



© Copyright Kemala Publisher
All rights reserved

Science, Engineering and Social Science Series
ISSN/e-ISSN: 2541 – 0369/2613 – 988X
Vol. 4, No. 3, 2020, Printed in the Indonesia

Analysis of Brand Awareness and Brand Image on Brand Equity Over Customer Implications to Purchase Intention at PT. SGMW Motor Indonesia (Wuling, Indonesia)

Irpan^{1,*}, Endang Ruswanti¹

¹Department of Management, Esa Unggul University Jakarta

Nowadays, a high competition in the business environment is the main issue, causing companies have difficulty to increasing the number of customers. This also happens in Automotive industries, which is so many big competitor. Here, a strong brand awareness and brand image is needed for new brand of product so that can be affect the value of brand equity, that it will have an impact on the intention to buy from potential customers and increase sales. In this study, we analyze whether Brand Awareness and Image can significantly mediate the value of Brand Equity that can increase Consumers Purchase Intention from a Consumers of PT SGMW Motor Indonesia (Wuling Indonesia). Here, we use a quantitative method with a Likert scale to measure Brand Awareness influences Brand Equity, Brand Image influences Brand Equity, and Brand Equity influences Consumer Buying Intention also the research design to find relationship between two or more variables using LISREL. The benefits of research for academics are expected to be as a reference material. The Benefits of research for companies to evaluate sales and marketing strategies so they can take initiatives in increasing sales and revenue.

Keywords: Brand Awareness, Brand Image, Brand Equity. Purchase Intention.

1. INTRODUCTION

In the competitive market, branding is a valuable intangible asset of a company. Branding plays an important role because positive brands will enable customers to better visualize and understand products, reduce customers' perceived risks in buying services [1]. For customers, a brand provides a guarantee of the quality provided by a product with condition indicates that the brand not only affects the customer's view of a product but also provides benefits to customers with a low risk of purchase. The benefit to customer have four level of brand awareness from unaware brand, brand recognition, brand recall and the last is top of mind [2]. To affect the customer's view, First Marketers must place the brand clearly in the customer's mind. Here, marketers can place the brand on one of three levels of brand position. At the lowest level, marketers can position the brand on product attributes, namely focusing on the ingredients of the

product. One level above is that marketers can position their brand by highlighting the benefits contained in the product [3]. In the consumer market, there are so many unidentified consumers, that it is difficult for companies to build personal relationships with each customer [4, 5]. Another way taken by marketers to build personal relationships with customers is through a symbol, namely the brand. Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones [6]. This also applies for companies with the new products in the market such as the products of PT SGMW Motor Indonesia that produce Wuling Brand for the vehicles. That's why most of consumers often bought more products based on the brand and then the quality offered by the product or service [7].

In addition to having a good brand image, PT SGMW Motor Indonesia must also provide awareness of the existence of a product brand into the minds of consumers. A positive image for all brands become increasingly

*Email Address: irpan.rm@gmail.com

remembered by consumers and can influence the interest of consumer purchases. [8] From brand awareness and brand image of a product, the brand equity dimension where both can influence the value of a product, whether it can increase or decrease the value of the product itself. Brands with high brand equity are very valuable assets that provide many advantages for the company. A person's purchase intention usually occurs because of a sense of curiosity about new things that attract his attention so that they are interested in seeking more information. Thus, buying intention is a psychological activity that arises because of the feelings and thoughts of a desired item or service. Based on the results of previous research in a car industry company Brand Equity Against Toyota Car Purchasing Decisions at PT. HADJI KALLA Urip Branch in Makassar is used multiple linear regression analysis methods. The variables of this study are brand equity as the independent variable (X) consisting of brand awareness, perceived quality, brand association, brand loyalty, and purchasing decisions as the dependent variable (Y). The results of the study stated that in Toyota brand car purchasing decisions are influenced only by perceived quality. Furthermore, the calculation of the results of multiple linear regression analysis, brand image has a significant influence on purchasing decisions. Of the two variables cannot be found whether brand image and brand awareness influence or can determine the increase or decrease in the value of a brand, so that it can have an impact on purchase intentions for consumers or potential customers. For this reason, further research is needed whether brand image and brand awareness can influence the attachment of a brand (Brand Equity) so that it can increase purchasing intentions for consumers, especially new players with brands that are not well known to the public, especially in the Indonesian automotive market.

2. METHODOLOGY

A. Brand Awareness

Brands are developed not only through advertising, countless in mass media, or with product, price, place and promotion configurations. The most important thing is that the brand is introduced through the implementation of strategy, tactics, and the right value - creativity in determining segmentation and strategy, developing strong differentiation. A brand is not just a name, not a logo or symbol, a brand is a payment that represents our product or service. Therefore, the importance of building brand awareness to consumers with the aim of consumers better understand about our products [9, 10] Brand awareness describes the existence of a brand in the minds of consumers, which can be a determinant in several categories, because brand awareness is the first step for every consumer of each new product or brand offered through the company [11]. Therefore, without brand awareness, there is no communication effect that can occur [12].

