

THE EFFECT OF BRAND AWARENESS, BRAND IMAGE AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION AZARINE SUNSCREEN PRODUCTS ON THE SHOPEE PLATFORM (STUDY ON TEENAGERS IN LHOKSEUMAWE CITY)

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Abstract

This study aims to examine the effect of brand awareness, brand image and electronic word of mouth on purchase intention Azarine sunscreen products on the Shopee platform (study on teenagers in Lhokseumawe City). The population used is the people of Lhokseumawe City, especially teenagers who have never bought Azarine sunscreen products on the Shopee platform with a purposive sampling method with a sample size of 100 respondents. The data collection technique used in this study used the survey method. The data analysis method uses Multiple Linear Regression analysis. The results of this study found that brand awareness, brand image and electronic word of mouth were proven to have a positive and significant effect on purchase intention Azarine sunscreen products on the Shopee platform in Lhokseumawe City. Brand awareness has the most dominant influence, followed by brand image and electronic word of mouth. These findings indicate the importance of marketing strategies that focus on increasing brand awareness, positive brand image, and effective use of electronic word of mouth to increase the purchase intention Azarine sunscreen products among Lhokseumawe teenagers. This research is expected to contribute to companies in designing more effective marketing strategies.

Keywords: Brand Awareness, Brand Image, Electronic Word Of Mouth, Purchase Intention.

1. INTRODUCTION

The rapid development of technology has made a shift in customer behavior from offline purchases in traditional stores to online purchases. Behavior from offline purchases in traditional stores to online purchases or through e-commerce (Rahmat, 2019). In the midst of the rapid growth of e-commerce, the Shopee platform has become the main choice for consumers in finding and buying various products. Technological changes have a big impact on the lifestyle of lifestyle, especially among teenagers who pay more attention to appearance in the field of facial care (Rahma & Setiawan, 2022). This causes the demand for skincare products from year to year to be higher, even now skincare products are not only used among women, many men like skincare (Feny & Sutedjo, 2022). One of the skincare products that are favored by many people is sunscreen. Sunscreen is one of the most popular beauty products in skin care (Wiwaha, 2022).

Researchers used the research subject, namely Azarine sunscreen. Azarine sunscreen marketing has also begun to enter all regions in Indonesia. Azarine cosmetics is one of the local beauty brands from Surabaya, East Java. from Surabaya, East Java. Established in 2002 as a local beauty brand and produced by PT Wahana Kosmetika Indonesia. Azarine cosmetic products have been registered with BPOM and received CPKB in 2017 (Sukanto & Primadini, 2023). The success of Azarine sunscreen products as a local product that is in demand is inseparable from the increase in purchase intention towards the brand. The performance of Azarine sunscreen is phenomenal enough to get the most sales compared to other sunscreen products (Sukanto & Primadini, 2023). Here sunscreen market share in 2023:

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Figure 1.1 7 Sellers with the Highest Sunscreen Sales

Source: Kompas (2023) 7 Sellers with Highest Sunscreen Sales September 16-30

From the research above, it can be seen that Azarine sunscreen is a local brand that occupies the second position in the highest sunscreen sales data with a market share of 9.3% for the period September 16-30, 2023. Azarine Sunscreen Gel is a best-selling and superior product in the sunscreen category that offers many benefits and advantages including being able to protect the skin from the sun, even out skin tone and prevent sun, even out skin color and prevent cancer (Wiwaha, 2022). In Indonesia, one of the Azarine sunscreen marketing areas is in Lhokseumawe City. Brand Azarine is one of the sunscreens that has been widespread and recognized by the people of Lhokseumawe, as in the picture below:

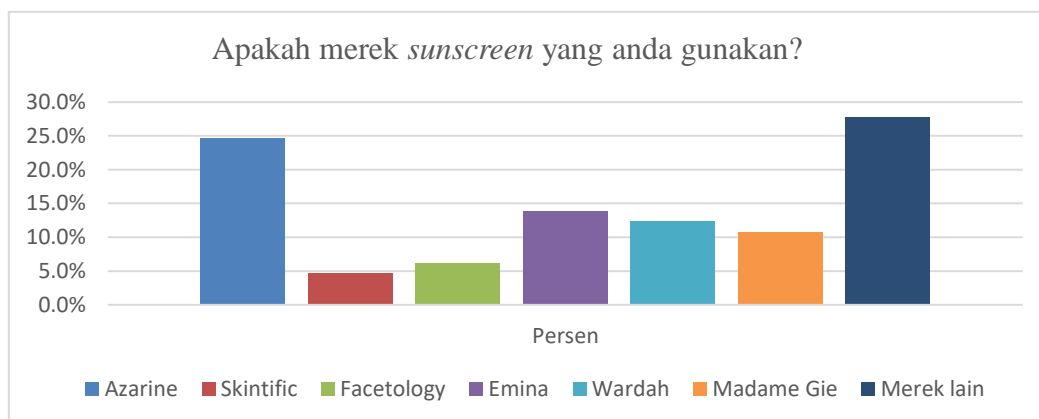


Figure 1.2 Sunscreen User Initial Survey Diagram

Source: Data Processed by Researchers Diagram of Initial Survey of Sunscreen Users in 2024

