

# Model of Purchase Intention: Product and Promotion Analysis to Increase Brand Awareness (Case Study on Micca Cosmetics)

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## Abstract

The purpose of this study is to find out how much the influence from product and promotion factors in influencing brand awareness and purchase intention, besides also to find out how much brand awareness is in mediating product and promotion factors. This study involved 163 respondents who were consumers from Micca who at least bought Micca products once and lived in Jabodetabek. The research method used in this study is the Structural Equation Model (SEM) with Lisrel 8.8 as the software and combined with SPSS 21 to analyze the pre survey. The results showed that in the case of Micca research, the promotion variable had a positive and significant effect on purchase interest and brand awareness. While the product variable does not have a positive and significant effect on purchase interest but has a positive and significant effect on brand awareness. In addition, in this study it is also known that brand awareness has a mediating function that has a positive and significant effect on purchase interest. The description above shows that to increase purchase interest, companies should pay attention to factors that are considered by consumers in terms of promotion and brand awareness. Although the product variables in this study do not show positive and significant results in influencing purchase interest, the company still has to increase the products sold on the market to increase brand awareness, because the results of the study state that the product has a positive and significant effect on brand awareness.

**Keywords:** Products, promotions, brand awareness, interest in buying, social media marketing.

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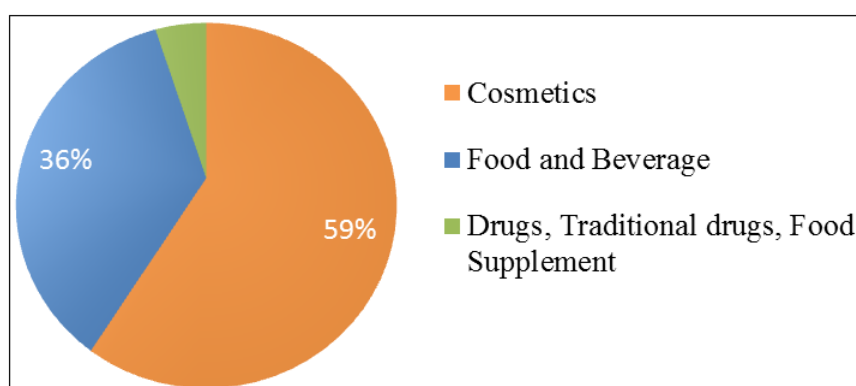
## INTRODUCTION

### Research Background

Based on data from the Food and Drug Supervisory Agency in Indonesia namely BPOM [1], the number of products that qualify for BPOM registration is very high. During 2017, data up to July showed, cosmetics products that received marketing approval were in the amount of 28,217 products, with a

percentage almost 59% of the total products that obtained marketing licenses from BPOM.

This number illustrates how large the cosmetics market in Indonesia is, so that it continues to bring new players in the cosmetics industry. The large market share is also directly proportional to the increasingly fierce competition.



