

Influence Brand Image, Brand Awareness, and Brand Association To Re-Buy Interest in Viva Cosmetic Products In Bogor

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Abstract: This study aims to determine how Brand Image, Brand Awareness, and Brand Association affect Rebuy Interest in Viva cosmetic products in the Bogor area. This study was conducted on consumers who use Viva cosmetics in Bogor. The minimum number of samples set was 110, but the researcher obtained samples of more than 110. A nonprobability sampling technique, namely purposive sampling, was used. Data collection was carried out by distributing questionnaires. SEM (Structural Equation Modeling) using SmartPLS software version 3.0 is the analysis method used. The study results show that brand awareness does not have much of an effect on re-buy interest. Of the three variables that affect re-buy interest, the most dominant variable is brand association, which can be seen based on the highest T Statistics value of 4.274.

Keywords: Brand Image, Brand Awareness, Brand Association, and Repurchase Intention.

1. INTRODUCTION

Nowadays, women cannot be separated from beauty products. The interest and concern of women of all ages towards beauty issues has increased the beauty product industry. The presence of internet media as a reference material for today's women to share beauty problems and provide solutions to these problems. Moreover, now there are beauty bloggers th, creation of beauty forums such as Female Daily, beauty journal Sociolla, beautynesia.com, and print media such as Cosmopolitan and Femina as well as online such as Wolipop, Vemale, and others. They all provide tips, product reviews, and makeup tutorials that make it easy for women today to get information about beauty issues. The Indonesian cosmetics industry is now brave enough to compete with foreign products. Not only is the domestic beauty product industry experiencing an increase, but the foreign beauty product industry entering Indonesia is also increasing. Foreign products still dominate some beauty products. Consumer assessment of a product depends on their knowledge of the actual function of the product. Thus, consumers interested in repurchasing a product are influenced by the information received.

Viva Cosmetics is an original Indonesian cosmetic brand that provides various beauty products, including facial care, body care, skincare, and makeup. PT Vitapharm produces all Viva Cosmetics products. Processed with modern technology and under the supervision of dermatologists and dermatologists, it builds a good brand image by improving the quality of Viva products and creating brand awareness and image. Viva Cosmetics also innovates cosmetics according to the needs of Indonesian women. It follows cosmetic trends to maintain consumers' use and make Viva cosmetics the choice of Indonesian women's beauty products.

Based on the background above, the author is interested in researching: "The Influence of Brand Image, Brand Awareness, Brand Association on Re-Buy Interest of Viva Cosmetic Products in Bogor."

2. METHOD

Types of research

The type of study used in this study is study according to the level of explanation. The level of explanation is intended to explain the position of the variables studied and the relationship between one variable and another (Sujarweni, 2015: 16). This study explains the causal relationship between the independent variables, namely Brand Image (X1), Brand Awareness (X2), and Brand Association (X3) with the dependent variable, namely Repurchase Interest (Y).

Place and Time of Research

Population and Sample

Population is defined as a generalization area consisting of objects or subjects with specific qualities and characteristics determined by researchers to be studied later and conclusions drawn (Sugiyono, 2014). The population in this study consisted of customers who had purchased Viva products in Bogor. The sample is part of the population whose population size is unknown (Sugiyono, 2014:297). In this study, the sampling technique used was nonprobability sampling with a purposive sampling type. According to Sugiyono (2016:154), nonprobability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. At the same time, purposive sampling is a method based on considering specific criteria and requirements and must represent what will be studied (Sugiyono, 2016:156). In this study, the method used to take samples using the purposive sampling technique. The reason for using the purposive sampling technique is that not all samples have criteria that match those determined by the author. Therefore, the author chose the purposive sampling technique by determining specific considerations or criteria that must be met by the samples used in this study, such as age criteria of 17-40 years, current occupation such as students, civil servants, private employees, and others, and monthly income.

The sample of this study was all people who had ever used Viva Brand Cosmetic Products who were domiciled in the Bogor area. Because the population size was unknown, the researcher used the sampling formula according to Ferdinan in Sanusi (2011), which states:

- The appropriate sample size in the SEM equation Model is 100-200
- In this study, the sample size used was the indicator multiplied by $10 (11 \times 10 = 110)$, with the conclusion being that the number of samples used was 110 samples.

