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THE INFLUENCE OF BRAND AWARENESS AND WORD OF MOUTH TOWARDS CUSTOMER PURCHASE DECISION ON NIANCARE MASK

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ABSTRACT

Medical equipment is one of the most important needs in the COVID-19 pandemic situation. One type of medical device that is indispensable today is a medical mask. Currently, medical masks have many brands, from unknown mask brands to well-known brands. As Niancare masks are still classified as new brand mask, the customers purchase decision are still unstable. In order for Niancare mask to compete with other well-known brands mask, the company must be able to increase the brand awareness and word of mouth so that customers can make purchasing decisions on Niancare brand mask. This study aims to determine whether there is an influence of brand awareness and word of mouth towards customer purchase decision of Niancare mask. This study uses a quantitative method by distributing questionnaires to 120 respondents who have ever bought and used Niancare mask. The data analysis method used is multiple linear regression by using SPSS version 25. The results showed that brand awareness and word of mouth simultaneously have significant influence towards customer purchase decision of Niancare mask. The results also showed that brand awareness partially has a significant influence towards customer purchase decision of Niancare mask as well as word of mouth partially has a significant influence towards customer purchase decision of Niancare mask. The most dominant factor of the two independent variables is word of mouth. This means, the higher the level of positive word of mouth and the greater the intensity of word of mouth, the higher the level of customer purchasing decision on Niancare brand mask.

Keywords: Brand Awareness, Word of Mouth, Customer Purchase Decision

INTRODUCTION

In this globalization era, every company faces the intense competition between companies which it requires them to compete to win the competition. Every company needs to conduct the right marketing strategy to survive and win the tight competition. Basically, the more competitors out there, means the more options for consumers to choose a brand that match their expectations. Therefore, companies need to know what consumers really need and expect from the brand. Before consumer decided that they would make a purchase, they will first go through a process which includes getting information from relatives, seeking the benefits of the product and comparing one product to another. After going through all these processes, then the customers will make a purchase decision on a product. Sometimes the problem that can occur is that the company doesn't know what the customer's needs and expectations are exactly, thus making them lose to other companies.

One type of business that has increased very rapidly today is the health business. Covid-19 pandemic is still going with the number of new cases increasing every day. In this situation, there are some companies that try to sell health stuff related to this condition such as mask, drugs, vitamins, sanitizer and others using their own brand. It is very important for a business to continue to grow by knowing the current and future needs of customers. For instance, nowadays, mask is on high demand because everyone needs mask to protect themselves and others. Therefore, some companies started to sell mask which the mask can be self-produced by a company, or they take it from reseller and resell it. Although, the company just started to sell mask, they have to make sure that customers aware of the mask's brand. Besides the brand

awareness, word of mouth is also very important in order for the customer to consider making a purchase decision. Moreover, every company definitely aims to make their sales increase by making sure that customer will make a purchase decision. Therefore, it is undeniable that brand awareness and word of mouth have an influence in customer purchase decision.

In general, every company expects high customer purchasing decision, because with high purchasing decisions, the products marketed will be sold out soon (Pradiptaningtyas & Hermani, 2017). According to (Indriany & Juanim, 2018), customer purchase decisions begin when the desire to buy a product arises. There are factors that influence purchase decisions such as family, desired price, information provided and advantages or benefits that can be obtained from the product or service. (Marcelino, 2020) stated that the achievement of the company's goals is marked by the number of consumers who make a purchase or transaction on the product. It means that if the numbers of people who decide to buy the product is high, then the company's goals are achieved. Conversely, if the number of people who decide to buy the product is low, then the company's goals have not been achieved and can result in decreased sales.

One of the factors that influence customer purchase decision is brand awareness. Brand awareness is the ability of potential consumers to be able to recognize or recall that a brand is part of a certain product category (Krisnawati, 2016). According to (Wiyani, 2017), consumers are more often to buy products with a brand they are familiar with because they feel safe with something that is already well-known. They also stated that most of the people assume that a well-known brand is known to be more reliable, always available, easy to find, and undoubted quality. According to (Dayanti et al., 2020), if a consumer already recognizes a brand, it will have a very big influence for consumers when making a decision to buy or not buy the product. According to (Inayati & Wahyuni, 2017), stated that strong brand awareness can make it difficult for consumers to switch to another brand.

