

THE EFFECT OF BRAND AWARENESS, BRAND ASSOCIATIONS, PERCEIVED QUALITY, AND CORPORATE REPUTATION ON THE CUSTOMER SATISFACTION

A Case on Students in University of Brawijaya as Converse's Consumer

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Abstract

This study aims to examine and explain the influence of brand awareness, brand association, perceived quality, corporate reputation on customer satisfaction of converse student consumers in Brawijaya University. The research was conducted in the area of Brawijaya University. Further purposive sampling technique was used in this research with 120 respondents. The analysis tools are Multiple Linear Regression Analysis to determine the relationship between independent variable and dependent variable. The result of the study explained that there is a significant effect between brand awareness, brand association, perceived quality, corporate reputation on customer satisfaction partially. Therefore, the research result shows that corporate reputation is the dominant variable that affects customer satisfaction.

Keywords: Brand Awareness, Brand Association, Perceived Quality, Corporate Reputation, Customer Satisfaction

BACKGROUND

Today's development has opened up a wide range of opportunities for business to meet the needs of consumers. A large number of similar products in the market make consumers have many options to determine which products will be used. because they have many choices. Many factors are available in determining the products they choose and, possibly. Giving the characteristics of the product can be valuable. Products marketed by the company can create a branding. Through branding, it is expected that

consumers understand the product and its characteristic. According Tjiptono (2005), branding plays an important role for the company, since a strong brand can increase consumer confidence, enable consumers to understand the product, and pressing the customers' perception of risk.

In the present era, Fashion market increasingly fluttering such as tshirt, shirt, casual shoes, casual sneakers, etc (ww.radarmakassar.com, 2015). The importance of shoes in addition to being part of lifestyle can support the values and activities from consumers. One brand of shoes that

we know and become the choice of many consumers today is Converse

The data taken from Top Brand Index (TBI) sports shoes category 2012-2015, shows that there is a product that shows a development per year, it's Converse with 3rd rankings in TBI 2015 with 17.0% and are included in the top brands category. This proves that Converse has competitive products. From the marketing director of Converse, Geoff Cottrill, said. "that they always listen more than talk," in Mashable, May 5, 2011 (www.tempo.com, 2011). Many campaign provided by Converse.Inc, one of them is "Made by you" to celebrate the creativity of the Converse enthusiast. This campaign purpose is to show the own passion creativity in local communities and another country culture that applied in Converse sneakers.

Based on the interview with John Hoke global VP for footwear the target market of converse itself is in the teenagers age or young people, and also people who consider in the part of athlete, musician, or politician. In University of Brawijaya (UB) from the campus life, UB provide student activity unit (UKM). From the UKM provide by UB there are many UKM related with the explanation of John hoke, and having much numbers of students with 60.393 active students from various programs, in various faculties.

A good brand awareness can cause a curiosity for a potential customer. According to Keller (2013) this brand awareness is important it increases the selection of a brand due to the ability of potential customer to recall or recognize of the brand, thus make the awareness become the important part, higher level of brand awareness will attract the to product selection. Association between brand and customer is the important things. The associations that a well-established brand name provides can influence purchase behaviour and affect user satisfaction (Aaker, 1992). Based on Aaker (1991), Perceived quality defined as the consumer perceptions of the overall quality or superiority of a product relative to alternatives. Choosing a brand from a popular company that has a good reputation can be a positive value for potential customer. According to Roberts et al (2012), Good corporate reputations are critical because of their potential for value creation. Those value hopefully can attract the customer satisfaction, because nowadays satisfaction become the important things for customer.

LITERATURE REVIEW

Brand Awareness

Keller (2013) defined that 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. It is

a necessary, but not always a sufficient, step in building brand equity. Other considerations, such as the image of the brand, often come into play. In some cases, brand awareness alone is enough to create favorable consumer response; for example, in low-involvement decisions when consumers are willing to base their choices on mere familiarity. According to Poranki (2015), without brand awareness about the product offered in the market, the marketer couldn't know how to measure the level of customer satisfaction. According to Aaker (1991) defined brand awareness as the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Brand awareness is measured according to the different ways in which consumers remember a brand, there are:

- a) Unware Brand
Is the lowest level in the pyramid brand awareness, where the consumer is not aware of the existence of a brand
- b) Brand Recognition
It related to consumers ability to confirm prior exposure to that brand when given the brand a cue
- c) Brand Recall
Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category

- d) Top Of The Mind Brand
This is the brand name that first comes to mind

Brand Associations

Aaker (1991), defines brand association as everything that is connected in the memory of consumers about a brand. Brand associations may include product attributes, customer benefits, uses, life-styles, etc. The associations that a well-established brand name provides can influence purchase behaviour and affect user satisfaction. Even when the associations are not important to brand choices, they can reassure, reducing the incentive to try other brands. By making a connection between the brand and another entity, consumers may form a mental association from the brand to this other entity and, consequently, to any or all associations, judgments, feelings, and the like linked to that entity (Keller, 2012).

