



The Effect of Brand Awareness and Brand Loyalty on Riamiranda Product Purchase Decisions (Case Study on Consumers in Palopo City)

Hasnawati¹, M. Risal², Muammar Khaddapi³

^{1,2,3}Master of Management

^{1,2,3}University of Muhammadiyah Palopo, Indonesia

Email: hasnawati@student.umपालपो.ac.id¹, mrisal@umpपालपो.ac.id², muammarkhaddapi@umpपालपो.ac.id³

ARTICLE INFO

ABSTRACT

Article history:

Received: Des 17, 2021

Revised: Jan 13, 2022

Accepted: Feb 28, 2022

Keywords:

Brand Awareness,
Brand Loyalty,
Purchase Decision,
Riamiranda.

This research is actually to test how much the level of significance of brand awareness and brand loyalty affects consumer decisions to buy products at the Riamiranda boutique in Palopo city. This study directly determines the sample using the saturated sample method by determining the number of samples as many as 87 samples. This study uses a quantitative research approach. The data used is primary data by distributing questionnaires to respondents. The results showed that brand awareness significantly influenced the decision to buy products at the Riamiranda boutique, Palopo city. Meanwhile, brand loyalty also significantly influences the decision to buy products at the Riamiranda boutique in Palopo city. Thus it can be said that the more aware a consumer is of a quality brand and the more loyal the consumer to the brand will be a strong motivating factor for the consumer to buy the product.

Copyright © 2022 Jurnal Mantik.
All rights reserved.

1. Introduction

Indonesia is currently the epicenter of the world's Muslim fashion style. According to statistical data, the estimated Indonesian Muslim population in 2020 will reach 84.9% of the total population of Indonesia, which is 269,603,400 people (BPS, 2020). With the majority of Muslims will provide opportunities for the development of the potential fashion industry. Currently very rapid development occurred almost in all aspects of life, particularly the issue of lifestyle (*lifestyle*).

The rapid development of the Muslim fashion industry also has an impact on the high enthusiasm of the community in choosing the type of clothing that suits their wishes. This must be realized by companies providing Muslim clothing products to attract consumers. Companies need to have a strategy to consumers about brand awareness and brand loyalty so that the products they offer can attract consumers to be loyal to their products. Thus, companies must be more creative and innovative in order to survive in the midst of very tight competition.

The development of the *fashion* industry continues to increase over time. This is due to the increasing public awareness of lifestyle, especially in the style of dress. Clothing today is not only used to cover the body, but rather to fulfill a lifestyle in dress. Muslim fashion in Indonesia is growing rapidly. Currently, Indonesia is said to be a mecca for Muslim fashion in the world. This is certainly not without reason, many new local Muslim fashion brands that have sprung up, a number of Indonesian celebrities have also started to contribute to the Muslim fashion business. In addition, Muslim fashion trends in Indonesia are also increasingly varied. The hijabers seem to want to show the best Muslim *fashion* style according to their respective characters. Not only comes with a robe, Muslim *fashion* style also follows the growing world trend.



Muslim women's clothing as a form of phenomenon that is becoming a trend among Muslim women today. Muslim clothing is no longer identified with Islamic fanaticism. This is because the understanding and image of the community has accepted Muslim clothing as part of Indonesian culture. Changes in styles and models of Muslim fashion designs from time to time continue to progress. Companies engaged in the fashion industry are able to understand what consumers want.

Considering that the Muslim fashion industry is part of the clothing industry that has a significant contribution to the national economy, it is hoped that Indonesia can become one of the world's Muslim *fashion* centers. So that the sustainability of the fashion industry will also have a direct impact on its supporting sectors such as suppliers of raw materials, logistics, tailors and other related sectors. When the emergence of various models and types of Muslim clothing can not be separated from the high need for quality clothing Muslim women and in accordance with their lifestyle. Many companies offer various types and models of Muslim clothing, both large-scale companies to home-based products.

In the city of Palopo, there are currently many trademarks that offer Muslim clothing, one of which is Riamiranda. Riamiranda is a brand that focuses on Muslim clothing. The boutique, which has been open since August 2, 2019, is quite popular with women in Palopo City. This is because the quality of the Riamiranda brand has good quality. However, as a *brand* that is relatively new, it has several obstacles that must be overcome. The constraint is the lack of public awareness of the Riamiranda brand, making this company have to work extra hard in order to be able to survive the harsh competitive environment in Muliah Palopo fashion. Another obstacle is the ability to convince consumers about Riamiranda's products so that those who have shopped become loyal to the product. Conditions like these can affect how much consumers are interested in deciding to buy Riamiranda products. It is this problem that is being tried and a solution must be found immediately. Therefore, in this research, the writer tries to find out how big and how strong is the influence given by brand awareness and brand loyalty to the decision to buy a product at Riamiranda's dotted line.