B. Brand Image

Image is an impression, feeling or conception that is in the public regarding the company, about an object, person or about an institution. This image cannot be printed like printing goods in a factory, but the impression obtained is in accordance with the knowledge of someone's understanding of something. Image is formed from how the company carries out its operational activities, which have a main foundation in terms of service [13]. Brands are a type of name, design, and symbol, or maybe a sign of a combination of three brands such as valuable intangible assets, which are difficult to replicate, and which are useful for achieving superior sustainable performance [14]. So, a brand image is an image of a brand that is considered a group of associations that connect consumer thinking to a brand name. Positive brand image is created by a strong, unique and good brand association while effective brand image can reflect three things, which are able to build product character, provide value propositions, then be able to uniquely convey the product character so that it is different from the participants, and finally can provide emotional strength from rational power [15, 16].

C. Brand Equity

Brand equity is a set of associations and behaviors possessed by their customers, members of distribution channels and companies that are able to make brands have a strength, endurance and excellence and differentiate from competitors. Brand equity is the added value given to products and services also can be reflected in the way consumers think, feel, and act in relation to the brand, and also the price, market share and profitability that the brand gives to the company [16]. Brand equity can be seen from two sides, namely brand equity seen from the consumer's point of view and from the company's point of view. Here, the equity of a brand that is viewed from the consumer's point of view [17]. Brand equity that can give value to a company is that, brand equity can strengthen programs that attract new consumers or embrace old consumers to strengthen brand loyalty which is provide reasons to buy and influence usage satisfaction, enable higher margins using premium pricing and reduce reliance on promotion, provide a foundation for growth through brand expansion, provide a boost in distribution channels As well as providing competitive advantages that often present real obstacles to competitors.

D. Purchase Intention

Intention is one of the psychological aspects that affects quite a large part of attitude. Intention can also be a source of motivation that will direct someone to carry out an activity or action. The intention to buy can be interpreted as a happy attitude towards an object that makes individuals try to get the object by paying it with money. Intention to buy or Purchase Intention is defined as a desire to make a purchase of a particular product or service in the future [18]. In the theory of perception, it is

stated that people will select and filter stimuli according to the context of the current situation and their past experiences. Therefore, marketing communication messages need to be consistent because people will associate the product image information they receive with their past experience of these stimuli. The task of marketers now is how to design marketing communications that can produce positive cognitive responses, improve, and strengthen brand images that already exist in consumer memory [19]. Based on the description above, it can be concluded that consumer buying intentions are desires and tendencies that encourage consumers to buy products that are measured by the level of possibility of consumers in making purchases, in the future.

E. Hypothesis Development

In the Context of the intention to buy prospective consumers of the goods, it can be done by measuring the first few variables of the brand image strength of the product itself where the brand image is the perception and belief carried out by consumers as reflected in the associations that occur in consumer memory. A various brands of products are issued and offered with privileges, both in their benefits and in communicating them. A brand is used as an identity and symbol for consumers to describe differences with competing brands in the same product category [20]. This type of research is explanatory research, because this study intends to explain the influence of independent variables and dependent variables. This research is quantitative research and the method used is survey research methods. A survey research is research that takes samples from a population using a questionnaire as a basic data collection tool. The model that will be developed by researchers in this study uses four variables, namely Brand Awareness, Brand Image, Brand Equity and Consumer Buying Intention. With five hypotheses that are described as conceptual frameworks, namely Brand Awareness influences Brand Equity, Brand Image influences Brand Equity, Brand Awareness influences Consumer Consumers Intention, Brand Image influences Consumer Consumers 'Intention and Brand Equity influences Consumer Consumers' Intention. From the conceptual framework model above, it can be explained that: brand awareness is the ability of customers to recognize or recall a brand and link it to a particular product category, and brand image that is the result of customer perception and understanding of a product's brand that is seen, thought or imagined, can affect the liability of a brand either increase or decrease the equity value of a brand so that the equity value can affect behavior in consuming attitude or called consumer purchase intention towards a product measured by the quantity of results, quality of results, timeliness of results and ability to cooperate. Based on the relationship of the four variables mentioned above, it can be concluded as follows brand awareness has an influence on purchase

intention, brand image has an influence on purchase intention, brand awareness and brand image has an influence on brand equity, the higher the value of brand awareness of a product it will increase the brand equity value. And the brand equity value of a product can have an impact on consumers' purchase intention to use a product, the higher the brand equity value, the higher the consumer's purchase intention. Of the four variables, it needs to be deepened by making and explaining the research hypotheses that are supported by reliable data and sources. To be able to survive in the number of business competition, the existence of the company is needed in introducing its products to the public. One way is to increase brand awareness that is owned so that it can always be embedded in the minds of consumers. This is not easy; it takes a while and costs are quite large in building brand awareness. A promotional activities with long-term goals can build brand equity through offering actual product experiences, profitable, and unique associations. The higher brand awareness will affect the increase in brand equity, because high brand awareness results in greater opportunities for a brand to be selected in the purchasing decision making process, which ultimately leads to increased income, lower costs, and greater profits for the company [21].

