



The Influence of Brand Awareness, Brand Association, Brand Image, and Word of Mouth on Samsung Smartphone Purchase Decisions

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The purpose of this research was to determine the effect of brand awareness, brand association, brand image, and word of mouth on purchase decisions. The populations in this research are Banyumas citizen. The sample selection in this study was carried out by purposive sampling. The samples used in this research are 100 samples. The data analysis techniques used in this research are descriptive statistics analysis, instrument test, classical assumption test, multiple regression analysis, goodness of fit test, and hypothesis testing. The analysis result show that brand awareness, brand association, dan brand image has no a positive effect on purchase decisions meanwhile financial experience has effect on purchase decisions.

Keywords: Brand Association, Brand Awareness, Brand Image, Purchase Decisions, Word of Mouth.

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INTRODUCTION

The increasingly dynamic and complex business competition in this era of globalization is an opportunity as well as a challenge for companies to maintain their market share. Brand is an important part in introducing a product to consumers. Brands play an important role for consumers to make purchasing decisions. Strong product purchase decisions are believed to be created from a strong brand. According to Keller (2013) in Setyawan & Adiwijaya (2018), brands play a role in the existence of a product. Brands are not only about names, terms, signs, symbols, or designs, but brands can be used to identify the products or services of a person or group of sellers to differentiate them from competitors' products or services. According to Shimp (2000) in Setyawan & Adiwijaya (2018), a product or service needs to have a competitive advantage in terms of competing with other competitors so that if a product category is determined, a product or service will appear in the minds of consumers.

According to Putri & Deniza (2018) brand awareness is closely related to an acknowledgment of a brand and memory of a brand. Brand recognition involves people who will be able to recognize the brand as something different from other brands. The higher brand awareness the market share and the better quality evaluation (Darayani & Saryadi, 2016). The results of research conducted by Arianty, N., & Andira (2021) and Mukaromah et al. (2019) states that Brand Awareness has a positive effect on purchasing decisions. Research conducted by Amir Adam & Nasir Akber (2016) and Purwanti et al. (2020) states that Brand Awareness has a significant effect on purchasing decisions. Research conducted by Adiwijaya (2018), Putri & Deniza (2018) and Prajapati & Makwana (2017) also proves that Brand Awareness influences purchasing decisions. Different opinions are found in the research of Chandra & Keni (2019) and Abdillah (2018) which state that Brand Awareness does not have a positive effect on purchasing decisions.

According to Wasil (2018), associations play a role in helping summarize a number of facts and specifications that may be difficult for customers to process and access. The creation of information obtained from a solid association for the customer, influences the interpretation of the facts and affects the recall of these facts when making decisions.

The results of research conducted by Wasil (2018) and Darayani & Saryadi (2016) stated that the Brand Association had a positive effect on purchasing decisions. A different opinion is found in the research conducted by Chandra & Keni (2019) which states that the Brand Association has no effect on purchasing decisions.

According to Kotler & Keller (2009) in Arianty, N., & Andira (2021) brand image is a perception and a sense of confidence possessed by a consumer which is reflected by associations that remain in consumers' memories, which are always remembered for the first time when they hear slogans and slogans. embedded in the minds of consumers. With brand image, consumers have the perception that they will get added value from a product that is not obtained from

competing products, so that someone has the desire to make purchasing decisions. The results of research conducted by Kurniawati (2020), Farahrozi & Verinita (2020), and Adiwidjaja & Zeplin (2017) state that Brand Image has a positive effect on purchasing decisions. Different opinions are found in research conducted by Pratiwi & Rachmi (2020) which states that Brand Image has no effect on purchasing decisions. Research conducted by Putri et al. (2019) also proves that Brand Image has no significant effect on purchasing decisions.

In addition to brand image, another important factor that influences consumer purchasing decisions is word of mouth. According to Senovitz (2009) in Kurniawati (2020) word of mouth is able to give birth to a positive form of promotion. Consumers who have the experience of consuming or using a product and feel satisfaction with the product that is consumed or used will tend to tell what they experience and feel to others. Vice versa, they will ask first or see how the reviews of other people's experiences or testimonials when consuming goods or services before they make a purchase decision. So it can be concluded that a consumer's purchase decision is influenced by word of mouth. The results obtained from previous research conducted by Willy et al. (2021) and Kurniawati (2020) state that Word of Mouth has a significant positive effect on purchasing decisions. Research conducted by Kurniawan (2021) states that Word of Mouth has a significant effect on purchasing decisions. Research conducted by Setyawan & Adiwijaya (2018) also proves that Word of Mouth has an effect on purchasing decisions. There are different opinions in research conducted by Rachman & Abadi (2016) which states that Word of Mouth has no effect on purchasing decisions.

