The Influence Of Brand Equity Dimensions Towards Purchase Intention Of Samsung Smartphone On College Student At The Faculty Of Economics And Business University Of Brawijaya Malang

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The aim of this study is to examine the influence of Brand Equity (Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty) on Purchase Intention of Samsung Smartphone on College Student in Faculty Economics and Business University of Brawijaya Malang. The research is explanatory research which explains the causal relation between the variables through hypothesis testing. The data collection technique of this study uses questionnaires. This study used 120 samples are the student who ever used Samsung Smartphone. The sampling technique used purposive sampling and the research instruments were tested using the Validity Test, Reliability Test, The hypothesis used Partial (t-Test) using Partial Linear Square (PLS) analysis technique to analyze the data. The result from this study showed that variable of brand awareness, brand association, perceived quality, and brand loyalty provides good value and each of them made a significant effect to purchase intention.

Keywords: Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Purchase Intention.

Introduction

Society needs intelligent communications technology amid high development of communication technology leading to the fiercer competition among the smartphone manufacturers. In addition to the numerous emerging brands of the smartphone category, the competition is also more about the products offering more advantages. To face the competition, specifically for the smartphone company whose brand is still unfamiliar to the consumers, creating a captivating product with new features which distinguishes from other competitors becomes a common approach.

Competition among companies in winning consumers at this point is no longer limited to the functional attributes of products such as the usefulness of a product, but it has also been associated with a brand that provides the image of a product. In a company, the brand becomes a very important issue to note because the brand emphasizes the long term relationship between producers and consumers so that the wrong branding decisions can destroy the company and vice versa if the company is able to have a good branding then the brand can boost the performance of the company and able Bringing the company amid increasingly keen competition. According to (Kotler, 2000), the brand of a product today develops into the largest source of assets for a company that is basically a marketer's promise to deliver a trusted product or a service performance to a consumer. The brand is actually a tangible and intangible value that represents a trademark that creates its own value and influence in the market if properly arranged.

In 2016, Samsung still dominate the smartphone market in Indonesia with a market share of 32.2 percent for the third quarter of 2016. According to market research institute IDC, Samsung's achievement can’t be separated from the incessant marketing for the Galaxy J7
series. Because the series is in the range of Rp 3 million in accordance with the psychological price of the majority of Indonesian society. Under Samsung there are Oppo, Asus, Advan, and Lenovo. Five brands are actually already become subscriptions entered the list of the largest smartphone manufacturers in Indonesia.

Each company is competing to build brand equity on any products offered to consumers, this situation occurs in almost every business sector, inevitably for the smartphone business in Indonesia. Samsung is one of the smartphone brands in Indonesia, especially to students in the Faculty of Economics and Business in Brawijaya University where most of students use smartphone. Samsung which is a brand that stands long enough to have the power of the brand. Competition in the increasingly fierce telecommunications industry makes Samsung make various efforts to strengthen its brand. This is done Samsung in terms of the product itself and marketing activities that have been done. These efforts generate different perceptions of each individual, some are positive and some are negative. These perceptions are Samsung's brand equity. In addition, being one of the Top Brand Award signifies the increasing interest of Samsung smartphone buy. The author paid a great deal of interests towards purchase intention of college students in the Faculty of Economics and Business, Brawijaya University Malang.

This study aims to determine the influence of brand equity dimension on the purchase intention of the Samsung smartphone on college students at the Faculty of Economics and Business in Brawijaya University Malang. The data were collected from students of Faculty of Economics and Business. The author believed that the students of FEB UB was enough to be the sample of this research. The data were obtained from the population of students in FEB UB. Based on the explanations above, the author is interested in conducting research regarding the influence of brand equity towards purchase intention of Samsung smartphone, and thus this research entitles “The Influence of Brand Equity Dimensions towards Purchase Intention of Samsung smartphone on College Student at the Faculty of Economics and Business in Brawijaya University Malang”