H₁: brand awareness has a positive and significant effect on brand equity.

Advertising plays a strategic and optimal role to build a brand name which is a concrete invention to produce strong brand associations [22]. Brand image can be seen as a product of the interaction between consumers' direct experience with brand elements, and advertising here plays a role in providing ways in which brands are perceived and experienced. Brand associations will generate high awareness of brands, which are positively related to brand equity. So that positive associations can form a high brand image through the spread of advertising. Brand image is related to a combination of influences from brand associations or more specifically, consumer perceptions of tangible and intangible brands, outlines unique, strong and preferred associations [23]. The results also show that there is a significant positive effect between brand image and brand equity. Means that the higher the brand image, the brand equity will also be high.

H₂: Brand image has a positive and significant effect on brand equity.

Brand equity of a product will attract customers to show preference for products that own the brand rather than non-branded products even though basically both products are identical [24]. A consumer if you want to find satisfaction in a product, then will seek information in advance about these products and if the consumer needs are strong and the object he is looking for can meet the

needs as desired, consumers will buy the product. The significant positive influence between brand equity and purchase intention means that the higher the brand equity, the higher the consumer's purchase intention.

H₃: Brand Equity has a positive and significant effect on Buying Intention.

According to the purposes and literature reviews on above, the study presents research structure in Figure 1 below. Brand awareness and Brand image are the independent variables, brand equity is the mediating variable and purchase intention is the dependent variable.

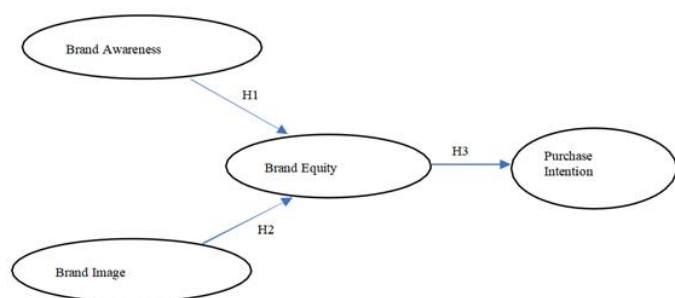


Figure 1. Research Hypothesis structure

F. Research Methods

Research design is a framework used to carry out marketing research. The classification of research design is divided into two, namely, exploratory and conclusive. The conclusive research design is divided into two types, namely descriptive and causal. In this study used descriptive and quantitative research and with design of causality in order to determining relationship between two or more variables. All the operational definition of Indicator of the surrogate variable are using the indicator except for the purchase intention. A variable is an attribute or characteristic or value of other people, objects or activities that have certain variations determined by researchers to be studied and make conclusions. Variables are characters that will be observed from the observed unit and are an introduction or attribute of a group of objects. The characteristic of the variable in question is the occurrence of variations between one object and the other object in a particular group (see Table I).

Table I. Brand Awareness Variable Indicator

| Indicator | Operationalization |
|-------------------|--|
| Unaware brands | Wuling Products is familiar in my minds |
| Brand Recognition | I can immediately recognize Wuling Products just by looking at symbols, logos or other attributes. |
| Brand Recall | If I need vehicle equipment, the product from Wuling is my first choice. |
| Top of Mind | Product promotions made by Wuling are well known to me |

Brand image is a vision and trust that is buried in the minds of customers, as a reflection of the association held in the customer's memory. The indicators used for the measurement are the superiority of brand associations, the

strength of brand associations, the uniqueness of brand associations. Here is the operational definition Indicator variable of Brand Image (see Table II).

Table 2. Brand Image Variable Indicator

| Indicator | Operationalization |
|-------------|--|
| Recognition | Wuling is a brand that has been recognized globally. |
| Reputation | I believe in well-known Wuling products. |
| Uniqueness | I believe the product that I use now and does not matter the price as long as the quality remains good and improved. |
| Association | |

Brand equity often affects a consumer so that it will be an incentive for consumers to be interested in the product or service offered which ultimately affects which brands he will choose in the Purchasing Decision. Here is the operational definition Indicator variable of Brand Equity (see Table III).