Based on the results of the study, there were inconsistencies between one researcher and another. This study aims to develop previous research on purchasing decisions that are influenced by brand awareness, brand association, brand image, and word of mouth.

This research is a development research from previous research conducted by Arianty, N., & Andira (2021) entitled *The Effect of Brand Image and Brand Awareness on Purchase Decisions*. The development in this research lies in the addition of Brand Association and Word of Mouth. The difference between this research and previous research is the research subject. The subject of the previous research was the decision to purchase the LTD helmet product at the students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, while the subject in this study was the decision to purchase Samsung smartphone products in the Banyumas community.

Based on this background, the authors are interested in conducting research with the title "The Influence Brand Awareness, Brand Association, Brand Image and Word of Mouth on Samsung Smartphone Purchase Decisions"

LITERATURE REVIEW

The Effect Brand Awareness on Purchasing Decisions

According to Sugi A & Khuzaini (2017) a customer who has awareness of a brand will automatically be able to describe brand elements without having to be assisted. By creating brand awareness, marketers hope that every time a need category appears, the brand will be brought back from memory which is then considered by various alternatives in decision making (Mukaromah et al., 2019).

Research conducted by Arianty, N., & Andira (2021) and Mukaromah et al. (2019) states that Brand Awareness has a positive effect on purchasing decisions. Research conducted by Adam & Akber (2016) and Purwanti et al. (2020) states that Brand Awareness has a significant effect on purchasing decisions. Research conducted by Adiwijaya (2018); Putri & Deniza (2018); and Prajapati & Makwana (2017) also prove that Brand Awareness has an effect on purchasing decisions.

H1: Brand Awareness has a positive effect on purchasing decisions.

The Influence Brand Associations on Purchase Decisions

According to Wasil (2018), associations can help summarize a set of facts and specifications that may be difficult for customers to process and access. An association can create dense information for customers, influence the interpretation of facts and affect the recall of these facts at the time of decision making.

Research conducted by Wasil (2018) states that brand association positive effect on purchasing decisions. Research conducted by Purwanti et al. (2020) and Adam Akber (2016) stated that brand association significant effect on purchasing decisions.

H2: Brand Association has a positive effect on purchasing decisions.

The Effect Brand Image on Purchase Decisions

According to Sumaryanto et. al (2016) a brand strongThe stronger brand image, consumers have the perception that they will get added value from a product that will not be obtained from other products, so that someone has the desire to make a purchase decision.

The results of research conducted by Kurniawati (2020); Farahrozi & Verinita (2020); and Adiwidjaja & Zeplin (2017) state that Brand Image has a positive effect on purchasing decisions.

H3 : Brand Image has a positive effect on purchasing decisions.

The Effect of Word of Mouth on Purchase Decisions

According to Sumaryanto et. al (2016) a strong brand will be difficult to imitate because consumer perceptions of the value of a particular brand will not be easy to create. The stronger brand image, consumers have the perception that they will get added value from a product that will not be obtained from other products, so that someone has the desire to make a purchase decision.

The results of research conducted by (Kurniawati, 2020), (Farahrozi & Verinita, 2020), and (Adiwidjaja & Zeplin, 2017) state that Brand Image has a positive effect on purchasing decisions.

H4 : Word of Mouth has a positive effect on purchasing decisions.

METHOD (FOR RESEARCH ARTICLE)

Types of Research

Based on the formulation of the problem, this type of research is quantitative research in the form of associative.

Population The

population in this study is the community in Banyumas Regency in 2020 as many as 1,776,918 people based on data from the Central Statistics Agency of Banyumas Regency.

Sample The

sample in this study was 100 respondents who met the following criteria:

1. Respondents in this study are domiciled in Banyumas Regency.
2. Respondents have purchased a Smartphone at least once.

Sampling The sampling

Technique used in this research is purposive sampling. Purposive sampling is a form of sample selection technique based on certain criteria that must be met.

Types of Data

In this study, the type of data used is primary data.

Sources of Data

The primary data sources in this study were respondents through questionnaires to obtain a number of information directly.

Data Collection Techniques Data

Collection techniques used in this study are researchers are directly involved in obtaining information from respondents by distributing questionnaires.

RESULTS AND DISCUSSION

Normality Test

[Table 1 about here.]

Based on table 1 the results of the normality test on the Monte Carlo value. Sig. (2-tailed) > , which is $0.061 > 0.05$. So it can be concluded that the residual value is normally distributed and can be continued in the next test.

Multicollinearity Test

[Table 2 about here.]

