

The Impact of Brand Awareness, Brand Association and Perceived Quality on Consumer Purchase Decision of Sampoerna A Mild Products

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Abstract

The purpose of this study was to determine the influence between variables brand awareness, brand association and perceived quality to Purchase Decision and determine the dominant influence of variables. The sample of 190 people. The samples in this study using accidental sampling. To analyze the data used multiple linear regression test, partial linear regression test and simultant linier regression test. The results in this study showed that variable brand awareness, brand association and perceived quality positive influence on purchase decision. Partially, variable brand association and perceived quality showed a significant influence on purchase decision, meanwhile, the variable brand awareness shows the influence of variables that are not significant. Simultantly, variable brand awareness, brand association and perceived quality showed a significant influence on purchase decision. The variable dominant influence on consumer purchasing decisions of variable perceived quality.

Keyword: Brand awareness, brand association, perceived quality, purchasing decisions.

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INTRODUCTION

Indonesia, as a developing country, still found itself facing the dilemma in regards to the cigarettes industry. According to Presidential Regulation No 28 Year 2008 about National Industrial Policy, Tobacco-derived products are among the important industries to be developed, while still taking into account the aspects of health protection, absorption of workforce (employment), and State revenues. At this moment, cigarettes producers are being faced with tight regulations from the Government, such as the Ministerial Regulation of the Minister of Finance (PMK) Number 146/PMK.010/2017 about the increase of cigarette tax to the amount of 10,04% effective from 1st of January 2018, which will automatically raise the prices of cigarettes. Also, Government Regulation (PP) Number 109 Year 2012 about addictive substances, including tobacco-derived products, which forbids a cigarette product to be advertised and promoted. Certainly this will limit the possibilities for marketing efforts of cigarette companies, and will influence consumer perception in buying cigarettes.

Those above-mentioned regulations have contributed to the decrease of Indonesia's cigarette industry in these past 3 years. In the year 2015, the national sale of cigarettes were 320 billion pieces, which decreased to 315.6 billion pieces in 2016, and to

307 billion pieces in 2017. From the data of cigarette sales, it was discovered that the biggest contributor of sales came from the SKM LTLN (Low Tar Low Nicotine) segment, which consistently remained at 42% of cigarette market share at National level within the past 3 years, and thus it was reasonable that cigarette producers are competing for this particular segment. This also proven that the messages about the dangers of smoking has been well received by the consumers, and this gave them the tendency to consume cigarettes with lower nicotine levels.

It is recorded in 2015 that Sampoerna A Mild brand has captured the SKM LTLN segment, thus giving it 15% of National market share. As a market leader, Sampoerna A Mild has become a target for its competitors. Since cigarette products in this particular market segment has very similar characteristics to each other, the competitors were racing to promote their products in this segment. This marketing communication efforts has made the SKM LTLN became biased and dissonant. So many competing brands, all similar in shape, features and utilization, made the consumers confused, and thus they consider all brands as the same, and will open themselves to consume many different brands, assuming that the quality of any of those brands are more or less similar with the cigarettes that they are used to consume.

All these efforts from competing cigarette companies to wrest away portions of SKM LTLN market segments clearly has negative effects to Sampoerna A Mild brand as the market leader. Based on 2016 sales data, Sampoerna A Mild experienced a decrease, from 46,7 billion pieces sold in 2015, to 44,2 billion pieces in 2016.

The competitors were successful in attacking the Sampoerna A Mild brand by resembling the colors, packaging, taste, and other marketing communication devices pertaining to this brand. A strong brand cannot stand on its own, but need to consolidate its assets, which usually termed brand equity. Furthermore, to ensure that assets and liabilities could become the base for brand equity, both are being connected using a brand name and a brand symbol which are grouped into five dimensions of categories. Firstly, is brand awareness, secondly is brand association, thirdly perceived quality, fourthly brand loyalty and lastly is other brand assets such as patents, trade mark and existing relationships.