Table III. Brand Equity Variable Indicator

| Indicator | Operationalization |
|-------------------|--|
| Brand Awareness | Wuling products can be remembered well. |
| Brand Association | When asked to name the vehicle product brand, the product from Wuling is the first brand that comes to mind. |
| Perceived Quality | Wuling products are products that have strong durability and are not easily damaged. |
| Brand Loyalty | Wuling is a well-known vehicle brand that makes it easy to sell its products again with a high return value. |

Purchase intention is part of the behavior component in the possibility of consuming when the buyer intends to buy. Operationally the Consumer Buy Intention variable can be measured by indicators; Willingness to Use, Possibility of Use and Plan to always Use. Here's The operational definition of the purchase intention on Table IV.

Table IV. Purchase Intention Variable Indicator

| Indicator | Operationalization |
|--------------------|--|
| Willingness to Use | I am trying to find more information about the Wuling product that I will buy. |
| Possibility of Use | I feel satisfied and will not switch to another brand after using a product from Wuling. |
| Plan to Always Use | I wish to use Wuling products again and again. |

In this measurement method research, researchers used measurements with a Likert to measure attitudes, opinions, thoughts of a person or group of people about social phenomena. The method used by using five alternative answers. The population in this research is SGMW Motor Indonesia (Wuling Indonesia) customers who are still into customers. Measurement sample of population of samples = $n \times 5$ where samples are prepared using random sampling techniques. The questionnaire will be distributed as: $30 \times 5 = 150$ respondents. Number of samples, added 10% in anticipation of samples that do not fit the criteria: $150 + 15 = 165$ respondents. The model used in this study is a model of causality or influence relationships. To test hypothesis proposed in this study, analysis technique used is SEM (Structural Modeling Equation) operated through lisrel program.

3. RESULTS AND DISCUSSION

In this study, we proposed 14 questions to dimensions of brand awareness, brand image, brand equity and customer purchase intention. Measurement of the validity of each study variable was carried out by the Kaiser- Mayer Olkin (KMO). KMO was used to measure the adequacy of sampling. The small KMO value shows that factor analysis cannot be used, because the correlation between pairs of variables cannot be explained by other variables. If the value is below 0.5 then factor analysis cannot be used or accepted. While the KMO value that can be accepted is values above 0.5 point. Results indicator of Unaware brands with a value of KMO = 0.725, results indicator of brand recognition a value of KMO = 0.725, results indicator of Brand recall with value of KMO = 0,677, results indicator of top of mind value of KMO = 0,677, results indicator recognition value of KMO = 0,9725, results of reputation with value of = 0,968, results of Uniqueness of the Brand Association with value of KMO = 0,675, results indicator of Brand Awareness value of KMO = 0,627, results indicator of Brand Association with value of KMO = 0,675, indicator Perceived Quality with value of KMO = 0,9776, results indicator of Brand Loyalty with value of KMO = 0,685, results of Willingness Use with value of KMO = 0,721, results indicator of Possibility of Use with value of KMO = 0,678 results indicator of Preferential intention with value of KMO = 0,969, results indicator of Plan to Always Use with value of KMO = 0,725 Because minimum acceptable value of KMO which must be > 0,5, then all questions are valid and can be used. The results showed that value construct pretest reliability of all indicators have qualified with good reliability.

Once research is done, the result in which value of Chi Square / Degree of Freedom = 115,82, RMSEA = 0,061 (good fit), ECVI model = 1.19 (good fit). ECVI saturated = 1.41 (good fit), AIC Model = 177.70 compared to the AIC Saturated = 210,00 Independence = 1436.62. AIC model is smaller than AIC Independence, then value of the small show similarities good fit. CAIC Model = 306.04 it's half from CAIC Saturated = 631.12 and also further from the CAIC Independence = 1492.76, then the smaller value of a good show similarities. Normed Fit Index (NFI) = 0,92 (> 0,90) showed good fit. Critical N (CN) = 134.80 (<200), the model shows a sample size of data is a poor fit. Goodness of Fit Index (GFI) = 0,90, the ideal value> 0,90 then showed poor fit. Measurement model analysis is performed to specify the indicator (observed variable) for each construct variable, and calculate the reliability value for the construct. First, the results of factor validity testing. The first step in model analysis is to examine program output for possible offending estimates. As per the recommendations of Hair et al. (2008), that the latent variable must have a factor load greater than 0.5 so that the model used has a better fit, besides that the t-factor

load value must be greater than the critical value (> 1.96). More can be seen in the attachment. From the analysis of the validity of the research construct indicators can be seen in Table V and Figure 2, respectively.

