is identified as the customers' general viewpoint towards the products or services of a brand. This argument is supported by [Bhuiyan's \(1997\)](#) definition of perceived quality as the consumer's judgement on the added values of a product. According to [Aaker \(1991\)](#), positive perceived quality can impact customers' choices, drive consumer purchase decision, facilitate differentiation of brand, enable the execution of brand extension and allow firms to set premium price. Perceived quality is also associated with corporate profitability ([Aaker, 1991](#)).

Furthermore, [Aaker \(1991\)](#) expressed that perceived quality is not simply brand association; it is significantly linked to the brand's status, rendering it as another dimension to measure brand equity. Many studies have also justified that perceived quality is measured as an essential dimension for brand equity across various frameworks ([Dyson et al., 1996](#); [Farquhar, 1989](#); [Keller, 1993](#); [Erdem et al., 2004](#)). Moreover, [Yoo et al. \(2000\)](#) reported that positive perceived quality will boost brand equity considering that it can improve the brand's competitive advantage.

In addition, [Jones et al. \(2002\)](#) contended that perceived quality is positively correlated with purchase intention, and this view is supported by more recent research on the influence of brand equity on consumer choice on branded bottled water ([Njuguna, 2014](#)). It was found that perceived quality is positively related to consumer decision. Hence, the following hypothesis is proposed:

H3. Perceived quality has a positive influence on consumers' purchase intention towards skincare products.

### Brand loyalty

Brand loyalty is defined by [Aaker \(1991\)](#) as a circumstance which displays the tendency of consumers to switch to another brand, particularly when the brand makes a change in price or product features. [Oliver \(1997\)](#) characterised brand loyalty as a sense of commitment to constantly repurchase or repatronise a favoured product or service in the future, regardless of any marketing tactics or situational influences that may act upon switching behaviour. Brand loyalty also implies a situation where consumers with the same past and future purchase recommend others to purchase or they themselves have the intention to purchase more ([Aaker, 1992a, 1992b](#); [Keller, 2003](#)). Moreover, brand loyalty represents the attitude of brand preference towards a product ([Deighton et al., 1994](#)). Meanwhile, [Keller \(2003\)](#) illustrated brand loyalty in terms of the

relationship and relatedness between consumers and a brand; consumers with stronger brand loyalty are claimed to have higher “brand resonance”. Assael (1998) described brand loyalty as consumers fulfilling their past experiences with the same brand which further leads to repeat purchase. Thus, brand loyalty simply denotes that consumers will stick to one brand and not consider other brands when making a purchase (Baldinger and Rubinson, 1996; Cavero and Cebollada, 1998).

Brand loyalty can be understood according to three perspectives, namely behavioural, attitudinal, and choice perspectives (Javalgi and Moberg, 1997). Behavioural perspective pertains to the number of purchases for a certain brand; attitudinal perspective is associated with consumer preference and dispositions towards a brand; choice perspective emphasises on the reasons of certain purchases or choices are made. Contrastingly, Oliver (1997) focused chiefly on the behavioural dimension of brand loyalty, whereas Rossiter and Percy (1987) contended that brand loyalty is frequently represented by a positive attitude towards a brand as well as the constant repeat purchase of the same brand. According to the behavioural perspective, Schoell et al. (1990) claimed that brand loyalty refers to the tendency of a buying unit, such as a household to purchase the same brand in a product category over a prescribed period. It is also crucial to discuss brand loyalty based on the attitudinal outlook where it is conceptualised as the extent of deeply held commitment regarding some unique values that are related to the brand (Chaudhuri and Holbrook, 2001). Similarly, Oliver (1997) regarded brand loyalty as the ability for consumers to remain loyal to the main brand. This behaviour can be reflected by consumers’ intention to purchase the brand as their first choice despite the marketing efforts of other brands. It was further suggested by Baldinger and Rubinson (1996) that real brand loyalty can only occur when both behavioural and attitudinal elements are present. If consumers are only motivated by either one of these factors, it is considered as false brand loyalty.

Travis (2000) claimed that brand loyalty is “the ultimate objective and meaning of brand equity”; hence, it is considered to be equal to brand equity. Empirical evidence from Solomon and Stuart’s (2009) research supported this claim as it was discovered that purchase decision that is based on loyalty might become a habit which results in brand equity. In addition, Aaker (1991) described brand loyalty as consumers’ mentality toward a brand that drives them to consistently purchase the same brand. Yoo et al. (2000) also claimed that brand loyalty has the ability to influence consumer choice to buy the same product or brand and cease to switch to other brands. Moreover, without making any evaluation, the brand-loyal consumers will simply purchase the brand unquestionably based on prior experiences (Yee and Sidek, 2008), implying that brand loyalty can consequently increase consumers’ purchase intention (Malik et al., 2013). This finding was supported by the empirical research conducted by Khan et al. (2015) in investigating the relationship between brand equity dimensions and the effect of each dimension on Malaysian consumers’ purchase intention in the fashion industry. The outcomes of this study revealed that brand loyalty is the

most prominent dimension that influences purchase intention. Therefore, the fourth hypothesis is formulated as follows:

H4. Brand loyalty has a positive influence on consumers' purchase intention towards skincare products.