To measure the strength of Sampoerna A Mild's brand, the researcher did a preliminary survey with 30 respondents, and the result obtained confirmed that the consumers knows well the Sampoerna A Mild brand, with consumer brand awareness of 100%, brand association 96,7% and perceived quality 93,3%, but for brand loyalty to Sampoerna A Mild is at a low 56,7%. Therefore, the researcher took three best dimensions as variables in this research, to be able to measure the phenomenon further, as there were inadequate previous researches about brand equity (brand awareness, brand association, perceived quality) for cigarette products, and there are differences of opinion from previous research about the influences of brand equity to the buying decisions in different products.

There are several previous studies which states that brand equity has a positive influence, such as Siali, *et al.*, [1] and other studies from Putri and I Gusti Agung Ketut Gede Suasana [2] which concludes that brand equity (brand awareness, brand association, perceived quality) continuously gives significant influences in consumer's buying decisions.

Various studies about brand equity and buying decisions, most of them reported positive results or positive influences, but there are contradictory studies as well in regards to the bonds between brand awareness, brand association, perceived quality and brand loyalty towards buying decisions. Such as the study by Prajapati and Ashish K. Makwana [3] which states that only these variables: brand awareness, perceived quality and brand loyalty, which has significant influence on consumer's buying decisions, while the variable of brand association has no such influences. Other contradictory result is from Mustari *et*

al., [4] which stated in their study that brand awareness has no significance in consumer's decisions.

LITERATURE REVIEW

Brand

Brand are names, terms, logos, designs, or any combinations thereof, intended to identify goods or services from a seller or a group of seller to differentiate their products from the products of their competitors [5, 6].

According to Aaker [7] generally there are 4 areas or dimensions of evaluation in evaluating a brand, which are: brand equity, business prospects, strategical matching and brand promotional options.

Brand Equity

Brand equity is a number of assets and obligations pertaining to a brand, as an added value given to goods/products and services [7, 6].

Aaker in Siali [1] stated that brand equity can be categorized into brand awareness, brand association, perceived quality, brand loyalty and other proprietary brand assets.

Brand Awareness

Brand awareness is the willingness of a candidate buyer to recognize or remember that a brand is a part of a special product category [7, 8].

According to Keller [8] Brand Awareness consists of brand recognition and brand recall.

Brand Associations

Brand associations are everything directly or indirectly connected with a brand within the memory of consumer, to express a lifestyle, social class, professional role or product applications according to the types of person(s) which utilizes those products [7, 9-11].

These associations pertaining to a brand usually are connected with these things as follows [11], which are product attributes, intangible attributes, benefits for the consumer, relative prices, utilization, users or regular customers, famous persons/people, lifestyle/personalities, product classes, its competitors and country of origins/geographical location.

Perceived Quality

Perceived quality are perception or assessment of costumer to the quality or comparative advantage of a product or services, in relation to what the consumer expected to receive [9, 12, 10]. Perceived quality are reflected from the way the consumer thinks about the quality of the products/goods and services, whether they are of good quality or otherwise. Tjiptono [10] assigned seven attributes, which are: Performance, Feature, Dependability, Compatibility with Specifications,

Endurance, Easeness of Obtaining Service, and Aesthetics.

Buying Decision

Buying Decision is a process where consumer identify the product by finding information about a certain product or brand and evaluate how good are the product and its alternatives, to decide which product are

most desirable, and thus the decision of the consumer is to modify his/her choices to avoid risks [10, 13].

The Dimensions of Buying Decision can be explained as follows: Product Selection, Brand Selection, Buying Channel Selection, Amount of Buying, Time of Buying and Payment Methods.