Data collection

In this study, the data collection technique used was a questionnaire. A questionnaire is a data collection technique carried out by giving respondents a set of questions or written questions to answer. A questionnaire is an efficient data collection instrument if the researcher knows what to expect from the respondents (V. Wiratna Sujarweni, 2015:89). During the questionnaire filling process, the researcher also accompanied the respondents, with the intention that if there was something the respondent did not understand, the researcher could explain the meaning of the statement. The questionnaire in this study consisted of three parts, namely:

- The first part is a questionnaire containing information about the respondent's identity, such as the respondent's name, age, gender, and others.
- The second part is the screening part, which consists of several screening questions as a reference for respondents to continue filling out the next part of the questionnaire.
- The third part is a questionnaire consisting of a series or list of questions arranged systematically, which are then selected by the respondents based on the answers desired by the respondents themselves. The questionnaire lists all the alternative answers that the respondents must answer.

Data analysis

The researcher used the Structural Equation Modeling (SEM) method in this study. Generally, two types of SEM are Covariance-Based Structural Equation Modeling (CB-SEM) and Partial Least Squares Path Modeling (PLS-SEM), often called variance or component-based structural equation modeling. Covariance-based SEM is represented by software such as AMOS, EQS, LISREL, Mplus, and so on. Meanwhile, variance or

component bases SEM is represented by software such as PLS-Graph, SmartPLS, VisualPLS, XLSTATPLS, etc. For this study, the researcher analyzed the Model using partial least squares path modeling (PLS-SEM) with Smart PLS 3.0 software. According to Sugiyono (2012:21), the explanatory study is a study that intends to explain the position of the variables studied and the relationship between one variable and another. While the characteristics of this study are replication, the results of the hypothesis test must be supported by previous studies, which are repeated with more or less the same conditions. The regression method is the most frequently used method to conduct quantitative studies. With the increasing development of study methods in business and management, the regression analysis method is considered unable to answer the study problems raised by researchers. Structural Equation Modeling (SEM) is one method currently used to cover the weaknesses of the regression method. Study method experts group SEM into two approaches. The first approach is Covariance-based SEM (CBSEM), and the other is Variance-based SEM, or Partial Least Squares (PLS). To conduct analysis using CBSEM, the software often used is AMOS and LISREL, while for PLS, the software often used is smartPLS, warpPLS, and XLStat. Furthermore, Ghozali (20015) in Kannada (2013) explains that PLS is a soft modeling analysis method because it does not assume that data must be measured on a particular scale, which means that the number of samples can be small (below 100 samples).

3. RESULTS

Respondents by Age

Age	Amount	Presentation
15-20	57	51%
21-25	47	43%
26-30	3	3%
31-35	2	2%
36-40	1	1%
Amount	110	100%

Table 1. Respondents by Age

From table 1, the age data above shows that those who use and know Viva Cosmetics products aged 15-20 years are 57 people or 51%, then 21-25 years are 47 people or 43%, then 26-30 years are 3 people or 3%, not much different from 31-35 years old as many as 2 people or 2%, and finally 36-40 years old as many as 1 person or 1%. It can be concluded that most respondents are aged 15-20 years as many as 57 people.

Respondents by Occupation

Occupation	Amount	Presentation
Students	87	79.09%
civil servant	3	2.73%
Self-employed	1	0.91%
Private	9	8.18%
employees		
Other	10	9.09%
Amount	110	100%

Table 2. Respondents by Occupation

From table 2 of the above job data, it can be seen that students/college students are 87 people or 79.09%, followed by civil servants as many as 3 people or 2.73%, self-employed as many as 1 person or 0.91%, then private employees as many as 9 people or 8.18%, and other jobs as many as 10 people or 9.09%. It can be concluded that most respondents who often use Viva cosmetic products are those who work as students or college students, as many as 87 people.

Respondents by Monthly Income

Table 3. Respondents by Monthly Income

Monthly Income	Amount	Presentation
≤ Rp. 1,000,000	76	69.1%
Rp. 1,000,000 –	18	16.4%
Rp. 2,000,000		
Rp. 2,000,000 –	7	6.4%
Rp. 3,000,000		
≥ Rp. 3,000,000	9	8.1%
Amount	110	100%

From Table 3 of the monthly income data above, it can be seen that those less than Rp. 1,000,000 are 76 people or 69.1%, followed by Rp. 1,000,000 - Rp. 2,000,000 are 18 people or 16.4%, then from Rp. 2,000,000 - Rp. 3,000,000 are 7 people or 6.4%, and more than Rp. 3,000,000 are 9 people or 8.1%. It can be concluded that most of the respondents' monthly income is \leq Rp. 1,000,000

Convergent Validity

Outer Loadings.