Based on table 2 the results of the multicollinearity test can be seen for the Brand Awareness of 1.229 and the TOL value of 0.814. Furthermore, the Brand Association has a VIF value of 1.241 and a TOL value of 0.806 and the Brand Image has a VIF value of 1.145 and a TOL value of 0.873. variable Word of Mouth has a VIF value of 1.117 and a TOL value of 0.896. Guidelines for a multicollinearity-free regression model that has a tolerance 0.10 and has a VIF value 10. It can be concluded that the brand awareness, brand association, brand image, and word of mouth are free from multicollinearity or there are no symptoms of multicollinearity.

Heteroscedasticity Test

[Table 3 about here.]

Based on table 3 the significant value of the brand awareness is 0.122, the brand association is 0.208, the brand image variable is 0.327 and the word of mouth is 0.153. This variable has a significant value > 0.05 which means that the regression model does not occur heteroscedasticity.

Multiple Linear Regression Analysis

[Table 4 about here.]

Based on the results of the regression analysis in table 4, the regression equation can be arranged as follows:

$$Y = 2,435 + 0,066X1 + 0,111X2 - 0,020X3 + 0,285X4$$

The regression equation can be explained as follows:

a = Constant of 2.435 positive value means that if brand awareness, brand association, brand image, and word of mouth are worth 0, then the purchase decision value is 2,435 unit.

B1 = The brand awareness variable brand awareness has a positive influence on purchasing decisions. If the other independent variables have a fixed value and the brand awareness has increased by 1 unit, the purchase decision will increase by 0.066 or 6.6%.

B2has coefficient brand association of 0.382 is positive, meaning that the brand association variable a positive influence on purchasing decisions. If the other variables are fixed and the brand association has increased by 1 unit, the purchasing decision will increase by 0.111 or 11.1%.

B3 coefficient brand image variable brand image has a negative influence on purchasing decisions. If the other variables are fixed and the brand image has increased by 1 unit, the purchasing decision will decrease by 0.020 or 2%.

B4 = The word of mouth 0.285 is positive, meaning that the word of mouth has a positive influence on purchasing decisions. If the other variables are fixed and the word of mouth has increased by 1 unit, the purchasing decision will increase by 0.285 or 28.5%.

F test

The calculated F value is used to test the fit of the model (goodness of fit). The results of the F test in this study can be seen in the following table.

[Table 5 about here.]

F table calculation results with a significance level of 5% (0.05), df 1 (5-1 = 4) and df 2 (nk-1, 100-5-1 = 94). The results obtained for Ftable are 2.47. The significance used is less than 0.05. The results in the table show Fcount $>$ Ftable (3,507 $>$ 2,47). While the probability value of 0.01 $<$ 0.05. So it can be concluded that the regression model is declared fit (fit).

Coefficient of Determination

This study uses Adjusted R Square as a measurement of the coefficient of determination. The results of Adjusted R Square are as follows.

[Table 6 about here.]

Based on table 6 shows the adjusted R square of 0.092. This shows that brand awareness, brand association, brand image, and word of mouth have an effect on purchasing decisions of 9.2% and the remaining 91.8% is influenced by other factors outside the model that were not tested in this study.

Hypothesis

Testing Partial hypothesis testing is done by using the t test. The t-test aims to determine how influential Brand Awareness (X1), Brand Association (X2), Brand Image (X3) and Word of Mouth (X4) individually in explaining the variation of Purchase Decision (Y). The results of the table calculation with df (nk, 100 - 5 = 95) at a significance level of 5% ($\alpha = 0.05$) then obtained a ttable of 1.661.

Testing the first hypothesis

Based on the results of the t-test for the Brand Awareness, the t-count value is 0.711 t-table is 1.661. This means that H1 is rejected. It can be concluded that Brand Awareness does not have a positive effect on purchasing decisions.

Testing the second hypothesis

variable Brand Association, the t-count value is 1.079 t-table is 1.661. This means that H2 is rejected. It can be concluded that the Brand Association does not positive effect on purchasing decisions.

Third Hypothesis Testing

Based on the results of the t-test for the Brand Image, the t-count value is - 0.168 t-table is 1.661. This means that H3 is rejected. It can be concluded that Brand Image does not have a positive effect on purchasing decisions.

Fourth Hypothesis Testing

Based on the results of the t-test for the Word of Mouth, the t-count value was 3.024 t-table was 1.661. This means that H4 is accepted. It can be concluded that Word of Mouth has a positive effect on purchasing decisions.

DISCUSSION

Brandinfluence of Awareness on Purchase Decisions

Based on the results of testing the first hypothesis, the variable Brand Awareness obtained a value of 0.711 t-table of 1.661, it means that H1 is rejected variable Brand Awareness does not have a positive effect on the Purchase Decision of the Banyumas Community.