Frame of Reference and Hypothesis

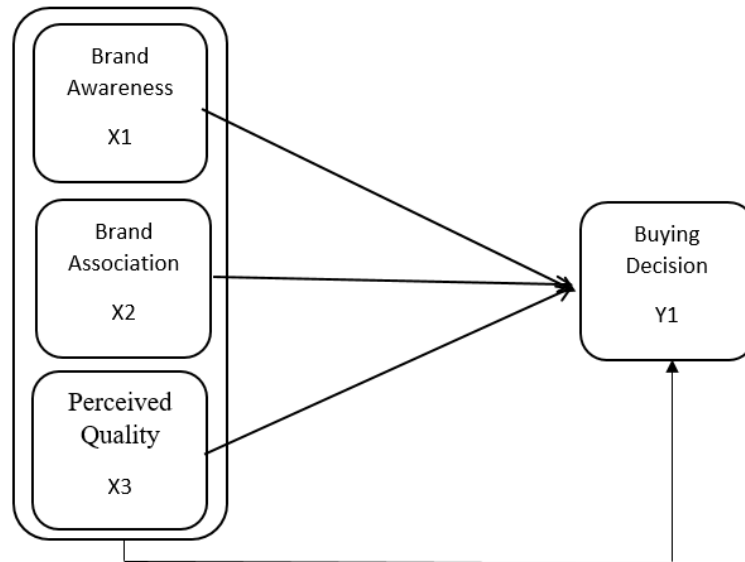


Figure: Conceptual Framework

The Hypothesis of this study can be described as follows:

- H1: Brand awareness has positive and significant influence towards Buying Decision of Sampoerna A Mild consumers.
- H2: Brand association has positive and significant influence towards Buying Decision of Sampoerna A Mild consumers.
- H3: Perceived quality has positive and significant influence towards Buying Decision of Sampoerna A Mild consumers.
- H4: Brand awareness, brand association and perceived quality, together has shown has positive and significant influence towards Buying Decision of Sampoerna A Mild consumers

RESEARCH METHODS

Type of Method

The Quantitative Method is a research method which is based on Positivism philosophy, applied to research a certain sample of population, data collection is being done using research instrument, data analysis is done using Statistics, aimed at testing the research hypothesis [14].

Sample and Population

The target population in this research are all consumers who has bought and consume Sampoerna A

Mild in Jakarta area. The sampling method is done according to Hair formula. Hair *et al.*, in Rahayu [15] stated that minimum sample are 5 observations for each estimated parameter and maximum 10 observations for each estimated parameter. In this research there are 38 research indicators, and thus the minimum amount of required samples should be taken from 190 respondents.

Data Collection Method

The method of choice is questionnaire, which is a technique of data collection by giving a series of written questions to respondents to obtain their answers [14]. The questions are given using Likert scale (1-5) by using Scaling Questions.

Data Analysis Method and Technique

Research Instrument Testing

Instrument Testing in this research are done by conducting validity and reliability tests, where validity test are done by comparing the obtained level of significance 5% ($\alpha=0,05$) which is if the level of significance is $< 0,05$ or the value of calculated- $r >$ table- r , then the question item is valid, but if level of significance $> 0,05$ or the value of calculated- $r <$ table- r then the question item is not valid. To decide table- r are by calculating $df = \text{number of respondents } (n) - 2$, with level of significance of 5%. To decide calculated- r , SPSS Software were utilized, and the resulting $-r$ for each question items can be observed in Pearson

Correlation column. The reliability study is done by utilizing Cronbach Alpha (α). A measuring instrument are considered reliable and can be used for further processes if the Cronbach Alpha value is $> 0,60$ [16].

Classical Assumption Test

Normality Test are being used to test if within the regression model, the distracting variable or residual variable has a normal distribution [16]. For normality test, the researcher uses the Kolmogorov-Smirnov test technique with level of significance 5% ($\alpha=0,05$), thus the model are considered having a normal distribution if the value of Kolmogorov-Smirnov (Sig) $> 0,05$ and not having a normal distribution if the value of Kolmogorov-Smirnov (Sig) $< 0,05$ [16].

Multi co-linearity test are being used to test whether within the regression model a correlation between independent variables exists [16]. The multi-collinearity test are done using regression test, standard VIF (Variance Inflation Factor) and tolerance value. The criteria being used is that the VIF value under 10 and the tolerance value is $> 0,1$ or < 1 , then there are no problems in its multi-collinearity [16].

Heteroscedasticity test are being used to test whether in the regression model there are disparity/variance from one residual observed to other observation [16]. Heteroscedasticity could be detected by observing the scatterplot graphics between the predictive value of the dependent variable which is ZPRED with its residual variable SRESID. The basis for decision making is if there are certain pattern, such as dots which making an orderly sequence (such as a wide wave which tapered a narrow form), and thus a heteroscedasticity is considered exists; and if there are no such clear patterns, such as scattering of dots above and below 0 at the Y axis, then heteroscedasticity is nonexistent [16].