	Brand	Brand	Brand	Interest in
	Association	Image	Awareness	repurchase
BA1	0,782			
BA2	0,745			
BA3	0,841			
BI1		0,766		
BI2		0,685		
BI3		0,734		
BAW1			0,871	
BAW2			0,781	
IR1				0,785
IR2				0,849
IR3				0,856

Table 4. Outer Loading

Convergent validity test of reflective indicators with the SmartPLS 3.0 program. The first can be seen from the outer loadings value in the PLS algorithm for each construct indicator. Indicators meet convergent validity if the value of the outer loading is above 0.70. However, in the scale development stage study, outer loadings of 0.50 - 0.60 are still acceptable (Imam Ghozali, 2015:37). Based on the outer loadings above, the outer loadings value has met convergent validity because all are above 0.50.

Average Variance Extracted (AVE)

 Table 5. Average Variance Extracted (AVE)

	Average Variance
	Extracted (AVE)
Brand Association	0,624
Brand Image	0,532
Brand Awareness	0,685
Interest in	0,690
repurchase	

Another test to see convergent validity is to look at the AVE value in the PLS Algorithm. A good Model is required if the AVE value of each construct is more significant than 0.50. The AVE output results above show that the AVE value is good for the Brand Image construct (X1), Brand Awareness (X2), Brand Association (X3), and Repurchase Intention (Y) because they have an AVE value> 0.50.

Discriminant Validity

Cross Loading

	Brand	Brand Image	Brand Awareness	Interest	in
	7155001401011	linage	1 wareness	reputentase	
BA1	0,782	0,352	0,507		0,411
BA2	0,745	0,471	0,360		0,462
BA3	0,841	0,417	0,334		0,575
BI1	0,266	0,766	0,273		0,455
BI2	0,400	0,685	0,256		0,334
BI3	0,494	0,734	0,349		0,438
BAW1	0,424	0,381	0,871		0,454
BAW2	0,393	0,278	0,781		0,357
IR1	0,514	0,481	0,374		0,785
IR2	0,529	0,480	0,463		0,849
IR3	0,501	0,452	0,391		0,856

Table 6. Cross Loadings

This table shows that the correlation of the Brand Image construct (X1) with its indicators is higher compared to the correlation of other constructs. This also applies to the others, namely, the correlation of the Brand Awareness construct (X2) with its indicators is higher than the correlation of other constructs, the correlation of the Brand Association construct (X3) with its indicators is higher than the correlation of the Repurchase Intention construct (Y) with its indicators is higher than the correlation of other constructs. This shows that the latent constructs predict the indicators in their blocks better than the indicators of other blocks.

Fornell – Larcker Criterium

Another method to assess discriminant validity is to compare the square root of the Average Variance Extracted (AVE) for each other construct with the model. A model has sufficient discriminant validity if the square root of the AVE for each construct is greater than the correlation between the construct and the other constructs. To get this value in the PLS Algorithm, select discriminant validity and the Fornell-Larcker Criterion.

	Brand	Brand	Brand	Interest in
	Association	Image	Awareness	repurchase
Brand	0,790			
Association				
Brand Image	0,524	0,729		
Brand Awareness	0,493	0,403	0,828	
Interest in repurchase	0,620	0,568	0,494	0,831

 Table 7. Fornell – Larcker Criterium

From the table above, it can be concluded that the AVE root of the Brand Image construct (X1) of 0.790 is higher than the correlation between the Brand Image construct (X1) and other constructs. This also applies to others, namely, the AVE root of the Brand Awareness construct (X2) of 0.729, which is higher than the correlation between the Brand Awareness construct (X2) and other constructs. Likewise, the AVE root of the Brand Association construct (X3) of 0.828 is higher than the correlation between the Brand Association construct (X3) and other constructs. Moreover, the AVE root of Repurchase Intention (Y) is 0.831, So all constructs in the estimated model meet the discriminant validity criteria.

Reliability

Composite reliability

	Composite reliability
Brand Association	0,833
Brand Image	0,773
Brand Awareness	0,813
Interest in	0,869
repurchase	

Table 8. Composite reliability

In SmartPLS version 3.0, measuring reliability must have a construct with a reflective indicator that can first be done by looking at the Composite Reliability in the PLS Algorithm. The construct is declared reliable if the Composite Reliability value is above 0.70. Based on the table above, it can be seen that the Composite Reliability is above 0.70 all, both the Brand Image construct (X1) of 0.833, Brand Awareness (X2) of 0.773, Brand Association of 0.813, and Repurchase Intention (Y) of 0.869. So, it can be concluded that the construct is reliable.