2. Methods

This research is included in the category of quantitative research. In quantitative research, it emphasizes theory testing by using several research variables. The sample in this study were 87 respondents. The selection of research samples using the saturated sample method. The saturated sample method is used because it facilitates the determination and selection of respondents to be sampled. The data in this study were collected by distributing questionnaires to respondents who had been selected as samples. The questionnaire that was distributed had several question items for each variable using a Likert scale. In this study, the data analysis technique used is multiple linear regression. In addition, there are several tests carried out including validity and reliability tests and classical assumption tests.

3. Results and Analysis

3.1 Research Result

a. Object of research

Riamiranda is a brand that focuses on Muslim clothing. This boutique, which has been open since August 2, 2020, is quite popular with women in Palopo City. This is because the quality of the Riamiranda brand has good quality.

b. Validity test

Validity can be interpreted as the accuracy of the measuring instruments used in research. The measuring instrument used in the research is said to be valid if the calculated *r* value is greater than *r* table. With the basis for making these decisions, the results of the validity test can be seen in the following table:

Table 1
Validity Test Results

Variable	No. Question Items	r Table	r Count	Information
Brand	1	0.211	0.607	Valid
Awareness	2	0.211	0.689	Valid

Variable	No. Question Items	r Table	r Count	Information
Brand Loyalty	3	0.211	0.656	Valid
	1	0.211	0.364	Valid
	2	0.211	0.517	Valid
	3	0.211	0.364	Valid
Buying Decision	4	0.211	0.581	Valid
	1	0.211	0.513	Valid
	2	0.211	0.481	Valid
	3	0.211	0.358	Valid
	4	0.211	0.521	Valid

Source: Primary data processed, 2021

In the table above with the number of respondents as many as 87, then in determining the use of r table is the number of samples minus 2 (n-2), then the r table *product moment* used 85 where the value of r htable is 0.211. so by looking at table 2 above, it can be concluded that each question item from each variable used is valid. This is evidenced by the value of r arithmetic is greater than r table.

c. Reliability Test

Reliability can be interpreted as an instrument to measure an instrument whether it can be trusted or not. This instrument is said to be reliable if the *Cronchbach Alpha* value is greater than 0.60.

Table 2
Reliability Test Results

Variable	Cronchbach Alpha	Information
Brand Awareness	0.683	Reliable
Brand Loyalty	0.649	Reliable
Buying Decision	0.735	Reliable

Source: Primary data processed, 2021

From the results of the reliability test, it can be explained that each variable used in this study is reliable. This is evidenced by the value of *Cronchbach Alpha* for brand awareness, brand loyalty and purchasing decisions are all above 0.60.

3.2 Classic assumption test

a. Normality test

The normality test is part of the classical assumption test which is used to see if the data distribution is normally distributed or not. In this study, the normality test used a normal probability plot. The normality test on the normal probability plot can be seen by looking at the distribution of the existing data. It is said that the data is normally distributed if the distribution of data or data points is along a diagonal line. The results are as follows:

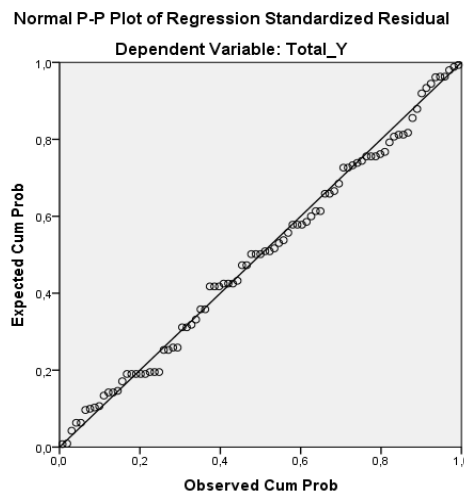


Fig 1. Normality Test Results
Source: Primary data processed, 2021



The results of the normality test in this study as shown in Figure 1 on the normal probability plot state that the data in this study are normally distributed. This is because the distribution of data or data points is along the diagonal line.

b. Multicollinearity Test

One of the classical assumption tests that must be carried out in multiple regression analysis is the multicollinearity test. The multicollinearity test aims to see whether the independent variables used in the study are correlated or not. A good model for research is one in which the independent variables are not correlated. Symptoms of multicollinearity in the regression model can be detected by looking at the tolerance value and the *Variance Inflation Factor* (VIF) value. Symptoms of multicollinearity occur if the *tolerance* value is less than 0.1 and the *Variance Inflation Factor* (VIF) value is greater than 10.