### Research methodology

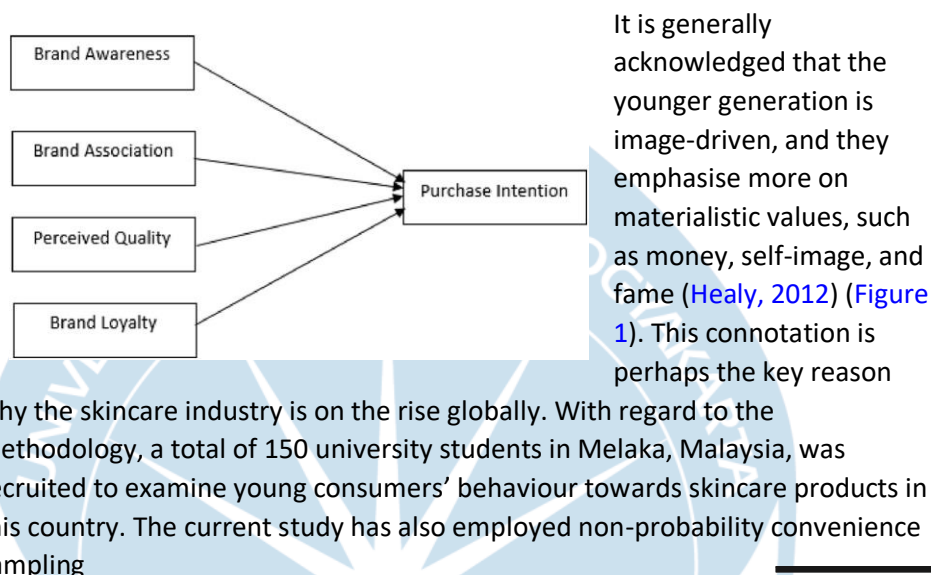


Figure1.  
Research framework

and data was collected using questionnaires that comprised of close-ended questions. Convenience sampling was especially selected because they are easily accessible to researchers (Sekaran and Bougie, 2013). This approach is typically used in exploratory studies as it is not time-consuming nor is it costly in the selection process of a random research sample. More importantly, this sampling technique was chosen because it has been used extensively in many of the similar literature (Ahmad and Sherwani, 2015; Mahfooz, 2015; Khan et al., 2015; Malik et al., 2013). Additionally, the questionnaire was designed to address the data ranging from respondents' demographic information to all independent and dependent variables of this study. Measurement for all the variables was designed in five-point Likert scale with 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree. The data were further analysed using SmartPLS to perform the measurement model and the structural model.

### Results and discussion Respondents' profile

Table I illustrates that most of the respondents were mainly female (74.7 per cent) within the age group of 18 to 21 years old (61.3 per cent) and the majority of the participants were Chinese participants (86.7

per cent). It was also discovered that in the span of one year, the respondents mostly spend RM51 to RM100 (30.7 per cent) on skincare products in addition to purchasing them three to four times (34 per cent).

#### Measurement model

The measurement model was evaluated through convergent validity and discriminant validity. The convergent validity was verified by the factor loadings, average variance extracted (AVE), and construct reliability (CR), with a minimum value of 0.7, 0.5 and 0.7 respectively (Hair et al., 2017). It is presented in Table II that the standardised loading factor was greater than 0.7 except for awareness with a standardised factor loading of less than 0.5 which was then deleted. It was also recorded that the AVE obtained were in between 0.691 and 0.879. Similarly, the CR items were within the range of 0.930 to 0.956 (Hair et al., 2017). The convergent validity of these constructs is thus deemed adequate.

Fornell and Larcker (1981) criterion and Heterotrait-monotrait (HTMT) criterion (Henseler et al., 2015) were used to assess discriminant validity. Fornell and Larcker (1981) criterion was examined by comparing the square root of the AVE with the correlations between the constructs. As displayed in Table III, all square roots of AVE (diagonal values) are more than the correlation coefficients between the constructs (off-diagonal values),

Variables	Frequency	(%)
Gender		
Male	38	25.0
Female	112	75.0
Age group		
18-21	95	61.3
22-25	52	34.7
Above 25	6	4.0
Ethnicity		
Malay	10	6.0
Chinese	130	87.0
Indian	10	6.0
Yearly expenditure on skin care product		
RM0-RM50	34	22.7
RM51-RM100	46	30.7
RM101-RM150	26	17.3
RM151-RM200	14	9.3
Above RM200	30	20.0
Yearly purchase frequency of skin care product		
1-2 times	42	28.0



	3-4 times	51	34.0
Table I.	5-6 times	32	21.3
Respondents' profile	More than 6 times	25	16.7

suggesting that discriminant validity is adequate. In contrast, HTMT can be assessed by comparing the values obtained with the required threshold of  $HTMT_{.85}$  (Kline, 2011) or  $HTMT_{.90}$  (Gold et al., 2001) and  $HTMT_{inference}$  did not contain value 1. Table IV illustrated that all values passed  $HTMT_{.90}$  and the  $HTMT_{inference}$  criterion indicating that discriminant validity is established. It was further discovered that the collinearity problem did not exist with all the VIF values for independent variables were less than 5 as shown in Table V (Hair et al., 2017).