II. Literature Review

In the various definitions with different views of brand equity, most of the researchers agree with the term “value added”. Aaker (1991; 2009) believed that “brand equity is a set of brand assets and liabilities linked to a brand; its name and symbol, which add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. It means that brand equity is the added value that bonds with consumers

2.1 Brand Awareness

Brand awareness creates value in different ways. Brand awareness provides the anchor to which other associations can be linked. Recognition provides the brand with a sense of familiarity and people like the idea of familiarity. In the absence of motivation to engage in attribute evaluation, familiarity may be enough. Brand awareness can be a signal of substance. The first set in the buying process is to select a group of brands to consider. Brand awareness can be crucial to getting into this group (Aaker, 1991).

Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled at operating outside the normal media channels. Brand awareness is measured according to the different ways in which consumers remember a brand, which may include unaware brand, recognition, brand recall, top of the mind brand (Aaker, 1991).
2.2 Brand Association

A brand association is “anything linked in memory to a brand” (Aaker, 1991, p. 109). Aaker (1991) argued that a brand association has a level of strength, and that the link to a brand (from the association) will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it. Brand associations may reflect characteristics of the product.

Organizational associations include corporate ability and social responsibility associations (Aaker, 1996; Chen, 2001). Consumers will consider the organization, which is related to people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes or when a corporate brand is involved (Aaker, 1996). Corporate social responsibility (CSR) influences the development of brands (Blumenthal and Bergstrom, 2003) as the public is interested to know what, where, and how much brands give back to the society.

2.3 Perceived Quality

Perceived quality is another important dimension of brand equity (Aaker, 1991). Aaker measures perceptions quality by using quantitative techniques and providing questions about the quality of products and services. Perceived quality cannot necessarily be objectively determined, because perceived quality itself is a summary construct.

There are five values that can be described on perceived quality according to Aaker (1991). Next is a general description of perceived quality is as follow:

1. Reasons to buy
2. Differentiation or position
3. Premium Price
4. The Interest of Distribution channel
5. The Brand Extension

2.4 Brand Loyalty

Brand loyalty is a major component of brand equity. Aaker (1991, p. 39) defined brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Javalgi and Moberg (1997) defined brand loyalty according to:

1. Behavioral perspectives: it is based on the amount of purchases for a particular brand
2. Attitudinal perspectives: it incorporates consumer’s preferences and dispositions towards brands
3. Choice perspectives: it focuses on the reasons for purchases or the factors that may influence choices

2.5 Purchase Intention

The immediate determinant of whether consumers will engage in a particular behavior is their intention to engage in that behavior (Peter and Olson 2010:145). According to Peter and Olson (2010:150) predicting consumers future behaviors, especially their purchase behavior is a critical aspect of forecasting and marketing planning. According to the theory of reasoned action (Fishbein 1980 in Peter and Olson 2010:150), predicting consumers purchase behaviors is a matter of measuring their intentions to buy just before making a purchase to accurately predict behaviors.

Marketers should measure consumers’ intentions at the same level of abstraction and specificity as the action, target, and time components of the behavior. Measures of purchase intentions
are often the best way to predict future purchase behavior. In addition, in the purchase decision process, between evaluation stage and purchase decision, the consumer forms preference among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. This is often called purchase intention (Kotler and Amstrong 2014:177).

Hypothesis Model

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Association</td>
<td>H2</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>H3</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>H4</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td></td>
</tr>
</tbody>
</table>

2.4 Hypotheses

H1: Brand Awareness has a significant effect on Consumer’s Purchase Intention of Samsung Smartphone.

H2: Brand Association has a significant effect on Consumer’s Purchase Intention of Samsung Smartphone.

H3: Perceived Quality has a significant effect on Consumer’s Purchase Intention of Samsung Smartphone.

H4: Brand Loyalty has a significant effect on Consumer’s Purchase Intention of Samsung Smartphone.