**Fig-1: Data BPOM 2017**

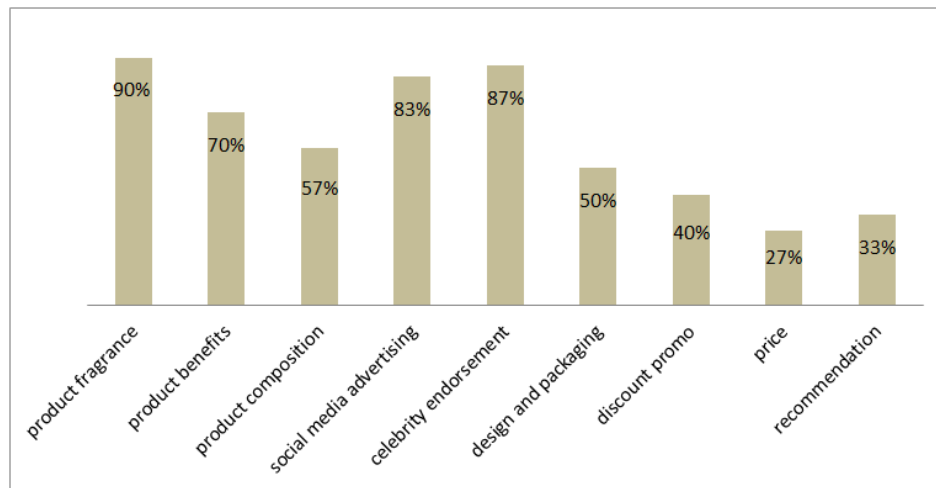
Source: Data of BPOM 2017

In this study a case study will be conducted on domestic cosmetics with the brand name Micca. This cosmetic product is a product consisting of body care products which was first launched in April 2016, so it is still offered as a new product that goes into the cosmetics industry in Indonesia. Some of the opposite between the opposite of the brand is the awareness of the brand that is still not maximal so there are still many

target consumers. Furthermore, buying from buyers who are still low, needs to be improved to boost sales to the expected numbers.

In this study, to determine the variables in the study, the authors conducted a pre-study survey of 30 people using Micca, from the pre-study the following results were obtained:

**Table-1: Factors Influencing Purchase Intention of Micca**



Source: Processed data (2017)

### Research Purposes

Based on the formulation of the problem above, the purpose of this research is to find out and analyze:

- The influence of product towards brand awareness of Micca cosmetics.
- The influence of promotion towards brand awareness of Micca cosmetics.
- The influence of products towards purchase intention of Micca cosmetics.
- The influence of promotion towards purchase intention of Micca cosmetics.
- The influence of brand awareness towards the purchase intention of Micca cosmetics.

## LITERATURE REVIEW

### Marketing and Marketing Management

Kotler and Keller [2] stated: marketing is about identifying and meeting human and social needs. One of the shortest good definition of marketing is “meeting needs profitably”. While American Marketing Association in Kotler and Keller [2] offers the following formal definition: Marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing management takes place when at least one party to a potential exchange thinks about the

means of achieving desired responses from other parties. Thus it can be seen marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value [2].

### Purchase Intention

Purchase intention can be defined as individual’s intention to buy a specific brand individuals who want to buy a specific brand which they has chosen for themselves after certain evaluations; there are variables by which we can measure purchase intention for instance consider the brand for purchasing and expecting to purchase the brand in the future [3].

Purchase intentions have been recognized as a part of consumer behaviors. Therefore, firm needs to identify what makes a consumer wants to purchase a product. Consumer purchase behavior may change from time to time due to factors such as social lifestyles, country’s industrialization and influence of globalization that might have affected their judgment towards the products [4].

Studies have revealed that customer’s purchase intention is influenced by their motivations and preferences in purchasing a specific brand [5].

According to Yeh [4], dimension of purchase intentions consist of: 1) Valuable purchase. 2) The most preference. 3) Willingness to trial. 4) Recommendation

## Brand

Keller [6] stated, branding has been around for centuries as a means to distinguish the goods of one producer from those of another. According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Brands identify the source or maker of a product and allow consumers either individuals or organizations to assign responsibility for its performance to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded. They learn about brands through past experiences with the product and its marketing program, finding out which brands satisfy their needs and which do not [2].

## Brand Awareness

Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer’s ability to identify the brand under different conditions [6].

When consumers have a high level of awareness and familiarity with brands and hold several strong, profitable and unique brand associations in memory, customer-based brand equity occurs [6].

According to Keller brand awareness consist of:

### 1. Brand recognition

Consumers’ ability to confirm prior exposure to the brand when given the brand as a cue.

### 2. Brand recall

Consumers’ ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue.

## Product

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy [7].

A product is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want [6].

According to Kotler and Keller [8], products consist of: 1) Variety. 2) Quality. 3) Design. 4) Features. 5) Brand name. 6) Packaging. 7) Services.

## Promotion

According to Stanton [9] promotion is an element that is utilized to inform and persuade markets about the company's new products. Advertising, individual sales and sales promotion are the main activities of promotion.