### Structural model

Figure 2 demonstrates the structural model that was performed using a bootstrapping procedure with a resample of 5,000 based on the suggestion made by Hair et al. (2017). The results revealed that the  $R^2$  value for purchase intention was 0.697 where it correlated with Chin's (1998) guideline where a model is classified as being substantial (0.67), moderate (0.33), and weak (0.19). All paths tested in the structural model were significant with the t-values of H1 and H2 greater than the critical value of 1.6649, while the t-values for H3 and H4 were greater than 2.3263. Furthermore, the standardised beta obtained were 0.224 (brand association), 0.208 (brand awareness), 0.178 (brand loyalty) and 0.295 (perceived quality). It was further discovered that all variables tested have a positive effect on purchase intention.

Additionally, all effect sizes ( $f^2$ ) were greater than 0.02 in this study (Cohen, 1988). A blindfolding procedure was used to assess the predictive relevance with  $Q^2$  value of 0.573. It should also be noted that a model is said to have predictive relevance for a particular endogenous construct when  $Q^2$  is greater than 0 (Hair et al., 2017).

Construct	Items	Loadings	CR	AVE								
Brand association	association1	0.878	0.950	0.732	association2	0.832	association3	0.883	association4	0.879	association5	0.870
	association6	0.820	association7	0.824								

Brand awareness	awareness1	0.862	0.930	0.691
	awareness2	0.874		
	awareness4	0.694		
	awareness5	0.870		
	awareness6	0.850		
Brand loyalty	awareness7	0.823	0.947	0.721
	loyalty1	0.770		
	loyalty2	0.895		
	loyalty3	0.893		
	loyalty4	0.861		
	loyalty5	0.811		
	loyalty6	0.861		
Perceived quality	loyalty7	0.844	0.946	0.815
	perceived1	0.897		
	perceived2	0.944		
Purchase intention	perceived3	0.925	0.956	0.879
	perceived4	0.842		
	purchase1	0.928		
	purchase2	0.957		
	purchase3	0.927		

Table II.  
Measurement model

Construct	1	2	3	4	5
Brand association	<i>0.856</i>				
Brand awareness	0.789	<i>0.831</i>			
Brand loyalty	0.778	0.773	<i>0.849</i>		
Perceived quality	0.822	0.822	0.780	<i>0.903</i>	
Purchase intention	0.770	0.765	0.744	0.789	<i>0.938</i>

Table III.  
Discriminant validity

Note: Values on the diagonal (italic) represent the square root of the AVE, while the off-diagonals represent using Fornell–Larcker criterion

Construct	1	2	3	4	5
1. Brand association					
Brand awareness	<i>0.849</i>				
Brand loyalty	<i>Cl<sub>0.90</sub> (0.758, 0.911)</i>	<i>0.83</i>			
Perceived quality	<i>Cl<sub>0.90</sub> (0.743, 0.883)</i>	<i>Cl<sub>0.90</sub> (0.747, 0.887)</i>	<i>0.833</i>		
Purchase intention	<i>Cl<sub>0.90</sub> (0.829, 0.924)</i>	<i>Cl<sub>0.90</sub> (0.851, 0.927)</i>	<i>Cl<sub>0.90</sub> (0.739, 0.898)</i>	<i>0.851</i>	
	<i>0.822</i>	<i>0.826</i>	<i>0.789</i>	<i>Cl<sub>0.90</sub> (0.768, 0.909)</i>	
	<i>Cl<sub>0.90</sub> (0.710, 0.896)</i>	<i>Cl<sub>0.90</sub> (0.745, 0.884)</i>	<i>Cl<sub>0.90</sub> (0.700, 0.858)</i>		

Table IV.  
Discriminant validity using HTMT criterion

Table V.  
Results of partial least square

Hypothesis	Relationship	Std. beta	Std. error	t value	Decision	R <sup>2</sup>	Q <sup>2</sup>	f <sup>2</sup>	VIF
H1	Brandassociation	!	Purchaseintention	0.2240.1251.798*	Supported	0.6970.5730.0433.838			
H2	Brandawareness	!	Purchaseintention	0.2080.1211.714*	Supported	0.0383.792			
H3	Brandloyalty	!	Purchaseintention	0.1780.0762.343**	Supported	0.0323.238			
H4	Perceivedquality	!	Purchaseintention	0.2950.1032.869**	Supported	0.0674.331			