III. Research Methodology

The type of research used in this study is quantitative research, and it is included into explanatory research. According to Maxwell and Mittapalli (2008, p.324-326), the term explanatory research refers to a research in question which is intended to explain, rather than simply to describe the phenomena which has been quantitative in nature and has been typically tested prior hypotheses by measuring relationships between variables.

3.1 Research Location

The research was carried out to potential who know Samsung smartphone at the Faculty of Economics and Business Brawijaya University.

3.2 Population and Sample

According to Sekaran (2003:265), population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population in this study is student of Faculty of Economics and Business University.

For this research sample, the considerations of some criteria are as follows:

1. Undergraduate respondents who are currently studying in Faculty of Economics and Business Brawijaya University.
2. Respondents who know Samsung Smartphone.
3. Respondents who are in age from 18 to more than 23 years old

3.3 Sample Size

The researcher used the sample number determination based on the measurement scale on Roscoe (1975) in Sekaran (2003:295). the sample size must be 10 times or more as large as the number of variable and the sample size being larger than 30 and less than 500 are appropriate. The researcher has decided that the sample size which is taken 30 x 4 (total variables). Therefore, the total samples are 120 respondents that represent the population by purposive sampling.

3.4 Data Collection Technique

This study applies a survey-based methodology for collecting data.
Assembling a large amount of data about an individual respondent at one time becomes the main advantage (Sekaran, 2003). The survey instrument had been developed with questionnaire as the data collection technique. Moreover, the technique of data collection is done by providing or distributing a list of questions to the respondents to get a written response to obtain information related to the research. The questionnaire aims to provide a better understanding about the effect of brand equity on purchase intention and its determinants in case of Samsung smartphone. In addition, the questionnaire is translated into Bahasa Indonesia in order to put respondents at ease of answering the survey. This study distributes 120 questionnaires to the respondent at Faculty of Economics and Business Brawijaya University in Malang for appropriate data and result.

3.4.1 Validity Test

Validity test is a technique to test questionnaire as the instrument used in a research to get the data which can be considered as valid or not. There are several types of validity test according to Sekaran and Bougie (2010:158) that is used to test the goodness of measurement.

3.4.2 Reability Test

For the reliability test, the researcher uses a Cronbach Alpha method. According to Hair et al. (2012), if validity is assured, a research must consider a reliability of the measurements. On the other hand, reliability itself is a degree to which the observed variable measures the “true” value and is “error free”. Thus, it is an opposite of measurement error.

3.5 Data Analysis Technique

3.5.1 PLS Analysis

Data analysis based on Sekaran (2003) is a separating or breaking up of any whole in to its part especially with an examination of this part to find out their nature, proportion, function, interrelationship, etc. This study uses Structural Equation Model (SEM) with Partial Least Square (PLS) approach to process the data.

3.5.2 Descriptive Test

Descriptive statistics involve transformation or raw data into a form that would provide information to describe a set of factors in a situation. This is done by ordering and manipulating the raw data collected (Sekaran, 2003:394-395).

3.5.3 Frequency Distribution

Frequencies simply refer to the number of times of various sub categories of a certain phenomenon occurs from which percentage and the cumulative percentage of their occurrence can be easily calculated (Sekaran, 2003:395). For instance, frequency distribution would be useful to know how many respondents who give answers in certain categories (e.g. age, gender, or statement such as disagree or agree)

IV. Result

4.1 Description of Respondents Characteristics

There are 4 characteristics that about to measured in this research; Sex, age, source information and income. The respondents of this research consists of 52.5% male and 47.5% female. This means that male is more interested to describe about phone gadget technology. The respondent of this research dominant in 21-23, it show that this age more interested to describe about gadget. Source Information where the respondent know about product are from Social Media about 40.83%. Last but not least the income in range IDR 1.000.001-2.000.000 it has
relationship with the all respondent are stundent.

