

## The Effect of Brand Awareness and Quality of Services on Re-Purchase Through Consumer Trust Perception of Pt. Kreasi Langit

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**Abstract:** This study aimed to determine the effect of brand awareness and quality of services to repeat purchase simultaneously, determine the effect of brand awareness to purchase again partially determine the effect of service quality on repeat purchase partially determine the effect of the perception of consumer trust in the repurchase partially, determine the effect of brand awareness to purchase again through the perception of consumer trust and determine the effect of service quality on repeat purchases through the perception of consumer trust.

The study was conducted at the customer PT. Kreasi Langit. Sampling using accidental sampling involving 94 consumers. Analysis of data using path analysis.

The results showed that the variables of brand awareness and service quality affect the simultaneous re-purchase. Variable brand awareness, quality of service and the perception of trust affect the partial repurchase. Kaulitas influence brand awareness and service to re-purchase confidence through the perception is greater than the direct effect so that it can be said that the perceptions of trust variables have an impact on the increase in repeat purchases.

**Keywords:** awareness brand, service quality, perceived trust, repeat purchase

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### I. Introduction

The decision is seen as a process because it consists of a series of related activities and not only regarded as a prudent action. Decision-making is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable. The assessment process usually begins with identifying key issues affecting the purpose, organizing, analyzing, and selecting the various alternatives and make decisions that are considered the best. The final step of the process is an evaluation system to determine the effectiveness of the decisions taken.

Decision making is influenced by a variety of them are brand awareness, quality of service and the perception of consumer trust to the services provided. Brand awareness with regard to the brand recall in the minds of consumers. Brand awareness is important for producers because consumers will tend to buy products that are known or remembered him. The higher level of brand awareness means a growing brand in mind or in the minds of consumers compared to other brands. Furthermore, brand awareness rather is a memory only, but it is a learning process for the consumer to a brand.

Purchasing decisions are also influenced by the quality of services for goods or services required by consumers. Quality of service as a measure of how good a given level of service that is able to correspond with customer expectations. The quality of services can be realized through the fulfillment of customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Services in accordance with customer expectations it may appear to do a comparison prior to the services provided companies such as speed of service, consistency of service from time to time, convenience, and responsive to customer complaints.

Another factor influencing the purchase decision is the perception of consumer trust in a product or service. Consumer perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of the world.

## **II. Literature Review**

### **1. Brand Awareness**

Brand awareness related to brand recall in the minds of consumers. Brand awareness is important for producers because consumers will tend to buy products that are known or remembered, brand awareness has four levels (tiers), as follows:

1. The unaware brand is the lowest level in the pyramid brand, where consumers are not aware of the existence of a brand.
2. Brand recognition is the minimum level of brand awareness where it is important when a buyer selects a brand when making a purchase.
3. Brand recall is the recollection of the brand without passing assistance because unlike the recognition task.
4. Top of mind is the first brand in mind when consumers were asked about a product category that can be recalled spontaneously without assistance.

The higher level of brand awareness means a growing brand in mind or in the minds of consumers compared to other brands. Furthermore, brand awareness rather is a memory only, but it is a learning process for the consumer to a brand. Building brand awareness is usually done in less time long since memorization can be managed with repetition and reinforcement. In fact, the brands with a high level of recall are brands that old age. Consumers will tend to buy products with a brand they are familiar with the product from those of the mark is still unfamiliar to them.

According to Susanto and Wijanarko (2004), in the face of intense competition, a strong brand is a clear distinction, valuable and sustainable, the spearhead for the competitiveness of the company and very helpful in marketing strategy. According to the East (1997), "Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field".

There are four indicators that can be used to determine how much consumers aware of a brand, among others:

1. Recall that is how much consumers remember the brand when asked what is remembered.
2. Recognition is how much consumers can recognize these brands are included in a particular category.
3. The purchase is how much consumers will incorporate a brand into an alternative option when buying a product/service.
4. Consumption is how much consumers are still considering a brand while using the product/service competition.

### **2. Quality of Service**

Lewis & Booms (1983) stated that the quality of services as a measure of how good a given level of service that is able to correspond with customer expectations. Based on Thus definition, the quality of services can be realized through the fulfillment of customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Services in accordance with customer expectations it may appear to do a comparison prior to the services provided companies such as speed of service, consistency of service from time to time, convenience, and responsive to customer complaints.

Quality is a dynamic condition that affects the products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2007). So that the definition of quality of service can be interpreted as an effort to fulfill the needs and desires of consumers and delivery accuracy in balancing the expectations of consumers (Tjiptono, 2007).