Notes: \*\*p < 0.01, \* p < 0.05

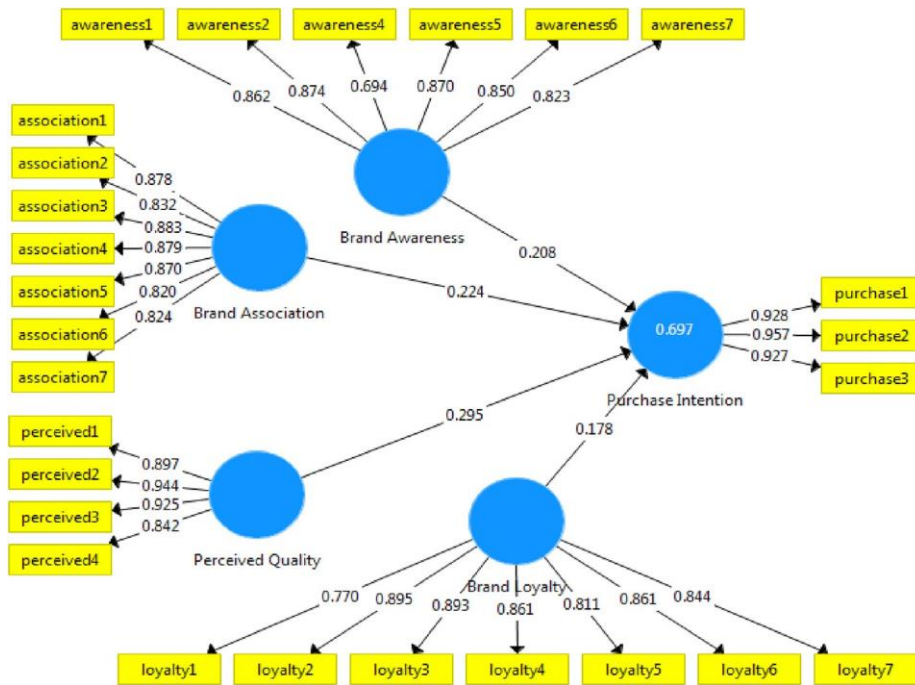


Figure2. Structural model for this study

The results revealed that brand awareness has a positive influence on consumers' purchase intention and this particular finding is consistent with other research which previously confirmed the association between brand awareness and purchase intention (Njuguna, 2014; Hakala et al., 2012; Malik et al., 2013). According to Rossiter and Percy (1987), both communication and transaction will not occur if there is no brand awareness. It has also been reported that brand awareness will influence purchase intention as it raises the chance for the brand to be included in the consideration set (Keller, 1993). When consumers have awareness about a brand, they can easily recall some of the characteristics of the brand. Accordingly, during the decision-making process on purchasing certain product category, the ability to recall the brand as the member of the product category will increase the probability for it to be included in the consideration set. Brand awareness can also be used as a heuristic in making a purchase decision; a popular brand is more likely to be recognised and distinguished from competitors and will have higher purchase intention compared to the brand with low awareness (Aaker, 1991; Dodds et al., 1991; Percy and Rossiter, 1992). Furthermore, brand awareness impacts customer decision making by affecting the perception of quality (MacDonald and Sharp, 2000). Marketing communication tools can generate brand awareness effectively as they provide assurance of product quality and credibility which subsequently helps diminish product evaluation and selection risks when purchasing a product (Aaker, 1996; Buil et al., 2013; Keller and Lehmann, 2003; Rubio et al., 2014). Hence, it can be deduced that brand awareness is a factor that has a significant influence on consumers' purchase intention.

Brand association has also been proven to have a positive relationship with consumers' purchase intention (Perera and Dissanayake, 2013; Roozy et al., 2014). Brand association consists of all brand-related elements which function to help consumers establish either positive or negative brand image. It is argued that when buying a product, consumers are simultaneously purchasing the image associated with it (Evans et al., 2006). Meanwhile, Aaker (1991) stated that brand association offers some benefits to consumers by assisting them to process or retrieve information,

differentiating the brand, creating positive attitudes or feelings among consumers, and generating reasons to purchase the brand. Brand association will generate either a positive or negative brand image which affects the relationship consumers establish with the brand in terms of emotional and perceptible attachment, consequently influencing consumers' purchase intention. Therefore, it is crucial for firms to formulate relevant strategies in ensuring that their customers will have a positive brand association.

The current study has also discovered that perceived quality has a positive relationship with consumers' purchase intention and this result correlates with that of previous research, i.e. perceived quality has a significant effect on consumers' purchase intention (Saleem et al., 2015; Asshidin et al., 2016; Eze et al., 2012). Positive perceived quality can impact customers' choices, drive consumer purchase decision, allow firms to set premium price, and enable the differentiation of brand as well as the execution of brand extension. Aaker's (1991) study found that quality is the most critical criterion when making choices. Previous literature also justified that perceived quality is considered as an essential dimension for brand equity across various frameworks (Dyson et al., 1996; Farquhar, 1989; Keller, 1993) as perceived quality strategically affects brand equity by diminishing the perceived risk (Aaker, 1991; Erdem et al., 2004; Keller, 1993). Moreover, Yoo (2000) noted that positive perceived quality will boost brand equity considering that perceived quality is part of the brand equity which causes consumers to choose the particular brand over the competitors' brand. Hence, firms must be able to establish the perceived quality attributes that are significant to both the industry and the consumers. It is also vital for firms to determine the cues and signals that are available for perceived quality as product quality is often judged according to the wide range of information cues that are retrieved from the product.

The present study further discovered that brand loyalty has a positive relationship with consumers' purchase intention, correlating with previous research which has suggested that brand loyalty has a significant influence on purchase intention (Malik et al., 2013; Roozy et al., 2014; Khan et al., 2015). As per Yoo et al. (2000), brand-loyal consumers will choose to buy the same product or brand and cease to switch to other brands. Despite the marketing tactics or situational influences that may act upon switching behaviour, brand-loyal consumers have a sense of commitment to constantly repurchase or repatronise a favoured brand, product or service in the future (Oliver, 1997).