Promotion according to Belch and Belch [10], is a way to communicate the superiority of a product and persuade the target consumer to make a purchase. Based on Kotler dan Keller [2], promotions consist of:

- Sales Promotion
- Advertising
- Direct marketing.

## Conceptual Framework

Conceptual Framework is the logic of research carried out systematically and described in the form of a chart to connect between the concepts used in this study.

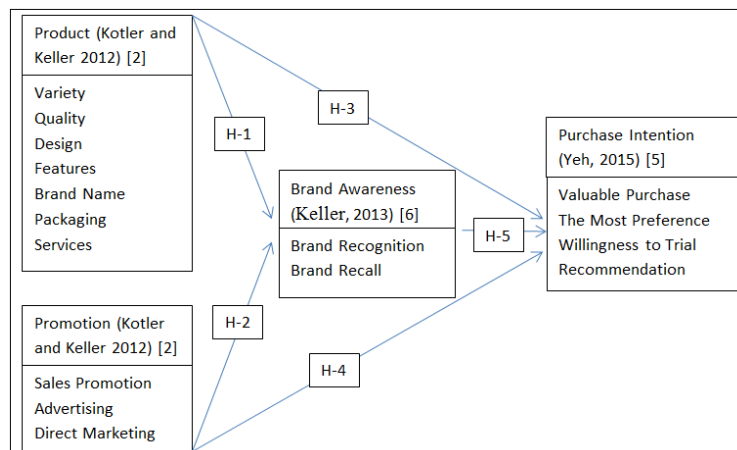


Fig-2: Conceptual Framework

## Hypotheses

The hypothesis is a temporary answer to the purpose of the research derived from the thinking framework that has been made.

Based on the research objectives, the research hypotheses are as below:

- Products in influencing brand awareness
- Promotion in influencing brand awareness
- Products in influencing the purchase intention
- Promotion in influencing the purchase intention
- Brand Awareness influences the Purchase Interest

## RESEARCH METHODOLOGY

### Research Design

This research is descriptive quantitative research that was conducted to test the value of the hypothesis and test the relationship between variables. This research was also conducted to determine the extent of the influence of independent product and promotion variables and intervening variable brand awareness in influencing purchase intention.

### Research Variable

The identification of the variables in this study are as follows:

- Endogenous variables → purchase intention (Z)
- Exogenous variables → brand awareness (Y)
- Intervening variables → products (X1) and promotions (X2)

### Population and Samples

The population in this study were users of Micca products in Jakarta with ages ranging from 17 to 45 years. The sample in this study was 163 Micca users, who at least once bought Micca.

### Data Sources

In this study used primary data obtained from the results of questionnaires obtained from respondents and also secondary data obtained from companies, literature, and journals and other related documents.

### Data Collection Techniques

The technique of data collection is done by distributing questionnaires by giving a set of questions or written statements to respondents to answer. The measurement scale used is a Likert scale which is used to measure attitudes, respondents' opinions about social phenomena. In this study the Likert scale used is 5 points, namely: 1) Strongly Disagree; 2) Disagree; 3) Neutral; 4) Agree; 5) Strongly Agree.

### Data Analysis Techniques

#### Initial Analysis Method

In this study an initial analysis was carried out by testing pre-survey data to 30 respondents using IBM SPSS 21 software to test the validity and reliability of the questions in this study. The number used as a comparison to see the validity of the indicator is to compare the coefficient value with a critical point of 0.3. If the value of the validity coefficient is  $> 0.3$  then the indicator is declared valid [11]. At the pre-survey stage, a measuring instrument is said to be reliable or reliable if the Cronbach's Alpha coefficient is  $> 0.60$  [12].

The next step is to analyze the data using SEM with Lisrel 8.8 software. In SEM to confirm and examine the relationship between a number of indicators in this study using CFA (Confirmatory Factor Analysis).

### Confirmatory Factor Analysis (CFA)

CFA is to confirm or reexamine the formation of constructs or concepts that have been formulated in a theoretical framework [13]. The final results of the CFA model are obtained through; compatibility of all models, model validity analysis, and model reliability analysis [14].