Service quality can be determined by comparing the perceptions of consumers for services, which obviously they have received/obtained with the actual service they expect/want to attributes of an enterprise service. If the services received or perceived as expected, the quality service perceived good and satisfying, if the services received exceed the expectations of consumers, the perceived service quality is very good and quality. Vice versa if the services received are lower than expected, then the perceived poor service quality. According to Kotler (2002: 83), a definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. Production may be linked or not linked to a physical product. Service is the behavior of producers in order to meet consumer needs and desires in order to achieve customer satisfaction in itself. Kotler also said that the behavior can occur during, before and after the transaction occurred.

According to Kotler (2002), the quality of the services should start from the customer's needs and ends with customer satisfaction and positive perceptions of the quality of service. Parasuraman (1985) said customer satisfaction is the result of the perception of buyers regarding the quality of service. If the quality of service provides a suite with consumer perception, the higher the perceived consumer satisfaction.

Quality of service and customer satisfaction is a different concept with the argument that the perceived quality of service is a form of attitude, that a comprehensive evaluation in the long term, while satisfaction

indicates the size of a particular transaction. Therefore satisfaction takes place in a short period. The higher the perceived service quality, increased customer satisfaction (Karsono, 2007).

### **3. Consumer Perception**

Consumer perception is a process that makes a person choose, organize, and interpret the stimuli received into a meaningful and complete picture of the world.

From the definition above, we know that a person is motivated to buy is influenced by his perceptions of the situation, whereas what is perceived someone may be quite different from objective reality. Individuals may look at the same thing but perceive or describe it differently.

The stimuli or stimulus is a form of physical, visual or verbal communication that may affect individuals. Stimuli consisted of 2 (two) types:

Marketing Stimuli: any communication or physical stimuli designed to influence consumers. Product and components (such as packaging, content, physical characteristics) are the main stimuli. Communication designed to influence consumers are additional stimuli that represent products such as words, images, and symbols or through other stimuli associated with a product such as a price, product sales took place, and the influence of access. Environmental stimuli: physical stimuli that are designed to affect the environment.

Perception arises because of the stimulus from outside which will affect a person through the five senses tools namely sight, hearing, smelling, feeling and touch. The stimulus will be selected, organized and interpreted by each person in their own way.

According to Vandayuli (2003), one of the success factors of relationship marketing is the trust factor of the parties involved in the relationship. At the moment one believes the other party in inter-personal relationships, he will hang himself on the other party and will further raise its intention to maintain relationships represented in the form of loyalty buy (Dharmmesta and Indahwati, 2005).

Morgan and Hunt (1994) say that trust and commitment is the key intermediary in building loyalty. Meanwhile, research Ramadania (2002) obtained results that trust is an essential part for the formation of committees, and commitment have a tendency to fight preferences become a key pioneer for loyalty.

### **4. Purchasing Decisions**

The decision means the choice is a choice of two or more possibilities. However, almost not a choice between right and wrong, but that it often occurs is the choice between the "almost true" and that "possibly wrong". Although used to say the same decision with the choice, there are important differences between the two. The decision was a "real choice" for selection interpreted as a selection of destinations including options on how to achieve that goal, whether at the individual level or at the collective level. Decision relation to the process of the final state of a process that is more dynamic labeled decision. The decision is seen as a process because it consists of a series of related activities and not only regarded as a prudent action.

Furthermore, Amirullah (2002: 61) that: "The decision is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable." Decision-making is of significant importance for the reciprocation of an organization, especially for the future of an organization is determined by the current decision making. The importance of decision-making in terms of the power to make a decision as to whether to follow the pattern of centralization or decentralization. Decision-making in addition to terms of power also in terms of presence, namely the absence of decision-making theory administration, we can not understand, did predict the actions of management so we can enhance management effectiveness.

Machfoedz (2010: 44) argues that decision-making is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable. The assessment process usually begins with identifying key issues affecting the purpose, organizing, analyzing, and selecting the various alternatives and make decisions that are considered the best. The final step of the process is an evaluation system to determine the effectiveness of the decisions taken.

According to Swastha and Handoko (2008: 110) argues that: "The decision to purchase is a process in the purchase of real, whether to buy or not." Based on the pattern of the relationship between the type of business (issues), the highest and most businesses are low, then we can distinguish three levels of consumer decision-making as proposed by Amirullah (2002: 62) as follows:

1. Extensive problem-solving. At this level, the consumer is in dire need much more convincing information for decisions to be taken. Consumers, in this case, has had special criteria for goods to be chosen. Decision making also involves decisions extensive multi-choice and cognitive and behavioral efforts significantly. Finally, these decisions tend to require longer periods of time.
2. Limited problem-solving. At this level, the consumer does not so much need information, but consumers still have to look for more information to give faith. Usually, consumers who are at this level are always comparing with digging brand or goods kept information. Here fewer alternatives considered and similarly

with the process of integration required. Selection decisions involving limited usually quite fast, with rates of cognitive and behavioral attempts being.