These consumers will not assess the brand; instead, they will purchase it unquestionably based on past experiences with the brand (Yee and Sidek, 2008). It was also found that loyal customers will purchase more frequently compared to their non-loyal counterparts (Bowen and Shoemaker, 1998). In short, loyal consumers will choose to buy the same brand persistently and cease to switch to other brands. Consequently, the consumers would agree to pay a premium price for the brand in addition to making brand recommendations to new consumers. Thus, firms should retain consumers' brand loyalty by constantly improving their brand management strategy.

## Implications

This research provides several benefits for future studies. First, this study is one of the academic works that discovers a positive correlation between brand awareness, brand association, perceived quality, brand loyalty and purchase intention. Although there have been similar papers that discussed the impact of brand equity components on consumers' purchase intention, the investigation on the skincare industry is still sparse. Therefore, the current study specifically aims to provide a better understanding of the effect of these brand equity components on consumers' purchase intention in the skincare industry.

The overview of the current situation in the skincare industry was also addressed in this study, making it a useful reference or data guideline for the forthcoming research. Besides, the present paper has also elaborated on the relevant information pertaining to the current market trends and market size as well as consumers' purchase intention in the skincare industry.

Furthermore, this research has presented comprehensive charts and statistics that enable researches to compare and contrast the market trends and economic situation of different countries and generations. Disparities in consumer behaviour and preferences of different generations can also be evaluated in further details.

As no study is totally perfect such that some missing elements or unresolved problems may be present in existing literature, the gaps in academic research should be addressed by more up-to-date papers. Hence, this study contributes to the field of knowledge on consumers' purchase intention in the skincare industry by adding insightful input and providing a deeper understanding of the existing studies.

It should be emphasised that in the current highly competitive skincare industry, strong brand management becomes a vital step in securing a huge market share. Thus, based on the outcomes of this study, firms are able to recognise the significance of the four brand equity components on consumers' purchase intention. The present research further provides firms with an understanding of the market trend and consumer preferences. In this fastpaced competitive

skincare industry, it is important for firms to move along with the current trend and consumer preferences in constructing effective and efficient marketing mixes that fulfil the consumers' needs and wants. Accordingly, the paper is able to facilitate firms in increasing their sales and market share by offering the right brand features that stimulate consumers' purchasing behaviour.

The findings above may also provide insights to those who are interested in investing in the skincare industry. Marketers will be able to formulate a proper marketing strategy to delve into the highly competitive yet profitable skincare industry.

#### Limitations and future recommendations

Several limitations of this study are outlined as follows. First, the adoption of nonprobability convenience sampling may result in the under-representation of the population being studied. This method also limits the generalisability and representativeness of the sample as a whole population.

As this research mainly focuses on skincare industry per se, the findings are limited only to explaining the nature of this industry. The results cannot be generalised to other industries as each industry has differing consumers' trends and preferences.

There is also a lack of diversity in the background of respondents. Of the majority of the respondents in this study were Chinese and female respondents were more than their male counterparts. Thus, this lack of diversity in ethnicity and gender may affect the results considering that respondents of different ethnicity and gender may have different purchasing behaviour based on their preferences, needs, and attention when making a purchase decision.

Several recommendations are presented for upcoming research related to this topic. First, future studies are advised to employ a probability sampling method in evaluating the consumers' purchase intention towards skincare products. This sampling method provides equal and known chances to all elements in the intended population to be chosen as a sample, generating a more accurate representation of the population.

Furthermore, as this research only focuses on skincare industry, similar empirical investigation can be carried out to explore other industries, such as clothing, services, food and beverages, and fast moving consumer goods. This further exploration will contribute to a deeper understanding of the significance of brand equity elements on consumers' purchase intention towards different industries.

---

The present research only focused on the response of university students within the age range of 18 to above 25 years old. Hence, forthcoming research can delve into a wider age group so that the effect of age groups on the purchase intention of skincare products can be evaluated.

Lastly, as this research comprised of more Chinese females, future studies should consider to include more respondents of other ethnicity and also recruit more male respondents. These factors will contribute to producing a more convincing outcome that can generalise the whole university students' population.

## Conclusion

It has been revealed that all four variables tested in this study have a positive influence on university students' purchase intention. Specifically, perceived quality was discovered to be the most significant element in affecting consumers' purchase intention towards skincare products. Hence, it is evident that firms must establish the perceived quality attributes that are essential to both the industry and the consumers so that competitive advantage can be obtained over the competitors. Nevertheless, the important roles played by the rest of the factors should not be ignored. Brand association helps consumers to produce a positive or negative brand image which subsequently affects the relationship consumers have established with the brand, further influencing consumers' purchase intention. Brand awareness is equally crucial because any communication and transaction will not happen if there is no brand awareness. Firms should also preserve consumers' brand loyalty as loyal customers will constantly repurchase the same brand and will not switch to another brand. Loyal customers are also more willing to pay a premium price for the brand and may further recommend the brand to new consumers, producing a significant impact on purchase intention towards the brand. In conclusion, with the increasingly intense competition in the skincare industry, consumers' behaviour, preference, and needs must be identified and understood to design products that will constantly satisfy consumers. Building a strong brand undoubtedly becomes a pivotal step to combat the competitions and to stand out from the crowd.