Besides brand awareness, word of mouth is also one of the factors that can influence customer purchase decision. According to (Joesyiana, 2018), word of mouth is a communication from mouth to mouth about the assessment or view of a product or service, both individually or group that aims to provide personal information. It is also stated that word of mouth is one of the most effective strategies which is very influential in consumer decisions in purchasing a product or service. According to (Yusuf & Abdulhaji, 2020), when individuals or other personal sources we already know tell us about positive things towards a product, then the consumer's decision to purchase a product is high. On the other hand, when personal sources that we know give negative opinions about a product, then the consumer's decision to purchase a product is low. From the statement before, it can be assumed that consumers will make a purchase decision of a product if the brand is familiar or well-known. Besides of the brand awareness, customers will also be more interested in making a purchase decision if an individual give a positive word of mouth about the product. The more people who consider making purchasing decision, then it will increase the company's sales.

As seeing the emergence of various masks' brands and the existence of well-known masks' brands today, it is a bit difficult for a customer to recall their mask's brand. It is because Niancare mask is not in the customer's top of mind when it comes to buy mask. Some customers will prefer to buy the brand named Sensi because this brand is already famous and a lot of people use that brand. It can be said like that because wherever we go, we will see and find people who wear the Sensi brand. The existence of Sensi made Niancare unable to compete with them because people are more familiar with Sensi rather than Niancare which resulted in low purchasing decision on Niancare masks. Another problem is it is quite rare to find people who wear Niancare mask because customer prefer to wear other brand that they usually use. In addition, this company initially only distributed drugs and vitamins and customers still don't know that now they also sell their own brand of masks to end-customer. This is because the

company doesn't try to make like a campaign or slogan about their mask which can increase people's awareness about their mask.

There are also problems in the word of mouth marketing in which there is a customer who wants to talk about this mask but she doesn't have any topics to talk about because the company doesn't provide any benefit for other customers who want to buy the mask. For instance, the company doesn't give the customers special offer or maybe a discount if they purchase more than one box of masks, which makes people lazy to recommend this mask's brand to others. Another problem is that there is a customer who creates a negative word of mouth about this mask. Customer who have used this mask's brand say that only the color of the mask is good but when it is worn it feels uncomfortable because the mask material is too thick, making it difficult for people to breathe. The negative word of mouth would affect the customer decision in making purchase of this mask's brand, especially if the customer heard the negative word of mouth from family, friends or even relatives, which would result in the customer doesn't want to make a purchase decision on the mask. Based on the problems that arise, the writer will do a research and the research is conducted to find out how brand awareness and word of mouth can influence customer purchase decision on Niancare mask.

METHODS

This research examined whether brand awareness and word of mouth have influence towards customer purchase decision on Niancare mask. The populations in this research are the customers who have ever bought Niancare mask, whose age from 18 to 60 years old and domiciled in Medan. However, given the fact that the population is very large, so the writer used non-probability sampling, particularly purposive sampling.

According to (Hair et al., 2010), the number of samples must be adjusted with the number of statement indicators analyzed in the questionnaire, by taking at least 5-10 times number of indicators. This is used because the population size is not known with certainty. In this study the numbers of items are 24, so that by using estimates based on the number of parameters, the sample size obtained is a minimum of 120 respondents and a maximum of 240 respondents. The sample sizes that will be used in this research are 120 respondents. The researcher uses 120 respondents because in the previous research the average sample they used is 100 respondents.

In this research, the writer collected the primary data using a questionnaire. The questionnaire is distributed online through Google form with 24 question. According to the sampling technique used in this research which is purposive sampling, there are criteria that must be met by individuals before filling out the questionnaire, namely: (1) customers who domiciled in Medan, (2) age from 18 to 60 years old, and (3) have ever bought and used Niancare masks more than 3 times. While for the secondary data is obtained through books, journal, and previous research samples that related to this research. Before distributing the questionnaire to the samples, it was pre-tested on 30 respondents to ensure the validity and reliability. The validity test was carried out using Pearson Correlation and the reliability test was carried out using Cronbach Alpha. Both of these test were analyzed by using SPSS Version 25.