Based on the picture above taken from data processed by researchers on the diagram initial survey of sunscreen users in 2024, Other Brands occupied the first position totaling around 18 people (27.7%). Azarine occupies the second position, totaling about 16 people (24.6%). Emina occupies the third position, totaling around 9 people (13.8%). In the same period, Wardah numbered about 8 people (12.3%), Madame Gie amounted to about 7 people (10.8%), Facetology amounted to about 4 people (6.2%) and Skintific amounted to about 3 people (4.6%). From the research above, researchers tried to distribute questionnaires with the question What sunscreen brands do consumers use, seen from the diagram Azarine sunscreen is the second most widely used

sunscreen after other brands. other brands. This may be because other sunscreen brands are better known by the Lhokseumawe people than Azarine sunscreen. Due to the number of rival sunscreen brands on the market can lead to low customer purchase intention on this Azarine sunscreen. Purchase intention are the stage of consumers in forming consumer choices between several brands consumers among several brands, then finally carry out a process that consumers go through to buy a product based on several considerations (Candra & Suparna, 2019). Factors that influence a person's purchase intention namely the level of consumer satisfaction given to the product or service, consumer trust in the brand or company and consumer attitudes towards the product or service (Herlanda & Widodo, 2023). Many strategies that companies carry out in increasing purchase intentions, one of which is brand awareness.

Brand awareness is the ability of a product brand to be remembered and recognized by consumers (Virdani et al., 2020). It is important to create brand awareness among consumers to enable consumers to distinguish it from competing product brands in the same product class and ensure that the brand is well known and remembered in the minds of consumers (Sitorus et al., 2022). Factors that affect brand awareness, namely product quality, advertising and promotion (Arianty & Andira, 2021). In previous research Hartono et al. (2023) and Pramitha (2021), state that brand awareness has a significant effect on purchase intention. Meanwhile, Aulia & Aquinia (2023), provide results that brand awareness has no effect on purchase intention. To maintain purchase intention, companies must also use other strategies to get new customers and retain existing customers existing customers due to the large number of competitors. One of the strategies that can be applied is to form a brand image in consumers.

Brand image is a belief about a brand that is reflected and embedded in the minds of consumers (Candra & Suparna, 2019). Having a good brand image is very important in building consumer confidence to obtain a product, so this activity facilitates the formation of purchase intention among consumers (Candra & Suparna, 2019). Factors that influence brand image, namely quality or quality, trustworthiness or reliability, usefulness or benefits, service, risk, price, the image that the brand itself has (Mahiri, 2020). In previous research Kristinawati & Keni (2021) and Saputra (2021), explained that brand image has a significant effect on purchase intention. Meanwhile, Pramitha (2021) explains that brand image has no effect on purchase intention. Another strategy that can be used to maintain purchase intention is using electronic word of mouth.

Electronic word of mouth is exchange of information and communication between new and existing consumers using technological developments such as online discussion forums, electronic bulletin boards, news groups, blogs, review sites and social media networking sites that facilitate the exchange of information between consumers (Candra & Suparna, 2019). Information disseminated through electronic word of mouth occurs through online platforms such as Shopee, allowing for large-scale interactions between consumers (Are & Setyorini, 2019). Factors that influence electronic word of mouth, namely credibility in electronic word of mouth, quality in electronic word of mouth and quantity in electronic word of mouth (Benowati & Purba, 2020). In previous research Aulia & Aquinia (2023) and Kristinawati & Keni (2021) that electronic word of mouth has a significant effect on purchase intention. Meanwhile, Ardiansyah & Aquinia (2022) explain that electronic word of mouth has no effect on purchase intention.

2. IMPLEMENTATION METHOD

The location of this research is in Lhokseumawe City which consists of 4 districts, namely Blang Mangat District, Muara Dua District, Muara Satu District and Banda Sakti District. While the object of this research is the people of Lhokseumawe City, especially teenagers who have never bought Azarine sunscreen products on the Shopee platform. The number of samples calculated using the Rao Purba formula for this study were 100 respondents. The sample criteria used are living in Lhokseumawe City, aged 18-21 years (Ragita & Fardana Nur Ainy, 2021) and respondents who have never bought Azarine sunscreen products on the Shopee platform. The technique used in this study is Multiple Linear regression analysis with the aim of knowing the effect of independent variables consisting of brand awareness, brand image and electronic word of mouth on the dependent variable, namely purchase intention in Azarine sunscreen products for

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teenagers in Lhokseumawe City. This analysis was processed using SPSS software version 25. The Multiple Linear regression equation in this study is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

3. RESULTS AND DISCUSSION

3.1 RESULTS

Hypothesis testing is used to determine the significant effect independent variables on the dependent variable used the correlation coefficient test, adjusted determination ($R-R^2$) and partial test (t test). The results of hypothesis testing in this study are as follows:

Table 1 Hypothesis Testing Results

	Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.497	3.396		.735	.464
Brand Awareness (X ₁)	.226	.111	.207	2.034	.045
Brand Image (X ₂)	.371	.124	.327	2.996	.003
Electronic Word Of Mouth (X ₃)	.325	.102	.291	3.201	.002
R	.710 ^a				
R Square	.505				
Adjusted R Square	.489				

Source: Primary data processed, 2024

Based on the table above, it is known that the hypothesis value for each research variable is as follows:

1. The R value obtained a value of 0.710, the R Square value obtained a value of 0.505 and the adjusted R Square value obtained a value of 0.489. Based on Based on the table above, the coefficient of determination R Square (R^2) obtained a value of 0.505, this value indicates that the independent variables consisting of brand awareness, brand image and electronic word of mouth can explain their influence on the dependent variable, namely purchase intention of 50.5%, while 49.5% is influenced by other variables not included in this research model.
2. The significant value of Brand Awareness (X_1) on Purchase Intention (Y) is 0.045 <0.05 and the tcount value is 2.034 > ttable 1.984 with a beta value of 0.207, so it can be concluded that H_1 is accepted which means that there is an effect between Brand Awareness (X_1) on Purchase Intention (Y) by 20.7%.
3. The significant value of Brand Image (X_2) on Purchase Intention (Y) is 0.003 <0.05 and the tcount value is 2.996 > ttable 1.984 with a beta value of 0.327, so it can be concluded that H_2 is accepted, which means that the effect between Brand Image (X_2) on Purchase Intention (Y) by 32.7%.
4. The significant value of Electronic Word Of Mouth (X_3) on Purchase Intention (Y) is 0.002 <0.05 and the tcount value is 3.201 > ttable 1.984 with a beta value of 0.291, so it can be concluded that H_3 is accepted, which means that the effect between Electronic Word Of Mouth (X_3) on Purchase Intention (Y) by 29.1%.

3.2 DISCUSSION

3.2.1 The Effect of Brand Awareness on Purchase Intention

Based on the results of the research conducted, the results obtained that the variable brand awareness has a significant value (0.045) smaller than the significant level used (0.05) and has a tcount value of (2.034) greater than the ttable (1.984) with a beta value of 0.207, and obtained a positive coefficient value. So it can be concluded that brand awareness has a positive and significant effect on purchase intention. The results of this study are in line with the results of research that has been conducted by Hartono et al. (2023) on "The Effect of Brand Image, E-WOM and Brand Awareness on Purchase Intention" which explains that brand awareness has a positive and significant effect on purchase intention. The same results in Hakim and Keni (2020) research on "The Effect of Brand Awareness, Brand Image and Customer Perceived Value on Purchase Intention. Customer Perceived Value on Purchase Intention" which explains that brand awareness has a positive and significant effect on purchase intention.

3.2.2 The Effect of Brand Image on Purchase Intention

Based on the results of the research conducted, the results obtained that the variable brand image has a significant value (0.003) smaller than the significant level used (0.05) and has a tcount value of (2.996) more than the purchase intention. significant level used (0.05) and has a tcount value of (2.996) greater than the t table (1.984) with a beta value of 0.327, and obtained a positive coefficient value. So it can be concluded that brand image has a positive and significant effect on purchase intention. The results of this study are in line with the results of research conducted by Ardiansyah and Aquinia (2022) on "The Effect of Celebrity Endorsement, Brand Image and Electronic Word Of Mouth on Purchase Intention" which explains that brand image has a positive and significant effect on purchase intention. The same results in Saputra (2021) research on "The Effect of Brand Image, Trust, Perceived Price and E-WOM on Purchase Intention" which explains that brand image has a positive and significant effect on purchase intention. significant on purchase intention.

3.2.3 The Effect of Electronic Word Of Mouth on Purchase Intention

Based on the results of the research conducted, the results obtained that the variable electronic word of mouth has a significant value (0.002) smaller than the significant level used (0.05) and has a tcount value of (3.201). the significant level used (0.05) and has a tcount value of (3.201) greater than the t table (1.984) with a beta value of 0.291, and obtained a positive coefficient value. So it can be concluded that electronic word of mouth has a positive and significant effect on purchase intention. The results of this study are in line with the results of research conducted by Aulia and Aquinia (2023) on "The Effect of Social Media Marketing, Brand Awareness and Electronic Word Of Mouth on Purchase Intention" which explains that electronic word of mouth has a positive and significant effect on purchase intention. The same results in Kristinawati and Keni research (2021) on "The Effect of Brand Image, Perceived Quality and E-WOM on Purchase Intention" which explains that electronic word of mouth has a positive and significant effect on purchase intention.

4. CONCLUSION

Based on research conducted on the effect of brand awareness, brand image and electronic word of mouth on purchase intention Azarine sunscreen products on the Shopee platform (study on teenagers in Lhokseumawe City), it can be concluded that brand awareness, brand image and electronic word of mouth have a positive and significant effect on purchase intention.

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