This result can occur because brand in this study has not been strong in the minds of Banyumas consumers, which results in low product awareness and consumers find it difficult to make decisions to buy products. In addition, the lack of advertisements or promotions aimed at introducing brand to the wider community has resulted in the absence of brand recognition or brand recall.

The results of this study are in accordance with research conducted by Chandra & Keni (2019) and Abdillah (2018) which state that brand awareness has no effect on purchasing decisions.

Brandinfluence Association on Purchase Decisions

Based on the results of testing the second hypothesis, the Brand Association obtained a tcount value of 1.079 t-table of 1.661, it means that H2 is rejected variable Brand Association has no positive effect on the Purchase Decision of the Banyumas Community.

The results show that brand association has no effect on purchasing decisions, occurs because consumers do not have a strong impression and memory about the brand image. brand image has not been able to attract the attention of consumers and reflects significant advantages or differences from its competitors. Lack of information about the company

can also be the cause of consumers not interpreting brand image that they want to communicate properly.

The results of this study are in accordance with research conducted by Chandra & Keni (2019) and Abdillah (2018) which state that the Brand Association has no effect on purchasing decisions.

Brandinfluence Image on Purchase Decisions

Based on the results of testing the third hypothesis, the Brand Image obtained a tcount value of -0.168 t-table of 1.661, it means that H3 is rejected variable Brand Image has a positive effect on the Purchase Decision of the Banyumas Community.

The brand image given by Samsung is not an important consideration in purchasing decisions for Samsung's smartphone cosmetic products. It can be said that the functional image, affective image and reputation of the Samsung brand are not considered by consumers in making decisions to purchase Samsung smartphones themselves. This means that the people of Banyumas do not consider the brand image owned by Samsung in deciding to buy the Samsung smartphone product.

The results of this study are in accordance with the research conducted by Putri et al. (2019) which states that brand image has no effect on purchasing decisions.

Influence of Mouth on Purchase Decisions

Based on the results of testing the first hypothesis, the variable Word of Mouth obtained a value of 3.024 t-table of 1.661, it means that H4 is accepted variable Word of Mouth does not have a positive effect on the Purchase Decision of the Banyumas Community.

The results of this study indicate that there is an influence between Word of Mouth on Samsung smartphone purchasing decisions. This is indicated by the accepted hypothesis in the study, meaning that there is a positive influence between Word of Mouth on purchasing decisions.

The results of this study are in accordance with the research conducted by Willy et al. (2021) and Kurniawati (2020) state that Word of Mouth has a significant positive effect on purchasing decisions.

CONCLUSIONS

Based on the results of data analysis, it is found that Brand Awareness does not have a positive effect on Purchase Decisions. Brand Association does not have a positive effect on Purchase Decision. Brand Image does not have a positive effect on Purchase Decisions. Word of Mouth positive effect on Purchase Decision.

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TABLE 1 | Normality Test Results

One-Sample Kolmogorov-Smirnov		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,36010619
Most Extreme Difference	Absolute	0,130
	Positif	0,122
	Negatif	-0,130
Test Statistics		0,130
Asymp. Sig. (2-tailed)		0,000
Monte Carlo Sig. (2-tailed)	Sig	0,061

Sources: IBM SPSS *Statistic 26*

TABLE 2 | Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
<i>Brand Awareness</i>	0,814	1,229
<i>Brand Association</i>	0,806	1,241
<i>Brand Image</i>	0,873	1,145
<i>Word of Mouth</i>	0,896	1,117

Sources: IBM SPSS *Statistic 26*

TABLE 3 | Heteroscedasticity Test Results

Model	t	Sig
(Constant)	0,798	0,427
<i>Brand Awareness</i>	-1,562	0,122
<i>Brand Association</i>	1,268	0,208
<i>Brand Image</i>	0,985	0,327
<i>Word of Mouth</i>	-1,439	0,153

Sources: IBM SPSS Statistic 26

TABLE 4 | Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2,435	0,628		3,879	0,000
<i>Brand Awareness</i>	0,066	0,093	0,075	0,711	0,479
<i>Brand Association</i>	0,111	0,103	0,115	1,079	0,283
<i>Brand Image</i>	-0,020	0,121	-0,017	-0,168	0,867
<i>Word of Mouth</i>	0,285	0,094	0,306	3,024	0,003

Sources: IBM SPSS *Statistic 26*

TABLE 5 | Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	1,896	4	0,474	3,507	0,01
Residual	12,838	95	0,135		
Total	14,734	99			

Sources: IBM SPSS *Statistic 26*

TABLE 6 | Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,359	0,129	0,092	0,36761

Sources: IBM SPSS *Statistic 26*