The purpose of this test is to see if there is a correlation between the independent variables in this study. If multicollinearity symptoms occur, the way that can be done is to replace one of the independent variables. Symptoms of multicollinearity can be identified by looking at the VIF value less than 10 or the tolerance value greater than the 0.05 alpha level.

Table 3
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Brand Awareness	,998	1.002
Brand Loyalty	,998	1.002

Source: Primary data processed, 2021

By looking at the table above and knowing the basis for making decisions for the multicollinearity test, it is concluded that there is no multicollinearity symptom in this study. This condition is evidenced by the tolerance value for each variable of 0.998 or greater than 0.1. for the *variance inflation factor* value for each variable is 1.002 or less than 10. So that the independent variables in this research can be used further.

c. Heteroscedasticity Test

The next classic assumption test is heteroscedasticity test. This test is carried out with the aim of knowing whether the regression model has the same variance of residuals from one observation to another. There are several ways to test whether there are symptoms of heteroscedasticity or not, including the glejser test, scatterplot and also Spaerman's rank. In this study, the heteroscedasticity test used was Spaerman's rank. It is said to be free from heteroscedasticity symptoms if the value of Sig. (2-tailed) is greater than 0.05. It is said that multicollinearity symptoms occur if the value of Sig. (2-tailed) is less than 0.05.

Table 4
Heteroscedasticity Test Results

		Brand Awareness	Brand Loyalty	Unstandardized Residual
Brand Awareness	Correlation Coefficient	1,000	0.013	,006
	Sig. (2-tailed)	.	,903	,956
	N	87	87	87
Spearman's rho Brand Loyalty	Correlation Coefficient	0.013	1,000	,001
	Sig. (2-tailed)	,903	.	,992
	N	87	87	87
Unstandardized Residual	Correlation Coefficient	,006	,001	1,000
	Sig. (2-tailed)	,956	,992	.
	N	87	87	87

Source: Primary data processed, 2021

The test results in table 4 can be explained that there are no symptoms of the classical assumption of heteroscedasticity. This is because the value of Sig. (2-tailed) on each independent variable has a value above 0.05. Based on the basis of decision making that has been explained previously, in this study there are no symptoms of heteroscedasticity.



d. Multiple Linear Regression Test

Table 5
Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	15,759	2,040	7,726	,000
1 Brand Awareness	,219	,087	2,528	0.013
Brand Loyalty	,240	,102	2,354	,021

Source: Primary data processed, 2021

The regression model equation that can be written from the table above is $KP = 15,759 + 0.219KM + 0.240LM + e$. The constant value is 15,759. it means that if there is no change in brand awareness and brand loyalty or the value is equal to 0 then the decision to buy goods at Riamiranda Palopo boutique is 15,759. the value of the brand awareness coefficient (KM) is 0.129. This value shows a positive influence between brand awareness and purchasing decisions at Riamiranda Palopo boutique. This means that if someone is more aware of quality brands at Riamiranda Palopo boutiques, the higher the decision to buy goods at Riamiranda Palopo boutiques. The value of the brand loyalty coefficient (LM) is 0.240. This value shows a positive influence between brand loyalty and the decision to buy goods at the Riamiranda Palopo boutique. This means that the higher the loyalty to quality brands at the Riamiranda Palopo boutique, the higher the decision to buy goods at the Riamiranda boutique.

e. t test

Hypothesis testing is basically used to test how strong or how much influence the independent variable has on the dependent variable. In this test, the most commonly used significance value is 0.05 or 5%. There are criteria used in determining whether the hypothesis is accepted or rejected. The criterion is to look at the significance value, if the value is less than 0.05, it means that the hypothesis is accepted and vice versa if the significance value is greater than 0.05, the hypothesis is rejected.