Autocorrelation test are used to test whether in the linear regression model there is a correlation between distracting error at t period with distracting error at previous t-period [16]. Autocorrelation test are being implemented using Durbin-Watson Test (DW Test), by comparing the DW value as outputted by SPSS with the Durbin-Watson table (du). To read the Durbin-Watson test, we decide the number of independent variables (k) as column marker, and the number of respondents (n) as row markers. If DW value is above (du) and under ($4-du$), it can be surmised that no autocorrelation exists [16].

Hypothesis Test

Double linear regression analysis are being used to gauge the influence of these following Independent Variables: brand awareness, brand association and perceived quality, towards the dependent variable which is purchase decision. Ghozali [16] stated that to test the model of influence and

correlation between Independent Variables of which there are more than two, this double linear regression analysis is being utilized, to infer the correlations between the independent variables and the dependent variable, to gauge whether these variables has positive or negative correlations, and to predict the value of dependent variable if the Independent variable experiences an increase or a decrease. The regression formula for this research is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Whereas:

Y = Purchase Decision (dependent variable)

X1 = Brand Awareness

X2 = Brand Association

X3 = Perceived Quality

a = Constants

b_1, b_2, b_3 = Regression Coefficient for each Independent Variable

e = Standard (error)

Partial Test or t-Test, is used to infer how deep is the influence of an independent variable in explaining the dependent variables [16].

Testing is done by using level of significance 5% ($\alpha=0,05$) with the criteria that if the significance value of $t > 0,05$ or the value of calculated $t < t$ -table, the H_0 (null/zero hypothesis) is accepted (the regression coefficient is not significant). It means that the independent variable has no influences that are significant to the dependent variable. Conversely, if the significance value $t < 0,05$ or calculated $t > t$ -table then the null hypothesis is rejected, which means that there is a significant influence of the independent variable to the dependent variable. To decide upon the t-table (to decide upon significance value) is 0,05 and Degree of Freedom (DF) with the formula $df = n$ (respondents) – k (number of research variables). Then we compare the t-table at 0,05 columns and the row which fits the result of the df.

Simultant test or f test is a model test to show whether the regression model is fit for further processing. F test essentially reveals whether all the independent variables which are included within the model has influences towards the dependent variable [16] Testing are done by using level of significance 5% ($\alpha=0,05$). The criteria of accepting or rejecting the hypothesis if if the level of significance $f > 0,05$ or the value of calculated $f < f$ -table, then H_0 (null) is accepted (thus the regression coefficient has no significant influence), thus; the independent variables has no influences to the dependent variable. Conversely, if the level of significance $f < 0,05$ or the value of calculated $f > f$ -table then the H_0 (null) is rejected, thus the regression coefficient has significance, and therefore the independent variable has significant influences to the dependent variable. f-table

can be calculated by deciding Degree of Freedom (DF) N1 as the numerator with this formula: $df = k$ (number of research variables) – 1 and Degree of Freedom (DF) N2 as denominator with this formula: $df = n$ (respondents) – k (number of research variables). Then compare tabel f with the column according to df N1 and row according to df N2.

Coefficient Determination Test

Coefficient Determination (R^2) essentially is the means to measure the capability of model to explain the variation of dependent variable [16]. Coefficient Determination test are applied to gauge the percentage of the contributing influences of independent variables

as a group to the dependent variable. The result of Coefficient Determination Test is obtained through the output of software SPSS through the value of R square (R^2). The value of Coefficient Determination is between 0 and 1, if the value of R^2 is small, then the capability of the independent variables to explain the variations of dependent variables are very limited, and if the value of R^2 is large or close to 1, then the independent variables has almost all information needed to predict the variations on the dependent variable [16].

