

# THE INFLUENCE OF BRAND AWARENESS, BRAND LOYALTY AND QUALITY ON PURCHASE INTENTION OF REALME SMARTPHONE PRODUCTS IN LHOKSEUMAWE CITY (Case Study in the Community of Lhokseumawe City)

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## Abstract

This research aims to determine the influence of Brand Awareness, Brand Loyalty, Perceived Quality on Purchase Intention for Realme Smartphone Products in Lhokseumawe City. The Brand Awareness indicators used in this research consist of being easy to remember, recognizing the type of product, having good quality and affordable prices, and good satisfaction. Then the Brand Loyalty indicators consist of trust, paying more, inviting people to buy, repeat purchases, following the news, and being able to become a spokesperson. Then the Perceived Quality Indicator consists of good quality, consistent quality, reliable products. And the Purchase Intention indicators used consist of transactional, referential and exploratory. This research uses a quantitative type with a sampling technique in the form of Accidental Sampling. The data used in this research is primary data obtained by distributing questionnaires to 102 Lhokseumawe City residents who are interested in buying Realme Smartphone Products. The data analysis technique used in this research is multiple linear regression analysis using SPSS version 23 software. The results of the research show that Brand Awareness, Brand Loyalty have a positive and significant effect on Purchase Intention for Realme Smartphone Products in Lhokseumawe City, while Perceived Quality has no significant effect on Purchase Intention for Realme Smartphone Products in Lhokseumawe City.

**Keywords :** *Brand Awareness, Brand Loyalty, Perceived Quality, Purchase Intention*

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## 1. INTRODUCTION

Currently, the development of the world of information technology in Indonesia is progressing very rapidly, especially in the smartphone industry. This progress is also accompanied by the existence of the internet and modern applications that help various human activities. Not only urban and rural communities, even people in the interior of Indonesia are now using it. Currently, smartphones are not only used as communication tools, but smartphones also have many features that can meet human needs. Realme first appeared in China in 2010 as Oppo Real, Realme was originally a sub-brand of Oppo Electronics Corporation, a subsidiary of BBK Electronics and became an independent company in 2018. On July 30, 2018, former vice president of Oppo and president of Oppo Overseas business division Bingzhong Li (Sky Li) announced his departure from Oppo and his intention to establish Realme as an independent brand on the website.

Realme is quite capable of competing with other smartphone products. By launching smartphones with high specifications and affordable prices such as Realme 2, Realme 2 Pro, and Realme C1 in Indonesia ([www.gadgetren.com](http://www.gadgetren.com)). Several methods are used by companies to retain their consumers by continuing to produce brands that consumers can accept as one of their communication needs. In this way, consumers will more easily remember the brand promoted by a company. Along with technological developments, there are more and more new breakthroughs in the telecommunications sector. This new breakthrough is used to support the increasing needs of human life in the field of communication. One of the results of this innovation is a phenomenal cellphone that is in great demand by many people from all over the world, namely the smartphone. In fact, the latest data that researchers obtained from IDC, respectively, the ranking of cellphone vendors in Indonesia in 2019 (Q3 2019; July-September 2019) was Oppo (26.2 percent), Vivo (22.8 percent), Samsung (19, 4 percent), Realme (12.6 percent), and Xiaomi (12.5 percent) ([www.katadata.co.id](http://www.katadata.co.id)). The sales volume of Realme smartphones has increased quite high, even beating Xiomi. The phenomenon of high sales and distribution of Realme Smartphone users in

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Indonesia is the reason researchers chose Realme as the research object due to several articles showing Realme's rapid development. However, Realme needs to maintain its marketing strategy and also provide technological innovation that supports improvements in product quality.

Based on observations made by researchers, Lhokseumawe City is one of the cities that widely uses the Realme Smartphone brand among the middle class. Because the marketed price for Realme Smartphone products is not too expensive and affordable for people who want to buy these products. This has also had an impact on interest in buying Realme Smartphones in Lhokseumawe City which has greatly increased, many people are interested in using Realme products. Because of its wide access and the several brands they sell, it can attract customers' buying interest to buy the latest brands of smartphones and there has been an increase in buying interest among teenagers, where they use smartphones a lot for gamers or for learning purposes.