4.2 Descriptive analysis of the variables

Description on the distribution of the question items are used to determine the frequency and variation of the respondents answers to the questions items in the questionnaire.

On the first variable named Brand Awareness, respondents give positive answer with the mean score 4.20 which is categorized as adequate to high. It means that most respondent agreed about this variable. The second variable named Brand Association, respondents give positive answer with the mean score 4.25 which is categorized as adequate to high. It means that most respondent agreed about this variable. On the third variable named Perceived Quality, respondents give positive answer with the mean score 4.31 which is categorized as adequate to high. It means that most respondent agreed about this variable. On the fourth variable named Brand Loyalty, respondents give positive answer with the mean score 4.18 which is categorized as adequate to high. It means that most respondent agreed about this variable. On the last variable named Purchase Intention, respondents give positive answer with the mean score 4.30 which is categorized as adequate to high. It means that most respondent agreed about this variable.

4.3 Instrument Test

Great data collection instruments must meet two critical requirements that are valid and reliable. To fulfill these two criteria, the available data is needed to be tested with Validity Test and Reliability Test.

4.3.1 Validity Test

the significant value of r indicator is more than 0.05 (α = 0.05), or the value of r Count is greater than r table which means that each indicator of variable is valid, so it can be concluded that these indicators can be used to measure the research variables.

4.3.2 Reliability Test

This study result is known that the value of the Cronbach alpha for all of the variables is greater than 0.6. It is previously mentioned that all the variables used for the study have been reliable.

4.4 Data Analysis Technique

Data processing techniques in this study applied the SEM-based Partial Least Square (PLS). Software of PLS in this study used software which was developed at the University of Hamburg Germany, known as SMARTPLS version 2.0 M3.

4.4.1 Evaluation of Outer Model

There are three criteria of data analysis techniques to assess the SmartPLS outer models, which are: Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicators was assessed based on the correlation between the item score/component score estimated by Software PLS.

4.4.1.1 Convergent Validity

Convergent validity aims to determine the validity of any relationship...
between the indicator and latent variables. Convergent validity of the measurement model with a reflexive indicators were assessed based on the correlation between the score of item or component score and with a score of latent variables or constructs score which is calculated with the PLS.

Values loading factor which is > 0.7 can be said to be valid, but the rule of thumbs in interpreting the loading factor values of > 0.5 can be said to be valid. From this study result it is known that all the loading factor values of the indicator Brand Awareness (X1), Brand Association (X2), Perceived Quality (X3), Brand Loyalty (X2), and Purchase Intention (Y) is greater than 0.60. This shows that the indicators are valid.

4.4.1.2 Discriminant Validity

Discriminant Validity is applied to prove that the latent constructs predict the size of the block which is better than the size of the other blocks. Ghozali (2011) mentions that Discriminant Validity of the measurement model with a reflexive indicator is assessed by cross loading measurements with the construct.

Based on the value of cross loading in this study, it can be seen that all the indicators making up each of the variables in this study (values in bold) meets discriminant validity because it has the greatest value for the variable of outer loading and not on other variables. Thus all of the indicators in each of the variables in this study have met the discriminant validity.

### 4.4.1.3 Composite Reliability

<table>
<thead>
<tr>
<th>Variable</th>
<th>AVE</th>
<th>Composite Reliability</th>
<th>Cronbachs Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.59</td>
<td>0.8525</td>
<td>0.77</td>
</tr>
<tr>
<td>X2</td>
<td>0.55</td>
<td>0.8609</td>
<td>0.7982</td>
</tr>
<tr>
<td>X3</td>
<td>0.58</td>
<td>0.8506</td>
<td>0.766</td>
</tr>
<tr>
<td>X4</td>
<td>0.63</td>
<td>0.8397</td>
<td>0.7147</td>
</tr>
<tr>
<td>Y</td>
<td>0.58</td>
<td>0.8498</td>
<td>0.7642</td>
</tr>
</tbody>
</table>

Source: Data Processing With PLS, 2017

AVE value for the four constructs is greater than 0.5, thus it can be concluded that the evaluation of the measurement model has good discriminant validity.