Table 6
T Test Results

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	15,759	2,040	7,726	,000
1 Brand Awareness	,219	,087	2,528	0.013
Brand Loyalty	,240	,102	2,354	,021

Source: Primary data processed, 2021

The t-test results in table 6 above show that the significance value is 0.013 for the brand awareness variable and 0.021 for brand loyalty. This condition means that the brand awareness variable significantly affects purchasing decisions at Riamiranda boutiques in Palopo City and also brand loyalty significantly affects purchasing decisions at Riamiranda boutiques in Palopo City.

f. F test

The simultaneous test or more commonly known as the f test is used to see whether the independent variables used in the study together have a significant effect on the dependent variable. The basis for decision making for the f test is the significance value. If it is less than 0.05 then the model is declared feasible. If it is greater than 0.05 then the model is declared not feasible.

Table 7
F test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15,966	2	7,983	6,210	,003 ^b
1 Residual	107,988	84	1,286		
Total	123,954	86			

Source: Primary data processed, 2021

The f test results in table 7 above show that the significance value is 0.003. This condition means that the variables of brand awareness and brand loyalty jointly influence buying decisions at Riamiranda boutiques in Palopo City.

g. Coefficient of Determination

The test results on the determination coefficient are used to see how much contribution the independent variable can give to the independent.



Table 8
Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,359 ^a	,129	,108	1.134

Source: Primary data processed, 2021

Table 8 above on the value of R Square has a value of 0.129. Thus, it can be explained that the variables of brand awareness and brand loyalty are able to explain buying decisions by 12.9%. And the rest is influenced by other things that are not included in this research model by 87.1%.

3.2 Discussion of Research Results

a. Brand Awareness of Riamiranda Product Purchase Decisions

Brand awareness in this study has a regression coefficient of 0.129 with a significance level of 0.013. The results of this study provide concrete evidence that brand awareness greatly influences consumer buying decisions. This result is supported by the research of Nastiti & Fahlef (2019) "The effect of brand awareness, perceived quality and brand loyalty on purchasing decisions for vivo cell phones in the city of Semarang" which states that brand awareness has a significant and positive effect with a significance level of 0.000. In addition, research by Rohman & Agustin (2018), Nilakandi (2020) also revealed the same thing, namely brand awareness is one of the factors that significantly influence consumer buying decisions on an item or product

b. Brand Loyalty to the Decision to Buy Riamiranda Products

Brand loyalty in this study has a regression coefficient of 0.240 with a significance level of 0.021. The results of this study provide concrete evidence that brand loyalty greatly influences consumer buying decisions. The results of this study provide concrete evidence that brand awareness greatly influences consumer buying decisions. These results are supported by the research of Nastiti & Fahlef (2019) "The effect of brand awareness, perceived quality and brand loyalty on the purchasing decision of vivo cell phones in the city of Semarang" which states that brand loyalty has a significant and positive effect with a significance level of 0.001. In addition, research by Pinassang & Rahardjo (2017), Radifan & Laily (2017) also reveal the same thing, namely brand loyalty is one of the factors that significantly influence consumer buying decisions on an item or product.

4. Conclusion

From the results of the exposure of hypothesis testing and discussion of research results, several conclusions can be drawn as follows:

- That brand awareness is one of the factors that influence consumer buying decisions at the Riamiranda boutique, Palopo city.
- That brand loyalty is one of the factors that influence consumer buying decisions at the Riamiranda boutique, Palopo city.
- That together brand awareness and brand loyalty influence consumer buying decisions at the Riamiranda boutique, Palopo city.
- That the better a consumer's understanding of brand awareness and brand loyalty, the more opportunities to make decisions in buying products at the Riamiranda boutique in Palopo city will increase

Reference

- [1] A. P. Nastiti And D. R. Fahlef, "Pengaruh Kesadaran Merk, Persepsi Kualitas, Dan Loyalitas Merk Terhadap Keputusan Pembelian Handphone Vivo Pada Angkasa Cell Di Kota Semarang," J. Stie Semarang (Edisi Elektron., Vol. 11, No. 3, 2019).
- [2] D. S. Durianto And T. Sitingjak, Strategi Menaklukkan Pasar Melalui Riset Ekuitas Dan Perilaku Merek. Jakarta: Pt. Gramedia Pustaka Utama, 2004.
- [3] D. A. Aaker, Manajemen Ekuitas Merek (Alih Bahasa: Aris Ananda). Jakarta: Spektrum Mitra Utama, 1996.
- [4] E. N. Hakimah, "Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Loyalitas Merek Terhadap Keputusan Pembelian Makanan Khas Daerah Kediri Tahu Merek 'Poo' Pada Pengunjung Toko Pusat Oleh-Oleh Kota Kediri," J. Nusamba, Vol. 1, No. 1, 2016.
- [5] A. M. Rohman And S. Agustin, "Pengaruh Harga, Brand Ambassador, Kesadaran Merek Dan Loyalitas