### All Models Compatibility Test

According to Ali [15], the model compatibility test is carried out using several Goodness of Fit / GOF measures, namely:

#### Absolute Conformity Test

- Chi-Square
- P value
- Goodness of Fit Index (GFI)
- Root Mean Square Error of Approximation (RMSEA)

#### Comparative Conformity Test

- Expected Cross Validation Index (ECVI)
- Adjusted GFI (AGFI)
- Normal Fit Index (NFI)
- Comparative Fit Index (CFI)

#### Parsimoni Suitability Measures

- Normed Chi-Square (NCS)
- Parsimonious Normed Fit Index (PNFI)

### Validity Test

A dimension or indicator is said to be valid if the indicator is able to achieve the measurement goal of latent extract correctly [13], a variable has good validity for the construct or its latent variable, if:

- Value of factor loadings (factor loadings) is greater than the critical value ( $\leq 1.96$ ) (Ringdon and Ferguson in Wijanto 2015) [14].
- Content of standard factors (standardized factor loading / SFL)  $\geq 0.5$  (Igbaria in Wijanto, 2015) [14].

### Reliability Test

An instrument is quite reliable to be used as a data collection tool because the instrument is good, reliability shows a certain degree of reliability [15]. To

measure reliability in SEM using Construct Reliability (CR).

$$\text{Construct Reliability (CR)} = \frac{(\sum \text{Std. loading})^2}{(\sum \text{std. loading})^2 + \sum e_j} \geq 0,70$$

## RESULT AND DISCUSSION

### Result of Validity and Reliability Test

Based on the results of the Confirmatory Factor Analysis (CFA) test that has been done, the results will be shown in the table as follows:

**Table-2: Result of Validity and Reliability Test**

Construct Validity			Construct Reliability		
Indicator	Loading Factor > 0,5	t value > 1,96	Error	CR value	Information
<b>Product (PD)</b>				0,92	Reliable
PD1	0.53	7,0	0.72		Valid
PD2	0.62	8.59	0.61		Valid
PD3	0.64	8.85	0.59		Valid
PD4	0.72	10.31	0.49		Valid
PD5	0.62	8.6	0.61		Valid
PD6	0.65	9.01	0.58		Valid
PD7	0.67	9.46	0.55		Valid
PD8	0.72	10.27	0.49		Valid
PD9	0.72	10.46	0.47		Valid
PD10	0.66	9.22	0.57		Valid
PD11	0.67	9.35	0.56		Valid
PD12	0.68	9.62	0.54		Valid
PD13	0.74	10.69	0.46		Valid
PD14	0.72	10.43	0.48		Valid
<b>Promotion (PM)</b>				0,76	Reliable
PM1	0.5	6.26	0.75		Valid
PM2	0.55	6.94	0.7		Valid
PM3	0.46	5.69	0.79		Valid
PM4	0.58	7.46	0.66		Valid
PM5	0.73	9.85	0.47		Valid
PM6	0.67	8.82	0.55		Valid
<b>Brand Awareness (BA)</b>				0,81	Reliable
BA1	0.63	8.43	0.61		Valid
BA2	0.72	10.1	0.48		Valid
BA3	0.75	10.77	0.43		Valid
BA4	0.75	10.78	0.43		Valid
<b>Purchase Intention (PI)</b>				0.93	Reliable
PI1	0.81	12.25	0.35		Valid
PI2	0.8	12.16	0.36		Valid
PI3	0.82	12.66	0.32		Valid
PI4	0.6	8.32	0.63		Valid
PI5	0.82	12.59	0.33		Valid
PI6	0.88	14.14	0.22		Valid
PI7	0.73	10.59	0.47		Valid
PI8	0.83	12.94	0.3		Valid

Source: Processed data (2017)

From the results of Table-2, the results of the validity test show that all indicators have a loading factor > 0.50 and the t-value of all indicators is > 1.96.