Table V. Results of Constructive Validity Measurement

| No. | Indicator | KMO | Loading Factor | T-Value | Information |
|-----|---------------------------------|--------|----------------|---------|-------------|
| 1 | Unaware brands | 0.725 | 0.528 | 1,000 | Valid |
| 2 | Brand recognition | 0.725 | 0.501 | 6,51 | Valid |
| 3 | Brand recall | 0.677 | 0.655 | 5,071 | Valid |
| 4 | Top of mind | 0.677 | 0.719 | 3,230 | Valid |
| 5 | Recognition | 0.9725 | 0.663 | 1,000 | Valid |
| 6 | Reputation | 0.968 | 0.542 | 5,777 | Valid |
| 7 | Uniqueness of Brand Association | 0.675 | 0.729 | 5,810 | Valid |
| 8 | Brand Awareness | 0.627 | 0.696 | 1,000 | Valid |
| 9 | Brand Association | 0.675 | 0.856 | 6,622 | Valid |
| 10 | Perceived Quality | 0.9776 | 0.824 | 6,755 | Valid |
| 11 | Brand Loyalty | 0.685 | 0.733 | 6,05 | Valid |
| 12 | Willingness to Use | 0.721 | 0.590 | 1,000 | Valid |
| 13 | Possibility of Use | 0.678 | 0.691 | 10,04 | Valid |
| 14 | Plan to always use | 0.969 | 0.771 | 6,660 | Valid |

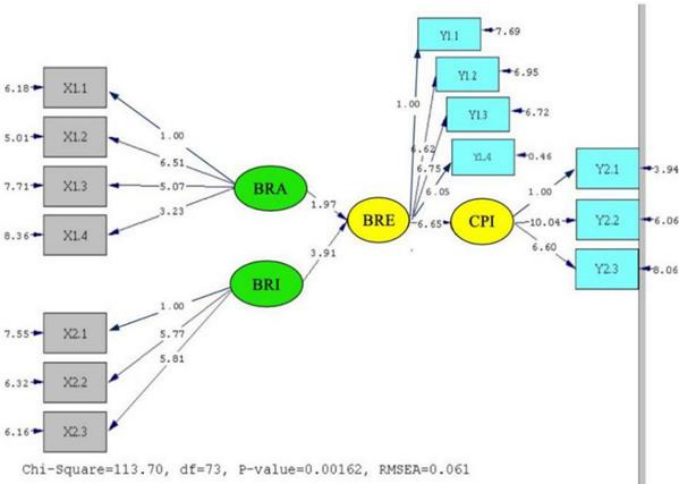


Figure 2. Value Path Diagram

In this study, there are three hypotheses tested and based on the results of the test, it can be concluded that the three hypotheses are supported by data (see Table VI).

Table VI. Standardized Total Effect

| Hypothesis | Hypothesis Description | T _{value} | Standardized Total Effect | Notes |
|----------------|---|--------------------|---------------------------|-------------|
| H ₁ | Brand awareness to brand equity | 1,97 | 0,78 | Significant |
| H ₂ | Brand image to brand equity | 3,91 | 0.81 | Significant |
| H ₃ | Brand equity to customer purchase intention | 6,65 | 0.71 | Significant |

In the first test results (H1), found that the analysis supported the H1 hypothesis. This evident from the value of tcount > t table (1.97 > 1.96), so that Brand Awareness has a positive and significant effect on the Brand Equity in the product of PT SGMW Motor Indonesia (Wuling Indonesia). Here, brand Awareness and brand Image proved to have a very positive and significant effect on brand equity also between the two independent variables

analyzed, brand awareness is the variable that has the most influence on the dependent variable. Promotional activities with long-term goals can build brand equity through offering experience of an actual product, a profitable, and unique association, and play an important role in creating consumer-based brand equity. The more higher brand awareness will affect the increase on brand equity, because high brand awareness results in greater opportunities for a brand to be selected in the purchasing decision making process, which ultimately leads to increased income, lower costs, and greater profits for the company. On the second test hypothesis result (H_2), it was found that the results of the analysis supported the H_1 hypothesis. This is evident from the value of $t_{count} > t_{table}$ ($3.91 > 1.96$), so it can be concluded that Brand Image has a positive and significant influence on Brand Equity in PT SGMW Motor Indonesia (Wuling Indonesia). In this result shows that there is a significant positive effect between brand image and brand equity. Means that the higher the brand image, the brand equity will also be high Keller (2008) also states that advertising plays a strategic role and is optimal for building a brand name that is concrete imagery to produce strong brand associations. On the third test hypothesis result (H_3), it was found that the results of the analysis supported the H_1 hypothesis. This is evident from the value of $t_{count} > t_{table}$ ($6.65 > 1.96$), so it can be concluded that Brand Equity has a positive and significant influence on the intention to buy consumers in PT SGMW Motor Indonesia (Wuling Indonesia). The results of this study have a significant positive influence between brand equity and purchase intention. It means that the higher the brand equity, the higher the consumer's intention to buy. Thus, brand equity of a product would attract consumers to show preference for products that own the brand rather than non-branded products even though basically both products were identical. Whereas a consumer if you want to find satisfaction in a product, then will seek information in advance about these products. So, it can be concluded that brand awareness and brand image has positive and significant influence on brand equity and has implications for the intention to buy consumers at PT SGMW Motor Indonesia (Wuling Indonesia). The results of this study say that between brand awareness and brand image basically has a positive influence on brand equity. From the results of the research analysis that has been carried out for a duration of four months, it can greatly help PT SGMW Motor Indonesia (Wuling Indonesia) to be able to improve brand image and high brand awareness so that it can provide positive brand equity values owned by the company, based on the results of the Structural Equation Model analysis. obtained sequentially that brand awareness and brand image variables have a significant positive influence on brand equity which has an impact on consumer buying intention. These results indicate if you want to increase the intention of repurchasing things that can be done is to increase the value of brand equity through brand awareness and the company's brand image.