Brand awareness according to Keller et al (2019) is something related to the strength of a brand in memory, reflected in consumers' ability to identify various brand elements. Apart from that, brand awareness can be interpreted as that consumers recognize and remember a particular brand or company name when they are considering purchase option. Brand loyalty according to Kottler & Keller (2019) brand loyalty is a measure of how often consumers buy, and their regular commitment to buying certain products. According to Aaker Santoso & Prasatyo (2021) Perceived Quality can be interpreted as an overall view of the quality or superiority of a product or service and consumers' assessment of the overall superiority of the product. Purchase Intention according to Fill & Turnbull (2019) is a relevant feeling that other people believe about a purchase recommendation that can give rise to someone's intention to buy a product.

## **2. LITERATURE REVIEW**

### **2.1 Brand Awareness**

According to (Firmansyah, 2019), brand awareness is a general goal of marketing communications. With high brand awareness, it is hoped that whenever a category need arises, the brand will reappear from memory and then be used as a consideration for various alternatives in decision making.

### **2.2 Brand Loyalty**

According to Schiffman and Kanuk (2019) define brand loyalty as a consistent consumer preference to make purchases from the same brand for specific products or certain service categories.

### **2.3 Perceived Quality**

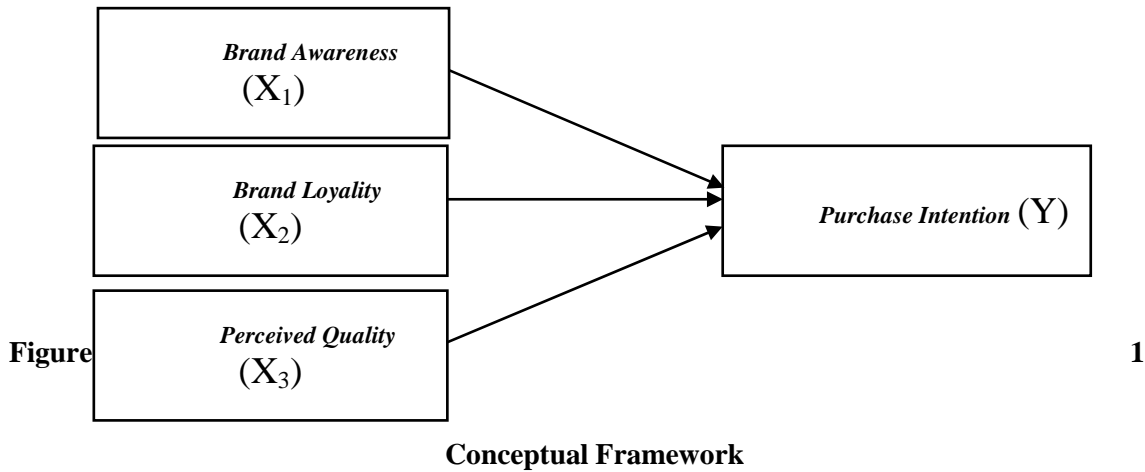
According to Tjiptono (in Firmansyah, 2019) Perceived Quality is a reflection of all dimensions of product offerings that produce benefits for customers. Producers who pay attention to these dimensions of product quality in their products will indirectly create a perception in consumers that quality products are able to fulfill various aspects that consumers want.

### **2.4 Purchase Intention**

According to Bakti & Perkasa, (2020) purchase intention is an intention that arises in a person before making a purchase of a product or service which is considered first. before the purchasing process takes place.

### **2.5 Kerangka Konseptual**

Based on basic concepts and theories in this research, the aim of this research is to determine the influence of Brand Awareness, Brand Loyalty, Perceived Quality on Purchase Intention. The conceptual framework of this research describes the relationship of the independent variables of Brand Awareness (X1), Brand Loyalty (X2), and Perceived Quality (X3) to the dependent variable, namely Purchase Intention (Y). Thus, the conceptual framework of this research is as follows.



### 3. IMPLEMENTATION METHOD

The object of this research is the entire Lhokseumawe City Community. The location of this research is Lhokseumawe City. The population in this research is all the people of Lhokseumawe City who purchased an unknown number of Realme Smartphone products. The number of samples in this study was determined based on the formula quoted by (Hair et al., 2019) by following the number of samples adjusted to the number of question indicators whose influence was analyzed, namely using a questionnaire, assuming  $n \times 17$  variables (indicators). Determining the sample size in this study took the opinion of (Hair et al., 2019), the sample size was around 5 - 10 times the number of indicators in one research model. The number of indicators in this research model is 17 indicators, so based on the opinion the number of samples could be 5 - 10 times the number of indicators in the research model. This research took samples 6 times from the number of indicators  $(17 \times 6) = 102$  samples. So the sample that will be used in this research is 102 respondents. So the implementation of accidental sampling in this research was given to 102 respondents, namely the entire Lhokseumawe City community.