Then it can be concluded that all indicators are valid. Whereas the reliability test results show CR > 0.70 for

all indicators, it can be concluded that all variables are reliable.

### Result of All Models Compatibility Test

The aim is to generally evaluate the Godness of Fit (GOF) between the data and the model [14]. For the results of the compatibility test the entire model can be seen in the table below:

**Table-3: Result of All Models Compatibility Test**

GOF	Fit Level Criteria	Measurement value	Evaluation
<i>Chi Square (<math>X^2</math>)</i>	Small value	893.78	<i>Marginal Fit</i>
<i>P</i>	$P \geq 0,05$	0	
NCP	Small value	428.42	<i>Good Fit</i>
Interval	Narrow interval	348.06 - 516.57	
RMSEA	$\leq 0,08$	0.07	<i>Good Fit</i>
ECVI	Small value Approaching value ECVI Saturated	$M^* = 6.36$	<i>Good Fit</i>
		$S^* = 6.52$	
		$I^* = 83.38$	
NFI	$\geq 0,90$	0.93	<i>Good Fit</i>
NNFI	$\geq 0,90$	0.96	<i>Good Fit</i>
CFI	$\geq 0,90$	0.97	<i>Good Fit</i>
IFI	$\geq 0,90$	0.97	<i>Good Fit</i>
RFI	$\geq 0,90$	0.93	<i>Good Fit</i>
CN	$\geq 200$	96.53	<i>Marginal Fit</i>
SRMR	$\geq 0,05$	0.095	<i>Good Fit</i>
GFI	$\geq 0,90$	0.75	<i>Marginal Fit</i>
AGFI	$\geq 0,90$	0.7	<i>Marginal Fit</i>

Source: Processed data (2017)

Based on Table-3, it can be seen that, NCP, Interval, RMSEA, ECVI, NFI, NNFI, CFI, IFI, RFI, CN, SRMR, GFI and AGFI meet the Goodness of Fit criteria. From the results of the evaluation above, it can

be determined that a decent structural model is used for hypothesis testing, because most of the GOF criteria have met the conditions set.

**Table-4: Structural Model Equations**

No	Structural Model Equations
1	$Y = 0.62 \cdot X_1 + 0.37 \cdot X_2, \text{Errorvar.} = 0.22, R^2 = 0.78$ <div style="display: flex; justify-content: space-around; font-size: small;"> <span>(0.10)</span> <span>(0.093)</span> <span>(0.074)</span> </div> <div style="display: flex; justify-content: space-around; font-size: small;"> <span>5.94</span> <span>4.03</span> <span>2.96</span> </div>
2	$Z = 0.48 \cdot Y + 0.22 \cdot X_1 + 0.25 \cdot X_2, \text{Errorvar.} = 0.25, R^2 = 0.75$ <div style="display: flex; justify-content: space-around; font-size: small;"> <span>(0.18)</span> <span>(0.13)</span> <span>(0.10)</span> <span>(0.052)</span> </div> <div style="display: flex; justify-content: space-around; font-size: small;"> <span>2.70</span> <span>1.72</span> <span>2.43</span> <span>4.84</span> </div>

Source: Processed data (2017)

The value of  $R^2$  in Table-4 function to show how far the independent variable is able to explain the dependent variable. The results of the analysis are as follows:

- Products and promotions affect brand awareness with  $R^2$  of 0.78. This means that 78% of the variants of brand awareness can be explained by product and promotion variables, the remaining 22% can be explained by other variables not found in this study.
- Products, promotions and brand awareness affect purchase intention with  $R^2$  of 0.75. This means that 75% of the variance in purchase

interest can be explained together by the Product variable, promotion and Brand awareness while the remaining 25% can be explained by other variables not found in this study.

### Results of Hypothesis Test

The significance level is 5%, and the critical t-value is 1.96. The hypothesis is accepted if the t-value obtained is  $\geq 1.96$ , if the t-value is obtained  $< 1.96$  the hypothesis is rejected.