Besides testing the construct validity, reliability test is also performed by constructing the measurement on the test criteria, which are composite reliability and Cronbach alpha of blocks. Construct is declared reliable if the value of composite reliability and Cronbach alpha is above 0.70. Therefore, it can be concluded that the construct has a good reliability.

4.4.2 Evaluation of Inner Model
Testing on *inner model* or structural model is conducted to find out the relationship between the constructs with a significance value and *R*-square of the research model. Structural models were evaluated by using *R*-square to construct dependent t test and significance of the coefficient parameters of structural lines.

### 4.4.2.1 *R*-Square (*R*²)

Tests on the structural model is conducted by looking at the value of *R*-square is a test for *goodness-fit* model.

#### R-Square Value

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>0.6382</td>
</tr>
</tbody>
</table>

Source: Data Processing With PLS, 2017

shows the R-square value of 0.6382 Purchase Intention. Meanwhile, the value of Purchase Intention variable (Y) is affected by Brand Awareness (X1), Brand Association (X2), Perceived Quality (X3) and Brand Loyalty (X4) by 63.82%, while the remaining 36.18% is influenced by other variables outside the study.

### 4.4.2.2 Predictive Relevance (*Q*²)

Based on R-Square Value, the *predictive relevance* calculation is as follows:

Value $Q^2 = 1 - (1 - R^2)$

Value $Q^2 = 1 - (1 - 0.6382)$

= 0.6382

Explanation:

$Q^2$ : value *Predictive Relevance*

$R_i^2$ : value *R-Square variable Purchase Intention*

From the results of these calculations, it is known that the value of Q2 amounted to 0.6382, meaning that, the amount of data from a diversity of research can be explained by the structural model which is designed to reach 63.82%, while the remaining of 36.18% is explained by other factors outside the model. Based on these results it can be said that the structural model in this study is quite good because it is closer to the value of 1.

### 4.4.2.3 Hypothesis Testing

#### Path Coefficient (Mean, STDEV, T-Values)

| Variable Relation | Original Sample (O) | Standard Deviation (STDEV) | T Statistics (|O/STER R|) |
|-------------------|---------------------|----------------------------|-----------------|
| X1 -> Y           | 0.2377              | 0.0923                     | 2.5737          |
| X2 -> Y           | 0.2741              | 0.0989                     | 2.7707          |
| X3 -> Y           | 0.2197              | 0.0967                     | 2.2736          |
| X4 -> Y           | 0.2262              | 0.0741                     | 3.0534          |

Source: Data Processing With PLS, 2017

Structural equations which are obtained will be:

\[ Y = 0.2377 X_1 + 0.2741 X_2 + 0.2197 X_3 + 0.2262 X_4 + e \]

The estimated significance of the parameters provides very useful information regarding the relationship among the variables of the study. The basis thought in testing the hypothesis is the value contained in the output result for inner weight. The hypothesis testing can be conducted by comparing the T-statistic with T-table. Thus, the T-table can be obtained from 120 respondents who ultimately got the T-table that is 1.960. Table 4.16 presents the results of output estimation for testing the structural model.
4.5 The Result of Hypothesis Test

H1: Brand awareness has a directly and significantly positive influence to Purchase Intention.

Brand Awareness variable has values to Purchase Intention with path coefficient of 0.2377 and at 2.5737. Meanwhile, the T-statistic value is greater than T-table (1.960) or p ≤ 0.05%. From the above results, it is noted that H0 and H1 is accepted meaning that the first hypothesis is accepted. Therefore, brand awareness has a positive influence directly and significantly to Purchase Intention.

H2: Brand Association has a directly and significantly positive influence to Purchase Intention.