After testing the statements' validity and reliability, there are some tests that also need to be conducted in this research by using SPSS Version 25. First, the classical assumption test consist of: (1) Normality test, graphic analysis and statistical analysis were used. Graphic analysis can be done with 2 tools in testing the normality of the data distribution which are using normal probability plot and histogram. Statistical analysis were using One-Sample Kolmogorov Smirnov where: If Asymp. Sig. (2-tailed) value > 0.05, it means the data is normally distributed. If Asymp. Sig. (2-tailed) value < 0.05, it means the data is not normally distributed. (2) Heteroscedasticity test, the test were using Scatterplot and Glejser test. If the

significant value > 0.05, it means heteroscedasticity does not occur. If the significant value < 0.05, it means heteroscedasticity does occur. (3) Linearity test, two variables are said to have a linear relationship if the significance (linearity) is less than 0.05. (4) Multicollinearity test. The test was carried out by looking at the tolerance value and the variant inflation factor (VIF). If the tolerance values > 0.10 or the VIF < 10, it can be concluded that there is no multicollinearity. If the tolerance values < 0.10 or the VIF > 10, it can be concluded that there is multicollinearity.

Multiple linear regression test, the common equation: $Y = a + b_1X_1 + b_2X_2$. Next is the coefficient of determination test, the formula is: $D = r^2 \times 100\%$, where: D = Determination and r^2 = Coefficient of Determination. Lastly is the hypothesis testing. There were two (2) test in the hypothesis testing which are F-test and t-test. The criteria for the F-test (simultaneous test) are as follows:

- H_0 accepted and H_a rejected if $F_{count} < F_{table}$ or if Prob. F > 0.05
- H_0 rejected and H_a accepted if $F_{count} > F_{table}$ or if Prob. F < 0.05

The criteria for the t-test (partial test) are as follows:

- H_0 accepted and H_a rejected if $t_{count} < t_{table}$ or if t sig. > 0.05
- H_0 rejected and H_a accepted if $t_{count} > t_{table}$ or if t sig. < 0.05.

RESULTS AND DISCUSSION

Validity Test

Validity test is used to measure whether the statement in this research is valid and can be used to measure what needs to be measured in the research. The following table shows that all of the statement is valid because r_{count} is greater than r_{table} .

Table 1. Validity Test Results

Variables	No.	Validity Value (r_{count})	Critical Value (r_{table})	Criteria	Result
Brand Awareness	S1	0.684	0.361	$r_{count} > r_{table}$	Valid
	S2	0.557			Valid
	S3	0.522			Valid
	S4	0.572			Valid
	S5	0.846			Valid
	S6	0.685			Valid
	S7	0.658			Valid
	S8	0.725			Valid
Word of Mouth	S1	0.735	0.361	$r_{count} > r_{table}$	Valid
	S2	0.722			Valid
	S3	0.838			Valid
	S4	0.645			Valid
	S5	0.838			Valid
	S6	0.464			Valid
Customer Purchase Decision	S1	0.569	0.361	$r_{count} > r_{table}$	Valid
	S2	0.792			Valid
	S3	0.845			Valid
	S4	0.802			Valid
	S5	0.696			Valid
	S6	0.770			Valid
	S7	0.759			Valid

	S8	0.821			Valid
	S9	0.832			Valid
	S10	0.604			Valid

Source: Prepared by the Writer (SPSS V.25, 2021)

Reliability Test

Reliability test is used to measure whether the statement in this research is reliable and can give relatively the same results if repeated measurements are made. The following table shows that the all the statement is reliable because the Cronbach’s Alpha is greater than 0.6.