RESULTS AND DISCUSSION

Research Instrument Test

Table-1: Instrument Validity and Reliability Test

Variable	Indicator	r Count	r Table	F Value	Info	Cronbach Alpha	Criteria	Ket
Brand Awareness	X1.1	0,794	0,361	0,000	Valid	0,805	>0,600	Reliable
	X1.2	0,819	0,361	0,000	Valid			
	X1.3	0,796	0,361	0,000	Valid			
	X1.4	0,720	0,361	0,000	Valid			
	X1.5	0,662	0,361	0,000	Valid			
Brand Association	X2.1	0,567	0,361	0,001	Valid	0,753	>0,600	Reliable
	X2.2	0,573	0,361	0,001	Valid			
	X2.3	0,712	0,361	0,000	Valid			
	X2.4	0,412	0,361	0,024	Valid			
	X2.5	0,719	0,361	0,000	Valid			
	X2.6	0,649	0,361	0,000	Valid			
	X2.7	0,396	0,361	0,030	Valid			
	X2.8	0,57	0,361	0,001	Valid			
	X2.9	0,75	0,361	0,000	Valid			
Perceived Quality	X3.1	0,668	0,361	0,000	Valid	0,793	>0,600	Reliable
	X3.2	0,616	0,361	0,000	Valid			
	X3.3	0,797	0,361	0,000	Valid			
	X3.4	0,779	0,361	0,000	Valid			
	X3.5	0,675	0,361	0,000	Valid			
	X3.6	0,744	0,361	0,000	Valid			
	X3.7	0,392	0,361	0,032	Valid			
Purchase Decision	Y1	0,583	0,361	0,001	Valid	0,663	>0,600	Reliable
	Y2	0,500	0,361	0,005	Valid			
	Y3	0,623	0,361	0,000	Valid			
	Y4	0,742	0,361	0,000	Valid			
	Y5	0,479	0,361	0,007	Valid			
	Y6	0,529	0,361	0,003	Valid			
	Y7	0,544	0,361	0,002	Valid			
	Y8	0,433	0,361	0,017	Valid			
	Y9	0,390	0,361	0,033	Valid			
	Y10	0,394	0,361	0,041	Valid			
	Y11	0,388	0,361	0,034	Valid			

Source: Processed Primary data, 2018.

Classical Assumption Test

Table-2: Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		190
Normal Parameters ^{a,b}	Mean	0.0
	Std. Deviation	4.25893148
Most Extreme Differences	Absolute	0.041
	Positive	0.041
	Negative	-0.036
Test Statistic		0.041
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed Primary data, 2018.

At Table-2 it is clear that the value of Kolmogorov-Smirnov significance is 0,200 which is larger than 0,05, therefore it is assumed that the data has

fulfilled normality assumptions, thus it is inferred that it should have normal distribution as well, and therefore are fit to represent the population.

Table-3: Multi Co-Linearity Test

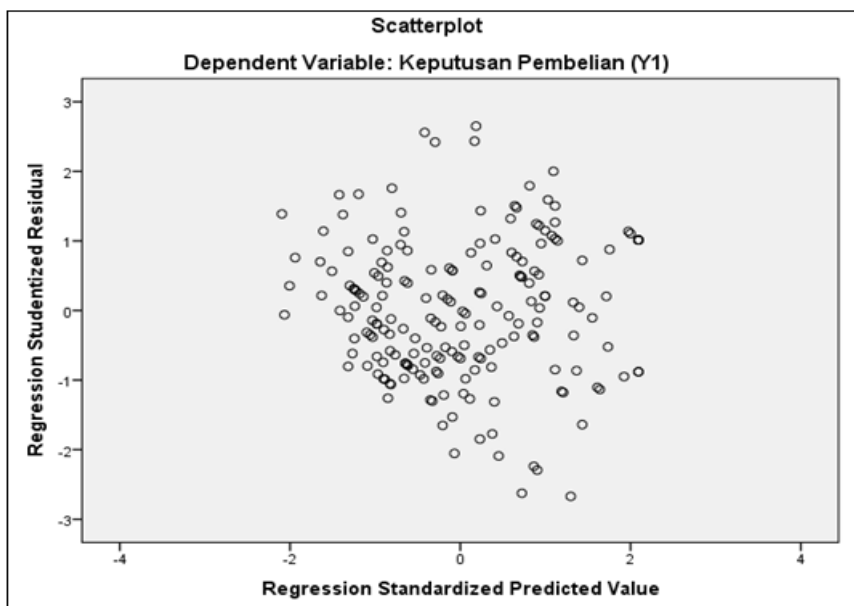
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	4.834	2.875			
	Brand Awareness (X1)	0.125	0.137	0.058	0.665	1.504
	Brand Association (X2)	0.396	0.091	0.307	0.556	1.800
	Perceived Quality (X3)	0.712	0.110	0.436	0.604	1.656

a. Dependent Variable: Purchase Decision (Y1)

Source: Processed Primary data, 2018.