The data collection technique used in this research is using a questionnaire. A questionnaire is a data collection technique by giving respondents a set of questions or written statements to answer (Sugiyono, 2016). Questionnaires were distributed to research respondents, where researchers immediately processed the recapitulation results from the weighting results or assessments of the respondents' answers, for further processing as descriptive data. The measurement aspect of the analyzed data is carried out by forming indicators for each question asked using a Likert Scale where each question has an answer interval between 1 (Strongly Disagree) and 5 (Strongly Agree). This must be done considering that in analyzing this research model the data used is primary data sourced from questionnaires. The method for testing hypotheses and analyzing data is to use Multiple Linear Regression from the SPSS version 23 program. Multiple linear regression analysis is used by researchers with the aim of predicting the condition of the dependent variable. The independent variable as a predictor factor is manipulated (increased or decreased in value). So multiple linear regression analysis is used if the number of independent variables in a study is more than one (at least two independent variables) (Sugiono, 2016). The formula for the multiple linear regression analysis model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

### 4. RESULTS AND DISCUSSION

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**4.1 Results**

Multiple linear regression analysis was used to determine the magnitude of the influence of the dependent variable, namely Purchase Intention (Y), with the independent variables, namely Brand Awareness (X1), Brand Loyalty (X2) and Perceived Quality (X3). Data processing calculations used IBM SPSS statistics 23 with a total of 102 respondents. respondents, shown in the table below:

**Table 1 Results Partial Regression Analysis Coefficients<sup>a</sup>**

Variable	Unstandardized Coefficient		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
(Constant)	5,291	1,285		4,118	0,000
Brand Awareness	0,297	0,093	0,324	3,200	0,002
Brand Loyalty	0,203	0,072	0,284	2,816	0,006
Perceived Quality	0,062	0,088	0,066	0,707	0,481

(Source: Processed primary data, 2023)

Based on table 1 above, it can be seen that the regression equation used is:

$$Y = 5,291 + 297X1 + 203X2 + 062X3$$

Based on this equation, it can be explained as follows:

1. The constant coefficient is 5.291, meaning that if there were no brand awareness, brand loyalty and perceived quality variables, then purchase intention would be 5.291 points.
2. The regression coefficient for the brand awareness variable is 0.297 with a positive direction, meaning that for every increase in the quality of brand awareness by 1 point and other variables remaining constant, purchase intention will increase by 0.297 points.
3. The regression coefficient for the brand loyalty variable is 0.203 with a positive direction, meaning that for every increase in brand loyalty quality of 1 point and other variables remaining constant, purchase intention will increase by 0.203 points.
4. The regression coefficient for the perceived quality variable is 0.062 with a positive direction, meaning that for every increase in perceived quality by 1 point, purchase intention will increase by 0.062 points.

**4.2 Coefficient of Determination (R2)**

Ghozali, (2016) The determination test (R2) is used to determine the extent of the model's ability to explain variations in the dependent variable. The R2 value ranges between 0% <R2, which is small, meaning that the ability of the independent variable to explain variations in the dependent variable is very independent.

**Table 2. Result Coefficient of Determination (R2)**

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,65	0,319	0,298	1,3272

(Source: Processed primary data, 2023)

Based on table 2, it is known that the R Square value is 319, this means that the influence of X1 (Brand Awareness), X2 (Brand Loyalty) and 217%) is explained by other variables not examined in this study. From table 1, the t-count value for each independent variable is obtained. By looking at the criteria that have been determined,  $\alpha = 0.05$  table (102-4 = 98), the table value is 1.66055. From this description the following conclusions can be drawn:

1. Brand Awareness has a significant effect on purchase intention for realme smartphone products with  $t_{count} > t_{table}$  of  $3,200 > 1,660$ . The influence of brand awareness on purchase intention is 32.4%. The results of testing H1 in this study state that the brand awareness variable has a significant effect on purchase intention, with a positive relationship direction. So H1 is accepted.
2. Brand Loyalty has a significant effect on purchase intention for realme smartphone products with  $t_{count} > t_{table}$  of  $2,816 > 1,660$ . The influence of brand loyalty on purchase intention is 28.4%. The results of testing H2 in this research state that the brand loyalty variable has a significant effect on purchase intention, with a positive relationship direction. So thus H2 is accepted.
3. Perceived Quality has no significant effect on purchase intention for realme smartphone products with  $t_{count} > t_{table}$  of  $0,707 > 1,660$ . there is no effect on perceived quality on purchase intention, which is 06.0%. The results of testing H3 in this research state that the perceived quality variable does not have a significant effect on purchase intention, with a negative relationship direction. So H3 is therefore rejected.