From the results of data processing using SmartPLS, the author obtained samples of the original value (O) which is the value of path coefficients and the value of T-statistics to show its significance. The second hypothesis on testing results shows that the variable relationship between the Association Brand and Purchase Intention shows path coefficient value of 0.2741 with a value of t statistic of 2.7701. The value is greater than T-table (1.960) and has a significant p of ≤ 0.05%. From the above results, it is noted that H0 and H1 is accepted, which means that the second hypothesis is accepted. This means that Brand Association has a directly and significantly positive influence to Purchase Intention.

H3: Perceived Quality has a directly and significantly positive influence to Purchase Intention.

Perceived Quality has a positive influence on Purchase Intention with path coefficient of 0.2197 and 2.2736 for T-statistical which is greater than T-table (1.960) and a significant p of ≤ 0.05%. From the above results, it is noted that H0 is rejected and H1 is accepted, which means that the third hypothesis is accepted. Therefore, the Perceived Quality has a directly and significantly positive influence to Purchase Intention.

H4: Brand Loyalty has a directly and significantly positive influence to Purchase Intention.

Brand Loyalty has a positive influence on Purchase Intention with path coefficient of 0.2262 and 3.0534 for T-statistical which is greater than T-table (1.960) and a significant p of ≤ 0.05%. From the above results, it is noted that H0 and H1 is accepted, which means that the fourth hypothesis is accepted. Thus, the Brand Loyalty has a directly and significantly positive influence to Purchase Intention.

4.6 Discussion

In this subchapter, the comparison result between the finding of this research and the previous research and literature reviews will be explained deeply based on the hypothesis of each constructed latent variable.

4.6.1 The Influence of Brand Awareness toward Purchase Intention

The results of this research found out that Brand awareness has positive effect towards Purchase Intention.

Brand awareness and purchase intention have significance relationship, because brand awareness is the ability of potential consumer to recall and recognize certain brand rather than the other competitor brands. For example, under consumer consciousness, they will be interested into more familiar brand. The higher the level of awareness they have, the higher the intention to purchase a certain product. Furthermore, the findings of this research are also supported by the previous research from Chi et al. (2009) stating that Brand awareness partially influences Purchase intention.
4.6.2 The Influence of Brand Association toward Purchase Intention

The results of this study find out that Brand Association has positive effect towards Purchase Intention.

According to Aaker (1991) brand association is anything linked in memory to a brand. Brand associations may reflect the characteristics of the product. Product associations and organizational associations are taken as the two mostly referred categories (Chens, 2001). The relationship between the brand and its customers occurs because the assumption is connected in customer’s memory. Thus, based on the study result in Faculty of Economic and Business Brawijaya university, it can be assumed that consumers might think about the characteristics given by the product that meet their expectations and can fulfill their needs.

4.6.3 The Influence of Perceived Quality toward Purchase Intention

In this study, the author found out that Perceived Quality has a positive effect on Purchase Intention.

According to Aaker (1991), perceived quality is the consumer’s perceptions on quality or advantages of product or service in relation with a desired goal. Perceived quality is not the actual quality of the product but the consumers’ subjective evaluation of the product. According to the author’s finding, the Perceived Quality of Samsung smartphone has been proven for decades as the company has managed to keep the quality of its product to gain good notion from the consumers.

Based to the study result in Faculty of Economic and Business Brawijaya university, Samsung offers a good quality product. Because of the perception regarding Samsung’s offer, customers had received high quality perception during their use of Samsung smartphone. Therefore, by assessing customers perceptions about what they perceived in quality of Samsung smartphone, it is noted that the consumers tended to agree that Samsung Smartphone could satisfy their need compared to what they had sacrificed such as the price offered by Samsung. Again, it is proven that Perceived Quality had significant effect on supporting Purchase Intention.

4.6.4 The Influence of Brand Loyalty toward Purchase Intention

In this study, the author found out that Brand Loyalty has a positive effect towards Purchase Intention.