The results of Table-3 shows that the regression model does not suffer from multi col-linearity distraction. This is shown through VIF value that all independent variables have the value of less

than 10, and the tolerance value for all three independent variables are larger than 0,1. Therefore we conclude that there are no multi co-linearity in this regression model.



Graph-1: Result of Heteroscedasticity test

Source: Processed Primary data, 2018.

From Graph-1 the scatterplot of the data (in small dots) are distributed randomly without making any certain patterns. The random distribution happens

in both above zero and below zero of the X and Y axis, therefore there are no heteroscedasticity in this regression model.

Table-4: Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.742a	0.515	0.505	4.1931	1.823
a. Predictors: (Constant), Perceived Quality (X3), Brand Awareness (X1), Brand Association (X2)					
b. Dependent Variable: Purchase Decision (Y1)					

Source: Processed Primary data, 2018.

Results of Durbin-Watson test on table 4 yielded a Durbin-Watson value of 1,823 which is above

DU 1,794 and under 4DU (4 X 1,794). Therefore, there are no autocorrelation in this regression model.

Hypothesis Test

Table-5: Result of Double Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.834	2.875		1.681	0.094
	Brand Awareness (X1)	0.125	0.137	0.058	0.913	0.362
	Brand Association (X2)	0.396	0.091	0.307	4.378	0.000
	Perceived Quality (X3)	0.712	0.110	0.436	6.492	0.000
a. Dependent Variable: Purchase Decision (Y1)						

Source: Processed Primary data, 2018.

From the data above, the formula for double regression that are being used are:

$$Y = 4,834 - 0,125X1 + 0,396X2 + 0,712X3$$

Of the above formula, the values within has the following information:

- Constants (a) = 4.834. The meaning of this value is we consider these variables: Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty as constants, then the Purchase Decision of the consumer is about 4,834. Therefore, if those variables above have 0 values, thus no connection whatsoever to Purchase Decision, thus the Purchase Decision value will be constant at 4,834 as the predictor value for Purchase Decision for Sampoerna A Mild.
- Brand Awareness variable in relation to the consumer's Purchase decision has the regression coefficient of 0,125, this means that for every one-unit increase of the value of Brand Awareness, the consumer's Purchase Decision will also be increased by 0,125.
- Brand Association Variable in relation to the consumer's Purchase decision has the regression coefficient of 0,396, this means that for every one-unit increase of the Brand Association variable, the consumer's Purchase Decision will also be increased by 0,396.
- Perceived Quality Variable in relation to the consumer's Purchase decision has the regression coefficient of 0,712, this means that for every one-unit increase in the value of Perceived Quality, the

consumer's Purchase Decision will also be increased by 0,712.

By the t test above, here are the analysis:

- In the above table, at the Sig (significance) column, the Brand Awareness variable has the value of 0,362 (>0,05), thus insignificant. Testing using t-table shows the value of 1,973, whereas the value of calculated t the table above is t = 0,913, therefore the calculated t < t-table thus the Brand Awareness value has no significant influence to Purchase Decision for Sampoerna A Mild.
- In the above table, at the Sig (significance) column, the Brand Association variable has the value of 0,000 (<0,05), thus it is significant. T-table test obtained the value of 1,973, while the value of calculated t is 4,378, therefore calculated t > t-table and thus Ha is accepted and therefore the Brand Association variable has significant influence to Purchase Decision for Sampoerna A Mild.
- In the above table, at the Sig (significance) column, the Perceived Quality variable has the value of 0,000 (<0,05), thus it is significant. T-table test obtained the value of 1,973, while the value of calculated t is t = 6,492, therefore calculated t > t-table and thus Ha is accepted and therefore Perceived Quality variable has significant influence to Purchase Decision for Sampoerna A Mild.