Table 2. Reliability Test Results

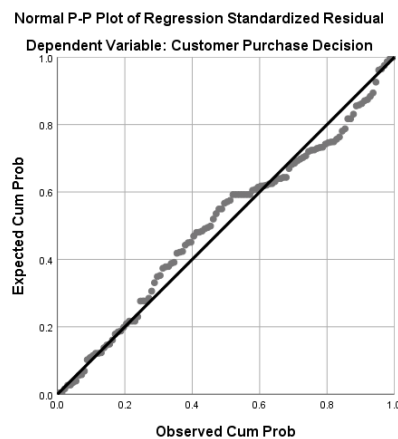
Variable	Cronbach’s Alpha	N of items
Brand Awareness	0.870	8
Word of Mouth	0.769	6
Customer Purchase Decision	0.892	10

Source: Prepared by the Writer (SPSS V.25, 2021)

Classical Assumption Test

Normality Test Result

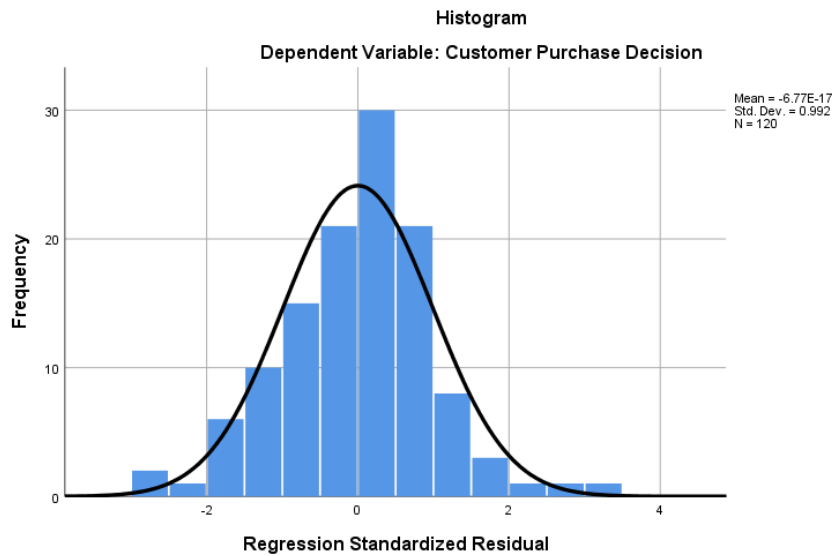
a. Graphic Analysis



Source: Prepared by the Writer (SPSS V.25, 2021)

Figure 1. Normal P-P Plot of Normality Test

As it can be seen from the figure above, the points spread around the diagonal line and follow the direction of the diagonal line which it can be concluded that the data is normally distributed.



Source: Prepared by the Writer (SPSS V.25, 2021)

Figure 2. Histogram Normality Test

The figure above is the histogram normality test and it shows the bell shaped curve which it can be concluded that the data is normally distributed.

b. Statistical Analysis

The statistical analysis will be using One-Sample Kolmogorov Smirnov. The following table shows the result of 0.081 which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Test

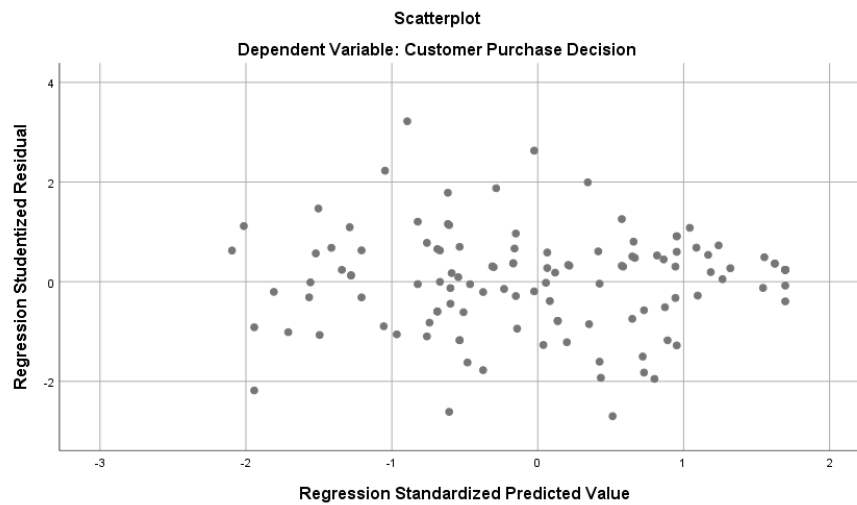
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.19257722
Most Extreme Differences	Absolute	0.077
	Positive	0.077
	Negative	-0.076
Test Statistic		0.77
Asymp. Sig. (2-tailed)		0.081 ^c
a. Test Distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction		