3. Routinized response behavior. Because consumers have had much experience in buying, then the information is usually not necessary. The information sought is simply to compare the course, even though the decision was already thought of. Compared to another level, the behavior of the routine takes very little choice cognitive capacity or conscious control. Basically, the plan has been studied consumer decisions reactivated from memory and carried out automatically to generate consumer behavior.

### III. Research Methods

#### 1. Object of Research

The study was conducted in consumer PT. KreasiLangit. The company is serve manufacturing services company brochures, banners, billboards following installation. Besides, the company also conducted a web service through the company address.

#### 2. Population and Sample

The population is a generalization region consisting of the objects/subjects that have a certain quantity and characteristics defined by the researchers to learn and then drawn conclusions (Sugiyono, 2005). Samples were towing the majority of the population to represent the entire population, (Surakhmad, 1990).

The sample in Thus study is a consumer company being taken as much as 94 consumer companies that have used the services of the company. Thus sampling using accidental sampling.

### IV. Results and Discussion

#### 1. Effect of Brand Awareness And Quality Service To Repurchase

Linear analysis model can be based on calculations using SPSS program as follows.

**Table 1.** Results of the analysis of the first equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	17.568	2.349		7.478	.000
Brand Awareness	.712	.108	.450	6.590	.000
Service of Quality	.519	.064	.554	8.116	.000

a. Dependent Variable: Repurchase

Based on the tables above, the simultaneous structural equations can be described as follows:  $Y = 0,450X_1 + 0,554X_2$

**Table 2.** Calculate the F value equations simultaneously

Model	Sum of Squares	df	mean Square	F	Sig.
1 Regression	1723.338	2	861.669	64.503	.000b
Residual	1215.640	91	13.359		
Total	2938.979	93			

a. Dependent Variable: Repurchase

b. Predictors: (Constant), Quality Of Service, Brand Awareness

Based on the above table it is known that the value f calculated at 64.503 and significance of 0.00. Thus value is less than 0.05. Thus means that the variable brand awareness and service quality affects the simultaneous re-purchase. The magnitude of the effect of the independent variable on the dependent variable can be seen from the following values of r squared.

**Table 3.** Values r squared regression model first

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766a	.586	.577	3.65495

a. Predictors: (Constant), Quality of Service, Brand Awareness

Based on the above table it is known that the value of r squared of 58.5% meaning that the variable brand awareness and service quality affects the repurchase of 58.5% while the rest influenced by other variables that are not incorporated into the model equations.

**2. Effect of Brand Awareness on Repurchase**

The analysis results of the re-purchase brand awareness can be partially seen in the following table.

**Table 4. Results of the analysis of the second regression equation**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	25.912	2,758		9.395	,000
	Brand Awareness	,848	,139	,536	6.085	,000

a. Dependent Variable: Repurchase

The structural equation of the above data can be seen as follows:  $Y = 0,536X1$

Based on the chart above analysis it is known that the coefficient of 0.536 brand awareness. T value of 6.085. The significant value of 0.00. The significance value smaller than 0.05. Thus means that the brand awareness of variables affects the partial repurchase. The amount of influence on the re-purchase brand awareness can be seen in the following table.

**Table 5. Values r squared second equation**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,536a	,287	,279	4.77260

a. Predictors: (Constant), Brand Awareness

Based on the above table it can be seen r squared value of 0.287. Thus means that the effect of variables to repurchase the brand awareness of 28.7% and the rest influenced by other variables not included in the model equations.

**3. Effect of Quality of Service to Repurchase**

The analysis results of service quality to the partial repurchase can be seen in the following table.

**Table 6. Results of the analysis of the third regression equation**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	30.046	1,681		17.878	,000
	Service of Quality	,584	,076	,624	7.653	,000

a. Dependent Variable: Repurchase

The structural equation of the above data can be seen as follows:  $Y = 0,624X2$

Based on the chart above analysis it is known that service quality coefficient of 0.624. T value of 7.653. The significant value of 0.00. The significance value smaller than 0.05. Thus means that the variable quality of service affects the partial repurchase. The magnitude of the effect of service quality on repeat purchases can be seen in the following table.

**Table 7. The third equation r squared**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,624a	,389	,382	4.41803

a. Predictors: (Constant), Quality Of Service

Based on the above table it can be seen r squared value of 0.389. Thus means that the effect of variable quality of service to the purchase of 38.9% and the rest influenced by other variables not included in the model equations.

**4. Influence the Perception of Consumer Trust On Repurchase**

The analysis results of work on the perception of consumer trust partially re-purchase can be seen in the following table.