According to Keller (2012), is conceptually differentiate three dimensions of brand associations, are:

- 1) Strength

The strength of a brand association is a function of both the amount, or quantity, of processing that information initially receives, and the nature, or quality, of the processing

2) Favorability

Favorable associations for a brand are those that are desirable to customers, successfully delivered by the product, and conveyed by the supporting marketing program.

3) Uniqueness

Uniqueness of brand associations, created from the association strength and favorite that make a brand become another than others

Perceived Quality

According to Aaker (1991), defines the perceived quality as the consumer perceptions of quality or advantages a product or service in relation with a desired goal, compared with other alternatives. Aaker measure perceptions quality with quantitative techniques by providing questions about the quality of products and services. According to Fornell et al (1996) stated that the quality of the price and expectations influence consumer satisfaction

Corporate Reputation

According to Hannington (2004), corporate reputation is a perception of an organization's ability to meet the expectations of its stakeholders. It describes the rational and emotional attachments that they form with the organization. Good corporate reputations are critical because of their potential for value creation, but also because their intangible character makes replication by competing firms

considerably more difficult. That firms with relatively good reputations are better able to sustain superior profit outcomes over time (Roberts et al, 2012). In this research author focuses on consumer perspective of corporate reputation, thus author takes three dimensions of corporate reputation in terms of its products and services, social responsibility, and emotional appeal as the construct of corporate reputation (Cecilia, 2014).

Customer Satisfaction

In general, satisfaction is a person's feelings of a pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. Consumers often more favorable perceptions of a product with a brand they already positive about. (Kotler & Keller, 2012).. This can be judged from the features, price, and other qualities of that could have a very nice and very good. Thus, consumer's satisfaction or dissatisfaction is the result of differences between consumer expectation and the performance felt by consumer. According to experts, satisfaction is behavioral responses of consumers after purchasing the product or services compared to their expectations. According to Kotler and Keller (2008: 137), there are several factors that influence the customer satisfaction are:

- 1) Customer expectation
- 2) Objectives
- 3) Perceived performance
- 4) Attribute satisfaction

Hypotheses:

H1: Brand Awareness has a significant effect on customer satisfaction

H2: Brand Associations has a significant effect to customer satisfaction

H3: Perceived Quality has a significant effect to Customer Satisfaction

H4: Corporate reputation has a significant effect on consumer satisfaction

RESEARCH METHODOLOGY

Data collection and pre-processing

This research is an explanatory research that explained the relationship between independent variable on dependent variable. This research applied purposive sampling, that the respondents is the students customers in UB who purchase the Converse shoes twice or more. The research instrument used was a questionnaire. The questionnaire were distributed to the 120 respondents in the Brawijaya University. Item questions in the questionnaire measured by using a Likert scale. Instrument research test conduct with validity and reliability test, to see that the items in the questionnaire are valid and reliable . Classical assumption test also use in this research to see whether the data are normally distributed or not and to know there is a multicollinearity and heterosdascity or not. A Multiple

Linear Regression was applied to analyze the data in order to determine the significance of independent variable toward dependent variable partially.

FINDING AND DISCUSSION

The data obtained found that from 120 respondents there are 50,83% male respondents and 49,17 female respondents. Most of the respondents were in 17-23 years with 115 with the latest education 62,5% from High school and 35% for S1, and 2.5% for S2. The purchasing frequency also shows that most of the respondents has bought the Converse shoes more than 2 with 35,83%,.

Instrument research test

This validity test for all variable in this research had a value for $r_{test} > r_{table}$.

Table.1 Validity Variable Test

Item	r test	r Table	Information
X1.1	0.657	0.3	Valid
X1.2	0.761	0.3	Valid
X1.3	0.713	0.3	Valid
X1.4	0.654	0.3	Valid
X2.1	0.781	0.3	Valid
X2.2	0.794	0.3	Valid
X2.3	0.715	0.3	Valid
X2.4	0.756	0.3	Valid
X3.1	0.844	0.3	Valid

X3.2	0.809	0.3	Valid
X3.3	0.847	0.3	Valid
X4.1	0.696	0.3	Valid
X4.2	0.669	0.3	Valid
X4.3	0.577	0.3	Valid
X4.4	0.665	0.3	Valid
X4.5	0.692	0.3	Valid
Y1	0.786	0.3	Valid
Y2	0.765	0.3	Valid
Y3	0.647	0.3	Valid
Y4	0.769	0.3	Valid

The reliability test also shows that all variable used in this research has a Alpha coefficient is > 60% significance level, so it can be concluded that the instrument is reliable.