## References

- Aaker, D.A. (1991), *Managing Brand Equity. Capitalizing on the Value of Brand Name*, The Free Press, New York, NY.
- Aaker, D.A. (1992a), "The value of brand equity", *Journal of Business Strategy*, Vol. 13 No. 4, pp. 27-32.
- Aaker, D.A. (1992b), "Managing the most important assets: brand equity", *Planning Review*, Vol. 20 No. 5, pp. 56-58.
- Aaker, D.A. (1996), "Measuring brand equity across products and markets", *California Management Review*, Vol. 38 No. 3.
- Ahmad, F. and Sherwani, N.U. (2015), "An empirical study on the effect of brand equity of mobile phones on customer satisfaction", *International Journal of Marketing Studies*, Vol. 7 No. 2, p. 59.
- Allied Market Research (2017), "Skin care products market: by type (face cream, and body lotion) and geography – global opportunity analysis and industry forecast, 2014-2022", available at: [www.alliedmarketresearch.com/skin-care-products-market](http://www.alliedmarketresearch.com/skin-care-products-market)
- Ashill, N.J. and Sinha, A. (2004), "An Exploratory study into the impact of components of brand equity and country of origin effects on purchase intention", *Journal of Asia – Pacific Business*, Vol. 5 No. 3, p. 27.
- Assael, H. (1998), *Consumer Behavior and Marketing Action*, 6th ed., South Western College Publishing, Cincinnati, Ohio.



- Asshidin, N.H.N., Abidin, N. and Borhan, H.B. (2016), "Perceived quality and emotional value that influence consumer's purchase intention towards American and local products", *Procedia Economics and Finance*, Vol. 35, pp. 639-643.
- Baldinger, A.L. and Rubinson, J. (1996), "Brand loyalty: the link between attitude and behavior", *Journal of Advertising Research*, Vol. 36 No. 6, pp. 22-35.
- Bhuiyan, S.N. (1997), "Marketing cues and perceived quality: perceptions of Saudi consumers toward products of the US, Japan, Germany, Italy, U.K. and France", *Journal of Quality Management*, Vol. 2 No. 2, pp. 217-235.
- Biel, A.L. (1991), "The brandscape: converting brand image into equity", *Journal: ADMAP*, Vol. 26 No. 10.
- Blackwell, R.D., Miniard, P.W. and Engel, J.F. (2001), *Consumer Behavior 9th*, South-Western Thomas Learning, Mason, OH.
- Bowen, J. and Shoemaker, S. (1998), "The antecedents and consequences of customer loyalty", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 39 No. 1, pp. 12-25.
- Brewer, A. and Zhao, J. (2010), "The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney", *International Journal of Educational Management*, Vol. 24 No. 1, pp. 34-47.
- Bridges, S., Keller, K.L. and Sood, S. (2000), "Communication strategies for brand extensions: enhancing perceived fit by establishing explanatory links", *Journal of Advertising*, Vol. 29 No. 4, pp. 1-11.
- Buil, I., De Chernatony, L. and Martinez, E. (2013), "Examining the role of advertising and sales promotions in brand equity creation", *Journal of Business Research*, Vol. 66 No. 1, pp. 115-122.
- Cavero, S. and Cebollada, J. (1998), "Brand choice and marketing strategy: an application to the market", *Journal of International Consumer Marketing*, Vol. 10 Nos 1/2, pp. 57-71.
- Chang, H.H. and Liu, Y.M. (2009), "The impact of brand equity on brand preference and purchase intentions in the service industries", *The Service Industries Journal*, Vol. 29 No. 12, p. 1687.
- Chaudhuri, A. and Holbrook, M.B. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of Marketing*, Vol. 65 No. 2, pp. 81-93.
- Chin, T.K. and Harizan, S.H.M. (2017), "Factors influencing consumers' purchase intention of cosmetic products in Malaysia", *International Journal of Business and Innovation*, Vol. 3 No. 1, pp. 1-15.
- Cohen, J. (1988), *Statistical Power Analysis for the Behavioral Science*, 2nd ed., Laurence Erlbaum Associates, Hillsdale, NJ.
- Deighton, J., Henderson, C.M. and Neslin, S.A. (1994), "The effects of advertising on brand switching and repeat purchasing", *Journal of Marketing Research*, Vol. 31 No. 1, pp. 28-43.
- Dobni, D. and Zinkhan, G.M. (1990), *In Search of Brand Image: A Foundation Analysis*, ACR North American Advances.
- Dodds, W.B., Monroe, K.B. and Grewal, D. (1991), "Effects of price, brand, and store information on buyers' product evaluations", *Journal of Marketing Research*, Vol. 28 No. 3, pp. 307-319.
- Dyson, P., Farr, A. and Hollis, N.S. (1996), "Understanding, measuring, and using brand equity", *Journal of Advertising Research*, Vol. 36 No. 6, pp. 9-22.
- Emari, H., Jafari, A. and Mogaddam, M. (2012), "The mediatory impact of brand loyalty and brand image on brand equity", *African Journal of Business Management*, Vol. 6 No. 17, pp. 5692-5701.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1995), *Consumer Behavior*, 8th ed., The Dryden Press, New York, NY.
- Evanschitzky, H. and Wunderlich, M. (2006), "An examination of moderator effects in the four-stage loyalty model", *Journal of Service Research*, Vol. 8 No. 4, pp. 330-345.
- Erdem, T., Zhao, Y. and Valenzuela, A. (2004), "Performance of store brands: a cross-country analysis of consumer store-brand preferences, perceptions, and risk", *Journal of Marketing Research*, Vol. 41 No. 1, pp. 86-100.
- Euromonitor International (2016), *The Beauty and Personal Care Market: Global and Regional Overview*, Euromonitor International, available at: [www.euromonitor.com](http://www.euromonitor.com)
- Evans, M., Jamal, A. and Foxall, G. (2006), *Consumer Behaviour*, John Wiley and Sons, UK.
- Eze, U., Tan, C. and Yeo, A. (2012), "Purchasing cosmetic products: a preliminary perspective of GenY", *Contemporary Management Research*, Vol. 8 No. 1, pp. 51-60.