- Merek Terhadap Keputusan Pembelian,” J. Ilmu Dan Ris. Manaj., Vol. 7, No. 1, 2018.
- [6] L. R. Sanjaya, “Pengaruh Kesadaran Merek Dan Loyalitas Merek Terhadap Keputusan Pembelian Pada Sepeda Motor Yamaha Nmax,” J. Ilmu Dan Ris. Manaj., Vol. 7, No. 11, 2018.
- [7] D. A. Aaker, *Manajemen Ekuitas Merek (Memanfaatkan Nilai Dari Suatu Merek)*. Terjemahan Oleh Aris Ananda, Cetakan Ke. Jakarta: Mitra Utama, 2009.
- [8] D. Julindrastuti, “Analisis Yengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Pasta Gigi Pepsodent Di Surabaya Utara,” *Equilib. J. Ekon.*, Vol. 7, No. 2, 2009.
- [9] D. R. Fahlefi And A. Indriastuti, “Pengaruh Kesadaranmerk, Persepsi Kualitas, Dan Loyalitasmerkterhadap Keputusan Pembelian Handphone Vivo Pada Angkasa Cell Di Kabupaten Blora,” *Urnal Stie Semarang (Edisi Elektron.*, Vol. 11, No. 1, Pp. 38–51, 2019.
- [10] Nasib And Bashira, “Pengaruh Brand Awareness Dan Loyalitas Merek Terhadap Keputusan Pembelian Sepeda Motor Yamaha Matic,” *Urnal Manaj. Dan Keuang.*, Vol. 8, No. 1, Pp. 34–42, 2019.
- [11] A. J. Radifan And N. Laily, “Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Fashion Distributin Outlet Cosmic Surabaya,” *J. Ilmu Dan Ris. Manaj.*, Vol. 6, No. 1, Pp. 1–20, 2017.
- [12] E. H. Sya’idah, T. Jauhari, I. N. Fauzia, And M. N. Safitri, “Pengaruh Brand Equity Terhadap Keputusan Pembelian,” *Jmk (Jurnal Manaj. Dan Kewirausahaan)*, Vol. 5, No. 1, Pp. 204–216, 2020.
- [13] A. W. Pinassang And S. T. Rahardjo, “Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Laptop Merek Toshiba Di Semarang,” *Diponegoro J. Manag.*, Vol. 6, No. 4, Pp. 1–12, 2017.
- [14] Y. Kurniawan, “Pengaruh Brand Community Dan Ekuitas Merek Terhadap Loyalitas Pelanggan (Studi Pada Komunitas Honda Maestro Di Yogyakarta),” *Progr. Stud. Manajemen. Jur. Manajemen. Fak. Ekon. Univ. Negeri Yogyakarta*, 2013.
- [15] P. W. Tresna, A. Chan, And T. Herawaty, “The Effect Of Brand Equity On Purchase Decisions (Study On Shopee Consumer),” *Urnal Pemikir. Dan Penelit. Adm. Bisnis Dan Kewirausahaan*, Vol. 6, No. 1, Pp. 1–11, 2021.
- [16] A. Ihwah, “The Use Of Cox Regression Model To Analyze The Factors That Influence Consumer Purchase Decision On A Product,” *Agric. Agric. Sci. Procedia*, 2015.
- [17] S. Fatimah, “Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Dan Loyalitas Merek Terhadap Keputusan Pembelian Pelembab Wardah Pada Konsumen Al Yasini Mart Wonorejo Siti,” *Sketsa Bisnis*, Vol. 1, No. 2, 2014.
- [18] D. S. Sudarsono And D. Kurniawati, “Elemen Ekuitas Merek Dalam Keputusan Pembelian Laptop,” *J. Ris. Manaj. Dan Akunt.*, Vol. 1, No. 1, 2013.
- [19] D. Nilakandi, “Pengaruh Ekuitas Merek Terhadap Keputusan Membeli Produk Kosmetik Merek Oriflame,” *J. Econ. Business, Entrep.*, Vol. 1, No. 1, 2020.