The results of the findings of this study recommend several policy implications in accordance with the priorities that can be given as input for management. Like how to build a good and strong brand image and be easily recognized from various circles, after the brand image that is owned is good and strong the company needs to think about how the brand image can be a mind or always in the mind of the community / customer so that it has high brand awareness. One way is to continue to re-branding the brands they have and process customer attachments with customers through regular customer management programs. One of the company's efforts at PT. SGMW Motor Indonesia (Wuling Indonesia) is to set aside at least 10-20% of the total operating costs as budget costs for each customer management program and the company's brand re-branding. Of course, adjusted to the context of the needs and circumstances of the company. In addition, the company needs to invest in the form of application technology tools in monitoring the activities of their personal sales and customer management so that every activity they carry out can be reviewed and evaluated by management and the level of customer satisfaction can be managed properly. From the results of the research analysis that has been carried out for a duration of four months, it can greatly help PT. SGMW Motor Indonesia (Wuling Indonesia) to be able to improve brand image and high brand awareness so that it can provide positive brand equity values owned by the company, based on the results of the Structural Equation Model analysis. obtained sequentially that brand awareness and brand image variables have a significant positive influence on brand equity which has an impact on consumer buying intention. These results indicate if you want to increase the intention of repurchasing things that can be done is to increase the value of brand equity through brand awareness and the company's brand image. The results of the findings of this study recommend several policy implications in accordance with the priorities that can be given as input for management. Like how to build a good and strong brand image and be easily recognized from various circles, after the brand image that is owned is good and strong the company needs to think about how the brand image can be a mind or always in the mind of the community / customer so that it has high brand awareness. One of them is to continue re-branding the brands and process customer attachments with customers through regular customer management programs. One of the company's efforts at PT. SGMW Motor Indonesia (Wuling Indonesia) is to set aside at least 10-20% of the total operating costs as budget costs for each customer management program and the company's brand re-branding. The adjusted to the context of the needs and circumstances of the company. In addition, the company needs to invest in the form of application technology tools in monitoring the activities of their personal sales and customer management so that every activity they carry out can be reviewed and

evaluated by management and the level of customer satisfaction can be managed properly. The first thing that needs to be improved is related to the strategic impact of brand awareness on brand equity. Because brand awareness of brand equity has a significant degree of influence in determining the high or low value of a brand owned by a company. The second is related to the strategic impact of brand image on brand equity. Because brand image has a positive influence on brand equity with a good level of significance, this can also influence to increase the equity value of the brand owned by the company. The third is related to the strategic impact of brand equity on consumer buying intention. Because with the brand equity owned by PT. SGMW Motor Indonesia (Wuling Indonesia), it determines the good / bad or high / low value of a product brand issued by PT SGMW Motor Indonesia (Wuling Indonesia). To improve brand equity, one of them can be through marketing and marketing communication programs continuously and periodically, for example through social media and visits to certain places such as schools or universities, or by opening an exhibition booth at various events related to transportation exhibitions, tools agriculture and others, so that potential customers can interact and communicate directly. Companies also need to periodically promote publicly, both civil society, education circles, or government institutions to build strong images, so that they will be more easily accepted by various groups and can enter the market more easily and gain brand trust from consumers. or prospective customers. The next step is to plan and monitor the activities of Sales & Marketing and in each region that will be the target market of PT SGMW Motor Indonesia (Wuling Indonesia).