The results are as follows:



**Table-5: Hypothesis Test Results**

Hypotheses	Path	SLF	T-Value	Information	Result
H <sub>1</sub>	Product → Brand awareness	0.62	5,94	Significant	Accepted
H <sub>2</sub>	Promotion → Brand awareness	0.37	4,03	Significant	Accepted
H <sub>3</sub>	Product → Purchase Intention	0.22	1,72	Not Significant	Rejected
H <sub>4</sub>	Promotion → Purchase Intention	0.25	2,43	Significant	Accepted
H <sub>5</sub>	Brand awareness → Purchase Intention	0.48	2,70	Significant	Accepted

Source: Processed data (2017)

From Table-5, the analysis of the hypotheses in this study are as follows:

### 1. Products in affecting brand awareness

H0: Products do not have a significant effect on brand awareness

H1: Products have a significant effect on brand awareness

The value of t value = 5.94 > 1.96 so that H0 is rejected, and H1 is accepted, which means the Product variable has a positive and significant effect on the variable Brand awareness.

### 2. Promotion in affecting brand awareness

H0: Promotion does not have a significant effect on brand awareness

H2: Promotion has a significant effect on Brand awareness

The value of t value = 4.03 > 1.96 so that H0 is rejected, and H2 is accepted which means the Promotion variable has a positive and significant effect on the variable brand awareness. Promotion has an important role in brand awareness.

### 3. Products in affecting the purchase interest

H0: Products do not have a significant effect on purchase intention

H3: Product has a significant effect on purchase intention

The value of t value = 1.72 < 1.96 so that H0 is accepted, and H3 is rejected, which means that the product variable has no significant effect on the purchase intention variable.

### 4. Promotion in affecting the purchase intention

H0: Promotion has no significant effect on purchase intention

H4: Promotion has a significant effect on purchase intention

The value of t value = 2.43 > 1.96 so that H0 is rejected, and H4 is accepted which means that the promotion variable has a positive and significant effect on the variable of purchase intention.

### 5. Brand awareness in affecting the purchase intention

H0: Brand awareness has no significant effect on purchase intention

H5: Brand awareness has a significant effect on purchase intention

The value of t value = 2.70 > 1.96 so that H0 is rejected, and H5 is accepted which means that the variable Brand awareness has a positive and significant effect on the variable of purchase intention.

### Interdimensional Correlation

Intended to be discussed. Which is the strongest for the dimensions of the independent variable on the dependent variable.

**Table-6: Matrix of Interdimensional Correlation**

Variable	Dimension	Brand Awareness (Y)		Purchase Intention (Z)			
		Brand Recognition	Brand Recall	Valuable Purchase	The Most Preference	Recommendation	Willingness to Trial
Product (X1)	Quality	0.446	0.422	0.466	0.413	0.469	0.486
	Design	0.511	0.398	0.496	0.503	0.463	0.459
	Feature	0.443	0.483	0.448	0.404	0.441	0.525
	Brand Name	0.546	0.685	0.545	0.483	0.568	0.597
	Packaging	0.556	0.533	0.554	0.48	0.555	0.593
	Variety	0.472	0.413	0.424	0.496	0.454	0.44
	Service	0.51	0.485	0.429	0.387	0.471	0.462
Promotion (X2)	Sales Promotion	0.362	0.406	0.39	0.391	0.348	0.527
	Advertising	0.375	0.378	0.436	0.387	0.495	0.401
	Direct Marketing	0.495	0.442	0.495	0.425	0.418	0.479
Brand Awareness (Y)	Brand Recognition			0.663	0.585	0.604	0.591
	Brand Recall			0.556	0.5	0.581	0.662

Source: Processed data (2017)

Based on the table above, the results of the analysis are as follows:

- Product variable, the strongest dimension related to the brand name dimension towards brand recall dimensions on brand awareness, because it has a coefficient = 0.685 (strong relationship)
- Promotion variable, the strongest dimension of the relationship is the direct marketing dimension towards the brand recognition dimension on Brand awareness, because it has a coefficient = 0.495 (medium relationship).
- Product variables, the most powerful dimension of the relationship is the dimension of brand name to the dimension of Willingness to Trial on the purchase interest, because it has a coefficient value = 0.597 (medium relationship).
- Promotion variables, the most powerful dimension of the relationship is the dimension of Sales Promotion to the dimensions of Brand Recognition to the interest of purchase, because it has a coefficient = 0.527 (medium relationship).
- Brand awareness variable, the most powerful dimension of the relationship is the Brand Recognition dimension to the dimensions of the Valuable Purchase on the purchase intention, because it has a coefficient = 0.663 (strong relationship).