According to (Aaker, 1991), brand loyalty is a situation which reflects the likelihood of a customer to switch to another brand, especially when that brand makes a change, either in price or in product features. Brand loyalty is defined as the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice.

due to the result of research in the Faculty of Economic and Business Brawijaya university It can be assumed that the brand loyalty of the costumer of Samsung smartphone affected by the satisfaction, with enhancement in the feature product will attract more loyalty and willingness to repurchase the same product in the future among the presence of option or choice on the various brand.

4.7 Managerial Implication

Based on the analysis described earlier in the brand equity variables, almost all the respondents answers are positively marked by the agreed answers in each questionnaire question. The positive thing must be maintained by samsung. Samsung smartphone has to focus on maximizing its Brand Awareness (X1), Brand Association (X2), Perceived
Quality (X3), and Brand Loyalty (X4). According to Schiffman (2008:215) brand equity is an additional value given by brand to a product. This value is reflected in ways of consumers think, feel, and act towards the brand, price, and target market, and the profitability owned by a company (Kotler, 2007: 334).

The variable which has a significant value can be applied as advantages. From the results in this study in Faculty of Economics and Business of Brawijaya University on its students, it shows that variables of brand awareness, brand association, perceived quality, and brand loyalty provide good value to the product and bring a significant effect proven by Partially Test.

4.8 Research Limitation

There are numbers of limitations in this study. The limitations are elaborated as follow:

1. The object in this research is limited. The research only obtains Samsung smartphone users at Faculty of Economics and Business in Brawijaya University without knowing the real results of the users of this product in Malang.

2. Most of questionnaires are fulfilled by respondents who do not follow the guideline, which affects the accuracy of the results. Sometimes, they also do not really understand about the questions, and thus the answer might not be accurate when it is processed.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the problems that have been formulated and the analysis as well as hypothesis testing having been done in the previous chapter, the research conducted can be concluded as follows:

1. Brand awareness has a significant and positive effect on purchase intention. It means brand awareness directly and dependently affects purchase intention. It can be assumed that people are aware when they saw a symbol, logo, and model. This proves that consumers can recognize, retain and remember a firm’s brand; therefore, it is a highly likely to repurchase.

2. Brand association has a significant and positive effect on purchase intention. From this result we can interpreted that Samsung smartphone has the highest value as the consumers think that the characteristics given by the product meet their expectations and can fulfill their needs.

3. Perceived quality has a significant and positive effect on purchase intention. It implies that when consumers used Samsung smartphone they tend to agree that they perceive a high level of value using a product. When using a product with a good feature and quality, consumers expect the obtained benefit, exceeding what they have sacrificed like cost and time to gain it.

4. Brand Loyalty has a significant and positive effect on purchase intention. If Samsung smartphone gives a perception to the consumers that they get a good value from the product, they tend to choose that brand over another brand in its category of accommodation which then results in brand loyalty. It indicates that consumers will choose one brand over another because they believe that the brand will provide better value.
5.2 Suggestion

Based on the research results and conclusions, there are some suggestions for those who are interested in this research. The suggestions are elaborated as follows:

1. For the Samsung smartphone brand, it is expected that the company can maintain and improve services to brand equity dimension (Brand Awareness, Brand Association, Perceived Value, Brand Loyalty). Most customers agree that Samsung smartphone has good reputation, but the competition of smartphone market is fierce, every year a smartphone company produces smartphones utilizing state of the art technology. It will become a challenge for Samsung to maintain and keep the loyalty as time goes by. It can be done by doing more promotion in term of advertisement, creating innovation, and making a new and unique product. Hopefully, the customers’ Purchase Intention will incline.

2. For the next research, the author suggests to include some variables that can influence customers Purchase Intention, such as reference group, product attribute, brand positioning, brand image, marketing mix, and etc. Moreover, the next researcher can also add more respondents to be included in the next research.

3. It is expected that this research can be used as a reference for further research by considering other variables which are not included in this present research.

REFERENCES