- Farquhar, P.H. (1989), "Managing brand equity", *Marketing Research*, Vol. 1 No. 3.
- Fishbein, M. and Ajzen, I. (1977), "Belief, attitude, intention, and behavior: an introduction to theory and research", *Journal of Business Venturing*, Vol. 5, pp. 177-189.
- Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Gold, A.H., Malhotra, A. and Segars, A.H. (2001), "Knowledge management: an organizational capabilities perspective", *Journal of Management Information Systems*, Vol. 18 No. 1, pp. 185-214.
- Gustafson, T. and Chabot, B. (2007), "Brand awareness", *Cornell Maple Bulletin*, Vol. 105, pp. 1-5.
- Hair, J.F., Jr, Hult, G.T.M., Ringle, C. and Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Thousand Oaks, CA.
- Hakala, U., Svensson, J. and Vincze, Z. (2012), "Consumer-based brand equity and top-of-mind awareness: a cross-country analysis", *Journal of Product and Brand Management*, Vol. 21 No. 6, pp. 439-451.
- Hal Dean, D. (2004), "Evaluating potential brand associations through conjoint analysis and market simulation", *Journal of Product & Brand Management*, Vol. 13 No. 7, pp. 506-513.
- Healy, M. (2012), "Millennials might not be so special after all, study finds", 49 USATODAY.COM, available at: <http://usatoday30.usatoday.com/news/health/wellness/story/2012-03-15/Millennials51might-not-be-so-special-after-all-study-finds/5>
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", *Journal of the Academy of Marketing Science*, Vol. 43 No. 1, pp. 115-135.
- Hoeffler, S. and Keller, K.L. (2002), "Building brand equity through corporate societal marketing", *Journal of Public Policy and Marketing*, Vol. 21 No. 1, pp. 78-89.
- Hoyer, W.D. and Brown, S.P. (1990), "Effects of brand awareness on choice for a common repeatpurchase product", *Journal of Consumer Research*, Vol. 17 No. 2, pp. 141-148.
- Jalilvand, M.R., Samiei, N., Mahdavinia, S.H. and Hamza, V.K. (2011), "The effect of brand equity components on purchase intention: an application of Aaker's model in the automobile industry", *International Business and Management*, Vol. 2 No. 2, pp. 149-158.
- James, D. (2005), "Guilty through association: brand association transfer to brand alliances", *Journal of Consumer Marketing*, Vol. 22 No. 1, pp. 14-24.
- Javalgi, R.G. and Moberg, C.R. (1997), "Service loyalty: implications for service providers", *Journal of Services Marketing*, Vol. 11 No. 3, pp. 165-179.
- Jones, M.A., Mothersbaugh, D.L. and Beatty, S.E. (2002), "Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes", *Journal of Business Research*, Vol. 55 No. 6, pp. 441-450.
- Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Keller, K.L. (1998), *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Prentice Hall International, London.
- Keller, K.L. and Lehmann, D.R. (2003), "How do brands create value?", *Marketing Management*, Vol. 12 No. 3, p. 26.
- Khan, N., Rahmani, S.H.R., Hoe, H.Y. and Chen, T.B. (2015), "Causal relationships among dimensions of consumer-based brand equity and purchase intention: fashion industry", *International Journal of Business and Management*, Vol. 10 No. 1, pp. 172-181.
- Kim, H.B. and Kim, W.G. (2005), "The relationship between brand equity and firms' performance in luxury hotels and chain restaurants", *Tourism Management*, Vol. 26 No. 4, pp. 549-560.
- Kimery, K.M. and McCord, M. (2002), "Third-party assurances: the road to trust in online retailing", *Proceedings of the 35th Annual HI International Conference on System Sciences*, IEEE, p. 10.
- Kline, R.B. (2011), "Convergence of structural equation modeling and multilevel modeling".
- Kotler, P. (2003), *Marketing Management*, 11th ed., Prentice Hall, NJ.
- Kotler, P. and Keller, K.L. (2006), *Marketing Management*, 12th ed., Prentice-Hall of India, New Delhi.