Cronbach's Alpha

In SmartPLS version 3.0. Measuring the reliability of a construct with the first reflective indicator can be done by looking at Croanbach's Alpha in the PLS Algorithm. The construct is declared reliable if the Croanbach's Alpha value is above 0.70. Based on the table above, there are constructs with Croanbach's Alpha values below 0.70, namely the Brand Image construct (X1) of 0.564 and Brand Awareness of 0.545. However, using Croanbach's Alpha to test the reliability of the construct will provide a lower value (underestimate), so it is more advisable to use composite reliability when testing the reliability of a construct.

Structural Model or Inner Model Evaluation

Structural model testing (inner model) is done by looking at the R-square and Path Coefficient. R-Square is done to see how much influence the independent variables have on the dependent variables. The Path Coefficient is done to partially see how much influence the independent variables have partially on the dependent variables.

R-Square

Table 9. R-Square

		R Square	
Interest	in		0,493
repurchase			

Based on the data above, the influence model of Brand Image (X1), Brand Awareness (X2), Brand Association (X3), and Repurchase Intention (Y) provides an R-Square value of 0.493 which can be interpreted that the variability of the Purchase Decision construct that can be explained by the variability of Brand Image (X1), Brand Awareness (X2), Brand Association (X3), and Repurchase Intention (Y) is 49.3%. In comparison, the remaining 50.7% is possibly explained by promotion, price, quality, and others.

Path Coefficients

The second test is to see the significance of the influence of Brand Image (X1), Brand Awareness (X2), Brand Association (X3), and Repurchase Intention (Y) by looking at the parameter coefficient value and the significant value of T-Statistics. In the Algorithm Bootstrapping report, select Path Coefficients.

	T- Statistic	P Value
Brand Association - Interest in	4,274	0,000
repurchase		
Brand Image - Interest in	3,659	0,000
repurchase		
Brand Awareness - Interest in	1,845	0,066
repurchase		

Table 10. Path Coefficients

4. **DISCUSSION**

Based on the table above, it can be seen that the Brand Association has a positive (good) influence on the purchase interest of Viva Cosmetic Products. It can be seen that the T-Statistics value of 4,274 is significant (T table significance 5% = 1.96). Therefore, the T-Statistics value is greater than the T table or 4,274 > 1.96. Because the product introduction and brand position of Viva cosmetic products are already in the minds of consumers, consumers want to repurchase Viva cosmetics. Based on the results above, it can be seen that Brand Image has a positive (good) influence on the purchase interest of Viva cosmetic products. It can be seen that the T-Statistics value of 3,659 is significant (T table significance 5% = 1.96). Because Viva products have met the needs of consumers and Viva products have color variants that suit Indonesian women's skin, consumers want to repurchase Viva cosmetic products. Based on the table above, it can be seen that Brand Awareness does not negatively influence the purchase interest of Viva cosmetic products. It can be seen that the T-Statistics value of 1,845 is not significant (T table significance 5% = 1.96) because the price of Viva cosmetic products is relatively high, so respondents do not buy again. There are some respondents whose skin is not suitable for using Viva brand cosmetics. Based on the analysis above, it can be concluded that the dominant variable influencing Repurchase Interest (Y) is the Brand Association variable (X3). This can be seen based on the highest T-Statistics value of 4,274.

CONCLUSION AND SUGGESTIONS

Based on the results of the analysis above, the following conclusions can be drawn:

- 1. Brand Image Variables consisting of indicators of consumer needs fulfillment, uniqueness of viva products, and product excellence. Positively influences Repurchase Interest
- 2. Brand Awareness is a Variable consisting of brand position indicators in consumers' minds and product recognition. It does not affect repurchase interest. Because ViVA

cosmetic products are expensive, respondents do not repurchase them, and some respondents' skin is not suitable for using ViVA brand cosmetics.

3. Brand Association Variables consisting of product safety indicators. As the first beauty product to have a halal label and can be used by people of all ages, it positively affects the interest in Repurchasing.

Based on the assessment that has been done, several suggestions can be used as input and consideration for the progress of the company. The suggestions submitted include: In this study, brand image and brand association must add a new strategy so that the public will know more about Viva cosmetic products, and many are interested in repurchasing Viva cosmetic products. Because there are still many people who are still hesitant to buy Viva cosmetics, the company must be more mature in implementing its new strategy, for example, always displaying Viva product advertisements on every channel, putting up posters on the street, advertising them on YouTube (beauty bloggers), and others. The aim is for consumers to know about Viva products and want to repurchase Viva cosmetic products.

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Influence Brand Image, Brand Awareness, and Brand Association To Re-Buy Interest in Viva Cosmetic Products In Bogor

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