4. CONCLUSIONS

The results can be concluded from this study is an effect of brand awareness on brand equity in PT SGMW Motor Indonesia (Wuling Indonesia). This is evident from the value of $t_{count} > t_{table}$ (the first hypothesis is supported). This means that the better brand awareness will increase brand equity. Then there is the effect of brand image on brand equity in PT SGMW Motor Indonesia (Wuling Indonesia). This is evident from the value of $t_{count} > t_{table}$, (second hypothesis is supported). It means that the better the brand image, the more it will increase brand equity. Furthermore, the influence of brand equity on consumer purchase intention in PT SGMW Motor Indonesia (Wuling Indonesia). This is evident from the $t_{count} > t_{table}$ (third hypothesis is supported). This means that the better brand equity, the consumer's purchase intention will be higher. Then the influence of brand awareness on brand equity and implications for consumer purchase intentions at PT. SGMW Motor Indonesia (Wuling Indonesia). This is evident from the value of $t_{count} > t_{table}$ (fourth hypothesis is supported)., this means that the better brand awareness will increase the company's brand equity

which has an impact on the high intention to buy consumers. This study has several limitations that can be considered for further research. First, the questionnaire has limitations such as bias in filling in questions and answers from respondents. There is a possibility that the respondents did not fill out the truth or only filled in based on the ideal conditions expected and not the actual conditions that were happening. This can cause the measurements used do not describe the variables significantly. Although this research has been carried out as much as possible, the method of collecting data using a questionnaire, so it is very possible the data is subjective, it would be better if the interview method is added so that the results of the research are more complete. The second is that the sample is only limited to a part of the community because the survey are not wide spread demographically because its only using localize survey in Jakarta and Tangerang area, it would be better if the sample taken could cover all the related audience and this research is not limited local area, so the results of the study can be generalized in a wider scope. Based on the results of the analysis and discussion, the researcher put forward some suggestions both for Managerial in the Company and for the next researcher as follows. First is that the company is expected to be able to re-branding its brand and do the customer attachment process with customers through various customer management programs on a regular basis. One of the efforts is to set aside at least 10-20% of the total operational costs as a budgetary cost for each of the company's customer management and brand re-branding program activities. Certainly, adapted to the context of the needs and circumstances of the company. After that the company can carry out customer relations program activities by inviting customers and prospective customers regularly in a meeting or customer discussion forum, both in introducing the launch of their latest products / accessories. This needs to be done not only to maintain communication with customers to remain loyal customers but also will cause emotional closeness between customers and the company. If the emotional closeness between the company and the customer has been established, automatically the company's brand awareness will also be embedded indirectly in the subconscious of the customer, after that will unconsciously stimulate the purchase intention of the customer / prospective customer to the product being marketed. In the second variable, brand image, there are three indicators, namely recognition, reputation, uniqueness of brand association, suggestions that can be deduced from these variables are expected by companies to carry out regular and massive promotions to the public, whether civil society, education circles, or government agencies through various promotional media both online and offline, using messages that are memorable and unique, and have a relationship between brands and product categories,

in order to build a strong image, so that it will be more easily accepted by various groups and can enter the market more easily and get brand trust from consumers or potential customers. For the third variable, brand equity, there are four indicators, namely brand awareness, brand association, perceived quality and brand loyalty on this variable. Suggestions for managerial that can be concluded include: To increase brand equity, one of them can be through marketing programs and marketing communications continuously and periodically. For example, through social media and visits to certain places such as schools or universities, or by opening exhibition booths at various events related to the exhibition of four-wheeled vehicles, so that potential customers can interact and communicate directly. Moreover, PT. SGMW Motor Indonesia (Wuling Indonesia) is a new company in Indonesia with most of the market share already owned by vehicle brands from other countries that are stronger, so it is not easy for them to increase brand equity from their products. In addition, companies need to invest in the form of application technology tools in monitoring the activities of their personal sales and customer management so that each of their activities can be reviewed and evaluated by management and the level of customer satisfaction can be managed properly. Then for the fourth variable, customer purchase intention, there are three indicators namely willingness to use, possibility of use, plan to always use, in this variable the managerial advice is that the company is expected to introduce the products the company intensively produces through various promotional media and always innovating by implementing the latest technology in each of its product lines, also by improving product quality by using good quality materials, and always providing the best after-sales service for customers. And for further researcher development it is suggested that future research can use respondent data with a more varied demographic and wider number of respondents, as well as by adding other variables that can influence customer purchase intentions more significantly.