- Li, X. (2004), "How brand knowledge influences consumers' purchase intentions", Doctoral dissertation, Auburn University.
- MacDonald, E.K. and Sharp, B.M. (2000), "Brand awareness effects on consumer decision making for a common, repeat purchase product: a replication", *Journal of Business Research*, Vol. 48 No. 1, pp. 5-15.
- Mahfooz, Y. (2015), "Brand equity-consequence relationship: evidence from automobile industry", *International Journal of Business and Management*, Vol. 10 No. 3, p. 81.
- Malik, M.E., Ghafoor, M.M., Hafiz, K.I., Riaz, U., Hassan, N.U., Mustafa, M. and Shahbaz, S. (2013), "Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer", *International Journal of Business and Social Science*, Vol. 4 No. 5.
- Mathur, A. (1999), "Incorporating choice into an attitudinal framework: cross-cultural extension and additional findings", *Journal of International Consumer Marketing*, Vol. 10 No. 4, pp. 93-110.
- Njuguna, R.K. (2014), "The influence of brand equity on consumer choice in branded bottled water among supermarket customers in Nairobi Central business district", Kenya (Doctoral dissertation), Kenyatta University.
- O'Cass, A. and Grace, D. (2003), "An exploratory perspective of service brand associations", *Journal of Services Marketing*, Vol. 17 No. 5, pp. 452-475.
- O'Cass, A. and Lim, K. (2002), "The influence of brand associations on brand preference and purchase intention", *Journal of International Consumer Marketing*, Vol. 14 Nos 2/3, pp. 41-71.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Percy, L. and Rossiter, J.R. (1992), "A model of brand awareness and brand attitude advertising strategies", *Psychology and Marketing*, Vol. 9, pp. 263-274.
- Perera, W.L.M.V. and Dissanayake, D.M.R. (2013), "The impact of brand awareness, brand association and brand perceived quality on female consumers' purchase decisions of foreign makeup products (a study of youth segment)", *Conference Proceedings of 4th International Conference on Business and Information (ICBI)*, University of Kelaniya, Sri Lanka.
- Rio, A., Vazquez, R. and Iglesias, V. (2001), "The role of the brand name in obtaining differential advantages", *Journal of Product and Brand Management*, Vol. 10 No. 7, pp. 452-465.
- Roozy, E., Arastoo, M.A. and Vazifehdust, H. (2014), "Effect of brand equity on consumer purchase intention", *Indian Journal of Scientific Research*, Vol. 6 No. 1, pp. 212-217.
- Rossiter, J.R. and Percy, L. (1987), *Advertising and Promotion Management*, McGraw-Hill Book Company, US.
- Rubio, N., Oubina, J. and Villasenor, N. (2014), "Brand awareness-brand quality inference and consumer's risk perception in store brands of food products", *Food Quality and Preference*, Vol. 32, pp. 289-298.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M. and Ahmed, N. (2015), "Product perceived quality and purchase intention with consumer satisfaction", *Global Journal of Management and Business Research: E Marketing*, Vol. 15 No. 1, pp. 21-28.
- Schiffman, L.G. and Kanuk, L.L. (2000), *Consumer Behavior*, 7th ed., Prentice Hall, New York, NY, pp. 15-36.
- Schoell, W.F., Gultinan, J.P. and Pritchett, B.M. (1990), *Marketing: Contemporary Concepts and Practices*, Allyn and Bacon.
- Sekaran, U. and Bougie, R. (2013), *Research Methods for Business: A Skill-Building Approach*, 6th ed., Wiley, New York.
- Solomon, M.R. and Stuart, E.W. (2002), *Marketing: Real People, Real Choice*, 2nd ed., Prentice-Hall, Englewood Cliffs, NJ.
- Travis, D. (2000), *Emotional Branding: How Successful Brands Gain the Irrational Edge*, Prima Pub.
- Van Osselaer, S.M. and Janiszewski, C. (2001), "Two ways of learning brand associations", *Journal of Consumer Research*, Vol. 28 No. 2, pp. 202-223.
- Yee, A.F. and Sidek, B. (2008), "Influence of brand loyalty on consumer sportswear", *International Journal of Economics and Management*, Vol. 2 No. 2, pp. 221-236.
- Yoo, B., Donthu, N. and Lee, S. (2000), "An examination of selected marketing mix elements and brand equity", *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, pp. 195-211.

Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.

Further reading

Assael, H. (1984), *Consumer Behavior and Marketing Action*, Kent Pub. Co.

Dosm.gov.my (2019), "Department of statistics Malaysia official portal", available at: [www.dosm.gov.my/v1/](http://www.dosm.gov.my/v1/)

Sekaran, U. and Bougie, R. (2010), *Research Methods for Business: A Skill-Building Approach*, 5th ed., John Wiley and Sons, Haddington.

U.S Department of Commerce (2015), "Cosmetics and toiletries market overviews 2015", U.S Department of Commerce, pp. 51-60.

Corresponding author

Jia En Lee can be contacted at: [jiaenlee14@gmail.com](mailto:jiaenlee14@gmail.com)

---

For instructions on how to order reprints of this article, please visit our website: [www.emeraldgroupublishing.com/licensing/reprints.htm](http://www.emeraldgroupublishing.com/licensing/reprints.htm) Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