Table.2 Reliability test

Variable	Reliability Coefficient	Information
X1	0.637	Reliable
X2	0.758	Reliable
X3	0.813	Reliable
X4	0.673	Reliable
Y	0.723	Reliable

Classical Assumption Test

Classical assumptions test is to determine the condition of the existing data used in this research.

In normality test, from the calculation, it is obtained that the value of sig. is 0.979 or more than 0.05, so the of H_0 is accepted and normality assumption is fulfilled.

Multicollinearity test shows also shown below,

Table.3 Multicollinearity Results

Model	Collinerity Statistics	
	Tolerance	VIF
X1	.560	1.786
X2	.427	2.343
X3	.551	1.815
X4	.750	1.334

VIF value of each variable is less than 10, and it can be concluded that there is no multicollinearity (no relationship between the other independent variables). The tolerance value also less than 1.

Data Analysis Method

Table.4 Multiple regression results

Variables	Standardized Coefficient Beta (β)	T calculated	Sig.
X1	.183	2.129	.035
X2	.269	2.732	.007
X3	.162	2.103	.038
X4	.271	.3643	.000
R square = .523			
Adj. R square = .507			
T table = 1.981			

From the data above found that there is a significant value of t test for the variable brand awareness(X1), brand association(X2), perceived quality (X3), corporate reputation(X4), are less than 0.05. It can be concluded that the all independent variable are influence significantly on the dependent variable partially. From the results also found that corporate reputation become the dominant results. The Adjusted R Square value is 0.507. It means that the variables Customer satisfaction will be influenced by the independent variables. While the rest from 0.493 variable customer satisfaction will be influence by other variables which are no discussed in this research.

Discussion

Based on the result obtained in the hypotheses testing, Brand awareness has a positive and significant effect to Customer Satisfaction. These results are also similar with the previous research. According to Bilal et al. (2014), there is a strong association between brand awareness and customers' satisfaction. This means that if the customers is well aware about a particular brand and has all the required knowledge, it will lead to the higher level of satisfaction to the brand.

There is a positive and significant effect of brand Associationn to customer satisfaction in this result. The associations that a well-established brand name provides positive influence on the purchase behavior and affect user satisfaction.

Based on the result obtaining in the hypotheses testing, Perceived Quality has a positive and significant effect to Customer Satisfaction. The quality of Converse itself already recognized since 1908.

Based on the result obtaining in the hypotheses testing, Corporate Reputation has a positive and significant effect to Customer Satisfaction. According to Ali et al (2012) at the study is examines the effects of corporate reputation on consumer satisfaction cellular companies in Pakistan. . Can concluded that strong corporate reputation is mandatory in terms of overall quality of products, value of services which company is delivering to its customers against their money.

Conclusion

1. Brand awareness has partially significant effect on customer satisfaction
2. Brand associations has partially significant effect on customer satisfaction
3. Perceived quality has partially significant effect on customer satisfaction
4. Corporate reputation has partially significant effect on customer satisfaction
5. Based on the results of the t test showed that the variable has a high value of corporate reputation beta coefficient and highest. So the corporate reputation variables have the strongest influence compared to other variables, the variables of

corporate reputation has a dominant influence on customer satisfaction of Converse shoes customer in Brawijaya University.

Limitations

Maybe we can include more variable that may influence customer satisfaction. The researcher suggests future researcher could find other factors that influence customer satisfaction. Such as Brand image, word of mouth, etc.

Suggestion

1. For Converse company in Indonesia generally, it is expected that the company can maintain and improve services to corporate reputation, corporate reputation as variables have a dominant influence in affecting customer satisfaction, with used the image of Converse .Inc as a corporate who already had and be a popular brand. By giving a much attention to the event that directly have a relation to society. Providing a sponsorship to the event that relate with a young people, such as Skate board championship or giving a sponsorship to band concert can attract more attention. Hopefully the Customer satisfaction will increase.
2. For the next research, the researcher suggest to include some variable that can influence the Customer satisfaction, like reference group, word of mouth,

brand image, marketing mix and etc. With adding more respondents include in the next research.

3. Hopefully this research can be used as a reference for further research to develop this research by considering other variables that are other variables outside the variables that are included in this study .

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