## DISCUSSION

### Influence of Products towards Brand Awareness

The product has a positive influence on brand awareness, with a t-value of statistics of  $5.94 > 1.96$  so that it can be said to be significant. The magnitude of the effect of the product on brand awareness is 0.62, in this case the company should still pay attention to the quality of its products as a way to increase brand awareness.

This is in line with the opinion of Aaker in Sonika and Singh [7] in his research entitled Impact of Marketing Mix Elements on Satisfaction: Mediating Effect of brand awareness, stating that products with higher brand awareness have a higher market share and better perceived quality.

For product variables, the most powerful dimension of the relationship is the brand name dimension to the brand recall dimension of brand awareness.

### Influence of Promotion towards Brand awareness

Promotion has a positive influence on brand awareness. With a statistical t value of  $4.03 > 1.96$  so that it can be said to be significant. The magnitude of the effect of promotion on brand awareness is 0.37.

Promotion is one of the most important things in which every company seeks to establish relationships with customers as a top priority.

This research is in line with previous research, namely Peter and Olso in Sonika and Singh [7] in a study entitled Impact of Marketing Mix Element on Satisfaction: Mediating Effect of Brand Awareness, stating that even though advertising has the most beneficial impact on brand awareness, but different levels of awareness are also needed by consumers in purchasing decisions. Other aspects of promotion are publicity, personal selling, and sales promotion.

For promotion variables, the most powerful dimension of the relationship is the direct marketing dimension of the brand recognition dimension on brand awareness.

### Influence of Products on Purchase Intention

The product does not have a positive influence on purchase intention with a statistical t value of  $1.72 < 1.96$ , so that it can be recognized as insignificant. The magnitude of the effect of the product on interest in purchases is 0.22.

This is not in accordance with previous research, namely Mirabi [16] in a study of a study of A Study of Factors Affecting Customers' Purchase Intention: Case Study the Agencies of Bono Brand Tile in Tehran. Factors that influence customer intention, brand name and product quality related to the significance of consumer purchase intentions.

For product variables, the strongest dimension to be raised is the brand name dimension to the willingness to test dimensions of purchase interest.

### Influence of Promotions on Purchase Intention

Promotion has a positive influence on purchase intention with a statistical t value of  $2.43 > 1.96$ , so that it can be obtained significantly. The magnitude of the effect of the product on brand awareness is 0.25.

This means that promotions that are positively questioned by consumers and well-designed promotional promotions that can increase purchase intention. Mirabi [16] in a study of a study of A Study of Factors Affecting Customers' Purchase Intention: Case Study the Agencies of Bono Brand Tile in Tehran said that advertising as a form of promotion strategy is an important tool for creating awareness in the minds of consumers to make decisions in buying products. For promotion variables the strongest dimension is the dimension of Sales Promotion to the dimensions of Brand Recognition in the interest of purchase.



### Influence of Brand awareness on Purchase Intention

Brand awareness has a positive interest in buying interest. With a statistical t value of  $2.70 > 1.96$ , so that it can be recognized significantly. The magnitude of the effect of brand awareness on purchase interest is 0.48.

This means to increase interest in purchasing, the company needs to create brand awareness in the minds of consumers. This is supported by Chi *et al.*, [17] research in his research entitled The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty.

For the brand awareness variable, the strongest dimension replaces the Brand Recognition dimension of the Valuable Purchase dimension in the purchase of Interest.