### 4.3 DISCUSSION

#### **Positive and Significant Influence of Brand Awareness on Purchase Intention for Realme Smartphone Products in Lhokseumawe City**

Based on the results of research that has been carried out, the results obtained are that the brand awareness variable has a significant value (0.002) which is smaller than the significance level used (0.05), with a calculated  $t$  of (3.200) which is greater than the  $t_{table}$  (1.660). So it can be concluded that the brand awareness variable (X1) has a positive and significant influence on purchase intention for Realme smartphone products in the city of Lhoksumawe. Thus, (H1) can be accepted which states that brand awareness influences purchase intention for Realme smartphone products in the city of Lhokseumawe.

The results of this research are in line with previous research conducted by Muzammil et.al (2021) regarding "The Influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on iPhone purchasing decisions (Case study of Students at the Faculty of Medicine, Islamic University of Malang)". The research results show that brand awareness has a positive and significant effect on iPhone purchasing decisions. The purpose of this research is to determine the influence of brand awareness, brand association, perceived quality, brand loyalty on the decision to purchase an iPhone smartphone among medical students at the State University of Malang.

#### **Positive and Significant Influence of Brand Loyalty on Purchase Intention for Realme Smartphone Products in Lhokseumawe City**

Based on the results of research that has been carried out, the results obtained are that the brand awareness variable has a significant value (0.006) which is smaller than the significance level used (0.05), with a calculated  $t$  of (2.816) which is greater than the  $t_{table}$  (1.660). So it can be concluded that the brand loyalty variable (X2) has a positive and significant effect on purchase intention for realme smartphone products in the city of Lhoksumawe. Thus, (H2) can be accepted which states that brand awareness influences purchase intention for Realme smartphone products in the city of Lhokseumawe.

The results of this research are in line with previous research conducted by Eliasari and Sukaatmadjai (2017) regarding "The Influence of Brand Awareness on Purchase Intention, mediated by Perceived Quality and Brand Loyalty". The research results show that brand loyalty has a positive and significant effect on Purchase Intention. The aim of this research is to determine the influence of brand awareness on purchase intention mediated by perceived quality and brand loyalty. This research was conducted in the Kaori brand bottled drinking water industry in the Denpasar area.

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**Positive and Insignificant Influence of Perceived Quality on Purchase Intention for Realme Smartphone Products in Lhokseumawe City**

Based on the results of research that has been carried out, the results obtained are that the perceived quality variable has a significant value (0.481) which is greater than the significance level used (0.05), with a calculated t of (0.707) which is smaller than the t table (1.660). So it can be concluded that the variable perceived quality (X3) has a positive and insignificant effect on purchase intention for Realme smartphone products in the city of Lhokseumawe. Thus, (H3) is rejected, stating that brand awareness has no effect on purchase intention for Realme smartphone products in the city of Lhokseumawe.

The results of this research are in line with previous research conducted by Viopradina and Kempa (2021) regarding "The influence of brand awareness, perceived value, brand personality, organizational association, and perceived quality on purchase intention in online shopping applications." The research results show that perceived quality has a positive and insignificant effect on purchase intention on online shopping applications. The aim of this research is to test and analyze the influence of brand awareness, perceived value, brand personality, organizational association and perceived quality variables on purchase intention in online shopping applications.

#### **4. CONCLUSION**

1. Brand Awareness has a significant effect on Purchase Intention for Realme Smartphone Products. This is proven by the results of the research that has been examined, from the results of the t test on the brand awareness variable with a calculated t value of 3,200 which is greater than t table 1.660 and a significant value of 0.002 which is smaller than 0.05 ( $0.002 < 0.05$ ). So H1 is accepted.
2. Brand Loyalty has a significant effect on Purchase Intention for Realme Smartphone Products. This is proven by the results of the research that has been examined, from the results of the t test on the brand loyalty variable with a t value of 2,816 which is greater than t table 1.660 and a significant value of 0.006 which is smaller than 0.05 ( $0.006 < 0.05$ ). So thus H2 is accepted.
3. Perceived Quality has no significant effect on Purchase Intention for Realme Smartphone Products. This is proven by the results of research that has been examined, from the results of the t test on the variable perceived quality with a t value of 0.707 which is smaller than t table 1.660 and a significant value of 0.481 which is greater than 0.05 ( $0.707 > 0.05$ ). So H3 is therefore rejected.

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