To measure the influences of the independent variables, which are Brand Awareness (X1), Brand Association (X2) and Perceived Quality (X3)

simultaneously towards Purchase Decision (Y) as dependent variable. Here is the result of the F test below:

Tabel-6: Result of Hypothesis Test (f)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3331.066	3	1110.355	60.244	.000 ^b
	Residual	3428.176	186	18.431		
	Total	6759.242	189			
a. Dependent Variable: Purchase Decision (Y1)						
b. Predictors: (Constant), Perceived Quality (X3), Brand Awareness (X1), Brand Association (X2)						

Source: Processed Primary data, 2018.

The above table had shown that the value of calculated f is 60,244 with significance level of 0,000, and since within the calculations the calculated $f > f$ -table ($60,244 > 2,65$) and with significance level of $0,000 < 0,05$, therefore the null hypothesis is rejected. So it is safe to conclude that the independent variables of: Brand Awareness (X1), Brand Association (X2) and

Perceived Quality (X3) as a group has significant influence to Purchase Decision as the dependent variable (Y).

Determining Coefficient Test

Correlation Coefficient Test are done with software SPSS and the result is as follows:

Table-7: Result of Determining Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742a	0.515	0.505	4.1931
a. Predictors: (Constant), Perceived Quality (X3), Brand Awareness (X1), Brand Association (X2)				
b. Dependent Variable: Purchase Decision (Y1)				

Source: Processed Primary data, 2018.

From table-7 we could see that the value of R square is 0,515 which means the correlation between the Brand Awareness (X1), Brand Association (X2) and Perceived Quality (X3) with Purchase Decision (Y) are at 51,5%, and the rest of the 48,5% are under other influences not covered within this research.

Discussion

Correlation between Brand Awareness and Purchase Decision of Sampoerna A Mild

Based on the result of double linear regression test which yielded a positive value of 0,125, this shows that there is a positive correlation between Brand Awareness variable and Purchase Decision of Sampoerna A Mild. However, t-test shows that partially the Brand Awareness variable shows a significance value of 0,362, larger than 0,05 and the calculated t at 0,913 smaller than t-table 1,973. Therefore, Brand Awareness has no significant influence to Purchase Decision of Sampoerna A Mild. This confirms the earlier research of Mustari dkk [4] which stated that Brand Awareness has no significant influence to buying decision of the customer.

From the above discussion, we can conclude that although insignificant, Brand Awareness has a positive correlation with Purchase Decision. This could be inferred that the more aware the consumers are about Sampoerna A Mild, the chances that they will buy Sampoerna A Mild will increase. In facing stiff

competition and tight regulation, Sampoerna as Market Leader should never stop their advertisement and promotional campaign to improve consumer's brand awareness of Sampoerna products, which are now under strong competition that has began to erode their market share.

Correlation Between Brand Association and Purchase Decision of Sampoerna A Mild

Based on the result of double linear regression test, the Brand Association variable yielded a positive value of 0,396. This shows that there is a positive correlation between Brand Association and Purchase Decision for Sampoerna A Mild. Partially, the result shows significance value of 0,000, smaller than 0,05 calculated t at 4,378 larger than t-table 1,973. Therefore, this concludes that Brand Association has significant correlation to the Purchase Decision of Sampoerna A Mild.

This confirms the previous research by Prajapati and Makwana [3] which stated that Brand Association has positive and significant influence in buying decision.

From the above discussion, we can conclude that the better the Brand Association that Sampoerna A Mild has in the minds of its consumers, then the consumers will has more tendency to buy Sampoerna A Mild. In facing the challenge from competitors, who

made their product somewhat biased towards Sampoerna A Mild, the Sampoerna company should be more consistently emphasizing their brand association through product attributes, product benefits, product class, product country of origin and other messages to their consumer which reflects the classification of people which consumes Sampoerna A Mild, for example by age brackets and lifestyle.

Correlation between Perceived Quality and Purchase Decision of Sampoerna A Mild

Based on the result of double linear regression test, the Perceived Quality variable yielded a positive value of 0,712. This shows that there is a positive correlation between Perceived Quality and Purchase Decision of Sampoerna A Mild. Partially the result shows a significance value of 0,000, smaller than 0,05 and calculated t 6,492 larger than t -table 1,973. Therefore, this concludes that Perceived Quality has significant correlation with Purchase Decision of Sampoerna A Mild.