References

- [1] Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. New York: Free Press.
- [2] Boonghee Yoo, et al. (2000). An Examination of Selected marketing Mix Elements and Brand Equity. *Academy of Marketing Science Journals*, Vol.28
- [3] Buchari Alma, (2009). *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi, Bandung. : CV Alfa Beta
- [4] Chan Wu, Chao. (2011). The Impact of hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty. *Afr. J. Bus. Manage.*, 5(12): 4873-4882.
- [5] Durianto, Darmadi. dan Sugiharto. (2011). *Brand Equity Ten, Strategi Memimpin Pasar*. Jakarta: Gramedia Pustaka Utama.
- [6] Erwin Syahfudin, Endang Ruswanti, (2017). The Impact of Service Quality and Brand Image on Customer Loyalty Mediated by Customer Satisfaction : in *Indonesia Banking Industry*, UEU-Master-6266-international journal
- [7] Gobel, Agriani. (2012). *Pengaruh Brand Equity terhadap keputusan pembelian mobil Toyota pada PT Hadji Kalla Cabang Urip di Makassar*. Hasanuddin University Journal, Makassar
- [8] George Christodoulides & Leslie de Chernatony, (2009). Consumer Based Brand Equity Conceptualization & Measurement: A Literature Review: *International Journal of Market Research*
- [9] Hair et al., (1998), *Multivariate Data Analysis*, Fifth Edition, Prentice Hall, Upper Saddle River: New Jersey
- [10] Hasbun, Budiharto., dan Endang Ruswanti. (2016). *Komperasi Antara Kelompok yang Melihat Iklan dengan Brand Awareness Terhadap Niat Beli (Studi Pada Commuter Line)*. *Journal of Business Studies, FISIP UI*.
- [11] John C. Mowen , Michael Minor. (2010). *Perilaku Konsumen*. Jakarta: Erlangga
- [12] Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1).
- [13] Keller, Kevin Lane. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity 3rd Edition*. Upper Saddle River. Pearson Education, Inc.
- [14] Kettle, K.L. & Haubl, G. (2011). The signature effect: signing influences consumption related behavior by priming self identity. *Journal of Consumer Research* Vol. 38, No 3, 474 – 489.
- [15] Kinneer, T. C, dan Taylor, J. R. (2003). *Riset Pemasaran, (Terjemahan : Thamrin)*. Edisi Tiga. Jakarta: Erlangga.
- [16] Kim KH, Kim KS, Kim DY, Kim JH, Kang SH (2008). Brand equity in hospital marketing. *J. Bus. Res*
- [17] Kotler, P., and Keller, K.L.. (2012). *Marketing Management*. Edinburgh Gate, Harlow, England (United Kingdom): Pearson Education Limited.
- [18] Kun, Hsi Liao. (2012). The Casual Effect of Service Quality, Brand Image, Customer Satisfaction on Customer Loyalty in The Leisure Resort Enterprise. *China-USA Business Review*, ISSN 1537-1514. Vol. 11, No. 5
- [19] Lau, Geok Then and Sook Han Lee. (2009). Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market-Focused Management*. 4; 4; ABI/INFORM Research.
- [20] Malik, M.E., Ghafoor, M.M., Iqbal, K.I., (2012). Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector” *international journal of Business and Social Science* Vol. 3 No.23.
- [21] Malhotra, Naresh, (2007). *Marketing Research : an applied orientation*, pearson education, inc., fifth edition. New Jersey : USA
- [22] Macdonald, E. K., and Sharp, B. M. (2013). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A replication. *Journal of Business Research*.
- [23] Musay, F. (2013). *Pengaruh Brand Image Terhadap Keputusan Pembelian*. *Jurnal Administrasi Bisnis*.
- [24] Ria Maharani Ridhwan, (2010), *Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian Mobil Honda All New Jazz di Kota Malang*, Brawijaya University Malang.
- [25] Schiffman, G. Leon dan Leslie Lazar Kanuk. (2012). *Perilaku Pelanggan Edisi Ketujuh*. Alih Bahasa Zoelkifli Kasip. Jakarta: PT. Indeks Kelompok Gramedia.
- [26] Shimp, T.A. (2010), *Advertising, Promotion, & other aspects of Integrated Marketing Communication*, 8th Edition. South-Western: Cengage learning
- [27] Surachman. (2008). *Dasar-Dasar Manajemen Merek (Alat Pemasaran Untuk Memenangkan Persaingan)*. Malang: Bayumedia Publishing.
- [28] Sulistyari, Ikanita Novirina. (2012). *Analisis Pengaruh Citra Merek, Kualitas produk, dan harga Terhadap Minat Beli Produk Oriflame*. *Diponegoro Journal of Management*. vol 1 Singarimbun.
- [29] Masri dan Sofian Effendi, (2008). *Metode Penelitian Survei*, Jakarta: LP3ES
- [30] VTJR Sitinjak, (2015). *Pengaruh Kualitas Produk dan Citra Merek terhadap loyalitas Pelanggan Sushi Tei Cabang Mal Kelapa Gading* Jakarta: jurnal.kwikkiangie.ac.id

Received: 09 February 2020, Accepted: 09 May 2020