### Direct and Indirect Influence

In this study there are two hypotheses for intervention that are not directly or bypassed by one variable that intervenes. The magnitude of the coefficient value on the path between variables can be used to assess the relationship between variables and mediating functions of a variable:

**Table-7: Direct and Indirect Influence**

Hypothesis	Path	SLF	T-Value	Result
<b>Direct</b>				
H <sub>1</sub>	Product → Brand awareness	0.62	5,94	Significant
H <sub>2</sub>	Promotion → Brand awareness	0.37	4,03	Significant
H <sub>5</sub>	Brand awareness → Purchase Intention	0.48	2,70	Significant
<b>Indirect</b>				
	Product → Brand awareness → Purchase Intention	0.30		
	Promotion → Brand awareness → Purchase Intention	0.18		

Source: Processed data (2017)

Based on the table-7, it can be analyzed as follows:

- The effect of the product on brand awareness has a value of 5.94 t count and brand awareness to purchase interest has a value of 2.70. Both are greater than 1.96. So that it can be concluded that both have a significant relationship. Products to purchase interest data value path coefficient 0.62 and brand awareness to purchase interest value 0.48. Both are greater than 0.22. So that it can be concluded that brand awareness is able to mediate the influence of the product on buying interest.
- The effect of promotion to brand awareness has a value of 4.03 t count and brand awareness to purchase interest has a value of 2.70. Both are greater than 1.96. So that it can be concluded that both have a significant relationship. Promotions to purchase interest data value path coefficient 0.37 and brand awareness to purchase interest value 0.48. Both are greater than 0.25. So that it can be concluded that brand awareness is able to mediate the effect of promotion on buying interest.

- awareness.
- Promotion has a positive and significant effect on brand awareness, and the most powerful relationship is direct marketing to the brand recognition dimension of brand awareness.
- Products do not have a positive and significant effect on purchase interest, and the strongest relationship is brand name to the dimension of willingness to trial on purchase intention.
- Promotion has a positive and significant effect on purchase interest, and the most powerful relationship is sales promotion against the brand recognition dimension of purchase intention.
- Brand awareness has a positive and significant effect on purchase intention, and the most powerful relationship is brand recognition of valuable purchases in the interest of purchase.
- Variable brand awareness functions as an intervening variable of the product and promotion of purchase intention.

## CONCLUSION AND RECOMMENDATION

### CONCLUSION

Based on the results, it can be concluded as follows:

- Products have a positive and significant effect on brand awareness, and the most powerful relationship is the brand name to the dimensions of brand recall on brand

## SUGGESTION

### Suggestion for the Company

From the results of the analysis several things that the writer can suggest to the company include:

- Increase brand awareness to increase purchase interest, by:
  - Creating a design that is easier to recognize and remember, because design has the weakest value of brand awareness. By making a design that is easier to remember and not much that resembles it is expected to be able to increase brand awareness.

- Increase sales promotion to increase brand awareness, for example with bonus programs, bundling promotions and price discounts. With the hope that consumers are increasingly interested in using Micca products as skin care products.
- Increase direct marketing through e-commerce (eg Shopee, Tokopedia) and increase intensity in social media posts (Facebook, Instagram).
- Join a bazaar or cosmetics exhibition to introduce Micca products and get a network of fellow cosmetic entrepreneurs.
- Delivering goods orders to consumers in quick time and goods received by consumers in good condition.

2. Increase Micca's recommendations for increasing purchase interest, by:

- Provide a referral program for Micca consumers. For example, by giving a referral code to Micca consumers who have used Micca to prospective consumers Micca. Both the giver and recipient of the recommendation will get a certain discount.
- Utilizing the services of influencers who have a strong influence on making Micca one of the recommended skin care products.

### Suggestions for Further Research

This research has limitations and there are several things that can still be explored in this industry which may be continued by the next researcher, namely:

- Things that affect purchasing decisions from consumers of cosmetic users.
- The cosmetic industry that uses online media as a promotional medium is greatly affected by visual factors. Researching brand image from cosmetics will be interesting.

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