Therefore, this research confirms the earlier research from Yee, San and Khoon [17] which stated that Perceived Quality has positive and significant correlation to buying decision.

From the above discussion, we can conclude that the higher the Perceived Quality of Sampoerna A Mild in the minds of their consumers, then the higher the probability that the consumer will purchase Sampoerna A Mild again. Thus, the Sampoerna Company must realize that maintaining their present status is harder than achieving it, therefore Sampoerna must focus their efforts to maintain the quality of their product performance, reliability, compatibility, specification, endurance and aesthetics. Sampoerna should maintain their quality control starting from their workers, their raw material and distribution channels, all of which has an influence to Sampoerna A Mild's product quality. It is expected that Sampoerna A Mild will be able to maintain its quality and thus will always perceived as a high-quality product in the minds of their consumers.

Correlation between Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality to Purchase Decision of Sampoerna A Mild

Based on test results of double linear regression tests, the variables of: Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality yielded a positive value of (4,834). This proves that there is a positive correlation between Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality to Purchase Decision of Sampoerna A Mild. Simultaneously it shows a significance value of 0,000, smaller than 0,05 and the value of calculated f -60,244 larger than the value of f -table 2,42. Thus those variables does have significant influence to the Purchase Decision of Sampoerna A Mild. Furthermore,

based on determination coefficient analysis, which yielded the value of R square of 0,515 which means that these variables (Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality) has 51,5% influences towards Purchase Decision, whereas the rest 48,5% are other influences which are not covered within this research.

This result confirms the research of Akhtar *et al.*, [18] and Siali *et al.*, [1] which stated that brand awareness, brand association, brand loyalty and Perceived quality has positive and significant influence towards buying decision.

The above explanation concludes that the higher the value of Brand Awareness, Brand Association and Perceived Quality which Sampoerna A Mild has in the minds of their consumer, then the higher the tendency of the consumers to purchase Sampoerna A Mild products again.

CONCLUSION

Based on the results of this research about The Impact of Brand Awareness, Brand Association and Perceived Quality on Consumer Purchase Decision of Sampoerna A Mild Products, our conclusions are as follows:

- There is a positive correlation between Brand Awareness and Purchase Decision of Sampoerna A Mild, but the influence of Brand Awareness towards Purchase Decision are not significant.
- There is a positive and significant influence of Brand Association towards Purchase Decision for Sampoerna A Mild.
- There is a positive and significant influence of Perceived Quality towards Purchase Decision for Sampoerna A Mild.
- Thus there are positive and significant influence of Brand Awareness, Brand Association and Perceived Quality towards Purchase Decision for Sampoerna A Mild

Recommendations

Based on the results of this research about The Impact of Brand Awareness, Brand Association and Perceived Quality on Consumer Purchase Decision of Sampoerna A Mild Products, our recommendations are as follows:

- This study discovered that brand awareness has insignificant influence to the purchase decision of Sampoerna A Mild, this indicates that almost all consumer knows about Sampoerna A Mild, which means the recognize the logo, colors, packaging and its market segment, but these recognition alone aren't enough to drive them to buy Sampoerna A Mild. We recommend PT. HM Sampoerna Tbk, to run a promotional campaign by giving free cigarette trial to the consumers and educate them about the advantages of Sampoerna A Mild, so that

not only they will recognize the brand, but have a willingness to purchase Sampoerna A Mild in the future. Furthermore, this study revealed that between three independent variables that is being researched, the perceived quality has the largest influence to purchasing decision compared to others. It is recommended that PT. HM Sampoerna Tbk, to guard their product quality closely, don't become complacent with existing quality, but continuous improvements should be made to keep their products at the best quality. Therefore, consumer's perception toward Sampoerna A Mild's quality will be maintained and will always yield positive impressions. Thus making them remain convinced to buy Sampoerna A Mild.

- It is necessary to conduct other research for other brands, or for more consumers, to gauge their preferences in choosing cigarette brands, which one between brand awareness, brand association and perceived quality has the most influence in purchasing decision. Such research should be directed to other provinces outside DKI Jakarta, because a brand of cigarette like Sampoerna A Mild will have different brand equity in other provinces. There are cultural aspects and common behavior of the people in different provinces which will certainly influence consumer behavior in each respective province.

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