**Table 8. Results of the fourth regression equation analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	11.250	2,024		5,558	,000
	Perceptions of Trust	,749	,048	,852	15.582	,000

a. Dependent Variable: Repurchase

The structural equation of the above data can be seen as follows:  $Y = 0,852X3$

Based on the chart above analysis it is known that the perception of consumer trust coefficient of 0.52. T value of 15.582. The significant value of 0.00. The significance value smaller than 0.05. Thus means that the variable perception of consumer trust affects the partial repurchase. The amount of influence the perception of consumer trust in the re-purchase can be seen in the following table.

**Table 9. Values r squared fourth equation**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852a	.725	.722	2.96284

a. Predictors: (Constant), Perception of Trust

Based on the above table it can be seen r squared value of 0.725. Thus means that the influence of the variables of service quality to repurchase 72.5% and the rest influenced by other variables not included in the model equations.

**5. Influence of Brand Awareness on The Purchase Through the Perception of Consumer Trust**

The coefficient of the influence of brand awareness on the perception of consumer trust in the work can be seen in the following table:

**Table 10. The effect on the perception of the brand awareness of perception of consumer trust**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	18.310	2.773		6.603	.000
	Brand Awareness	1.197	.140	.665	8.546	.000

a. Dependent Variable: Perceptions of Trust

Based on the table above can be seen that the influence of the brand awareness to purchase is 0.536. The influence of brand awareness to purchase through service quality is  $0.665 \times 0.852 = 0.567$ . In Thus case, the indirect effect is greater than the direct effect so that it can be said that the perception of consumer trust variable working as an intervening variable.

**6. Influence of Service Quality On Repurchase Through Variable Perception of Consumer Trust**

The coefficient of perception of service quality to the perception of consumer trust in the work can be seen in the following table.

**Table 11. The coefficient of influence perceptions of service quality to the perception of consumer trust**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	24.239	1.559		15.552	.000
	Service of Quality	.820	.071	.770	11.591	.000

a. Dependent Variable: Perceptions of Trust

Based on the picture above it can be seen that the direct effect of service quality on repeat purchases is 0.624. While the influence of service quality on repeat purchases through the perception of consumer trust work is  $0.770 \times 0.852 = 0.656$ . In this case, the direct influence smaller than of indirect influence so that it can be said that the perception of consumer trust variable as an intervening variable.

**V. Conclusions and Suggestions**

**1. Conclusion**

Variable brand awareness and quality of service influence to repurchase simultaneously. F value calculated at 64.503 and significance of 0.00. Thus value is less than 0.05. R squared value of 58.5% meaning that the variable brand awareness and quality of service influence to repurchase 58.5% while the rest influenced by other variables that are not incorporated into the model equations.

Brand awareness variables affect the partial repurchase. T value of 6.085. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.287. Thus means that the effect of variables to repurchase the brand awareness of 28.7% and the rest influenced by other variables not included in the model equations.

Service quality variables affect the partial repurchase. T value of 7.653. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.389. Thus means that the effect of variable quality of service influence on the repurchase of 38.9% and the rest influenced by other variables not included in the model equations.

Variable perceptions influence the perception of consumer trust partially re-purchase. T value of 15.582. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.725. Thus means that the influence of the variables of service quality to repurchase 72.5% and the rest influenced by other variables not included in the model equations.

The influence of brand awareness to purchase is 0.536. The influence of brand awareness to purchase through service quality is  $0.665 \times 0.852 = 0.567$ . In thus case, the indirect effect is greater than the direct effect so that it can be said that the perception of consumer trust variable working as an intervening variable.

The direct effect of service quality on repeat purchases is 0.624. While the influence of service quality on repeat purchases through the perception of consumer trust work is  $0.770 \times 0.852 = 0.656$ . In thus case, the direct influence smaller than indirect influence so that it can be said that the perception of consumer trust variable as an intervening variable.

## 2. Suggestion

Brand awareness related to brand recall in the minds of consumers. Brand awareness is important for producers because consumers will tend to buy products that are known or remembered him. It can be increased to advertise goods or services so that consumers have the memory of the goods or services. In addition, consumers also need to have a unique knowledge of the goods or services are unique and thus can be done using the advertising methods.

Other activities profit increased purchases of services is to improve the quality of services. Quality of service as a measure of how good a given level of service that is able to correspond with customer expectations. Activities that improve quality of service done by increasing physical cleanliness and tidiness, attention to personal service, service that is easily accessible and guarantees good service.

Consumer perception should also be improved by considering the following matters as improving honesty seller in the transaction, increasing responsibilities seller to the buyer, and increase the confidence that the company has a good reputation.

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