Source: Prepared by the Writer (SPSS V.25, 2021)

Heteroscedasticity Test Result

a. Graphic Analysis

The figure below shows that the spread of the data doesn't form a clear pattern and the dots spread above, below and around the number 0. Therefore, it can be concluded that there is no heteroscedascity in the regression model.



Source: Prepared by the Writer (SPSS V.25, 2021)

Figure 3. Scatterplot

b. Statistical Analysis

The table below shows the heteroscedasticity test using Glejser test. The table shows that the Sig. value of brand awareness is 0.932 and the Sig. value of word of mouth is 0.198 which both of the result is greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

Table 4. Glejser Test

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.748	1.131		4.198	0.000
	Brand Awareness	0.004	0.051	0.013	0.086	0.932
	Word of Mouth	-0.105	0.081	-0.200	-1.296	0.198

a. Dependent Variable: ABSRES

Source: Prepared by the Writer (SPSS V.25, 2021)

Linearity Test Result

The table below shows that the linearity Sig. result is 0.000 which it is lesser than 0.05 and the deviation from linearity Sig. result is 0.225 which it is greater than 0.05. Therefore, it can be concluded that there is a linear relationship between variable X_1 and Y.

Table 5. Linearity Test between Variable X_1 and Y

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
	(Combined)	3621.421	22	164.610	12.128	0.000

Customer Purchase Decision * Brand Awareness	Between Groups	Linearity	3263.581	1	3263.581	240.448	0.000
		Deviation from Linearity	357.840	21	17.040	1.255	0.225
	Within Groups		1316.571	97	13.573		
	Total		4937.992	119			

Source: Prepared by the Writer (SPSS V.25, 2021)

The table below shows that the linearity Sig. result is 0.000 which it is lesser than 0.05 and the deviation from linearity Sig. result is 0.145 which it is greater than 0.05. Therefore, it can be concluded that there is a linear relationship between variable X₂ and Y.

Table 6. Linearity Test between Variable X₂ and Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Purchase Decision * Word of Mouth	Between Groups	(Combined)	3702.814	15	246.854	20.785	0.000
		Linearity	3462.277	1	3462.277	291.518	0.000
		Deviation from Linearity	240.538	14	17.181	1.447	0.145
	Within Groups		1235.178	104	11.877		
	Total		4937.992	119			

Source: Prepared by the Writer (SPSS V.25, 2021)

Multicollinearity Test Result

The table below shows the multicollinearity test result where the tolerance values is 0.346 which is higher than 0.10 and the VIF value is 2.893 which is lower than 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Table 7. Multicollinearity Test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.624	1.778		4.287	0.000		
	Brand Awareness	0.401	0.080	0.392	5.035	0.000	0.346	2.893
	Word of Mouth	0.852	0.128	0.520	6.672	0.000	0.346	2.893

a. Dependent Variable: Customer Purchase Decision

Source: Prepared by the Writer (SPSS V.25, 2021)

Multiple Linear Regression

Table 8. Multiple Linear Regression Result

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		

1	(Constant)	7.624	1.778		4.287	0.000
	Brand Awareness	0.401	0.080	0.392	5.035	0.000
	Word of Mouth	0.852	0.128	0.520	6.672	0.000
a. Dependent Variable: Customer Purchase Decision						

Source: Prepared by the Writer (SPSS V.25, 2021)

The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 7.624 + 0.401X_1 + 0.852X_2$$

Based on the table above, the regression equation can be described as follows:

1. The constant (a) is 7.624, which means that if the variable of brand awareness (X₁) and word of mouth (X₂) is zero, then the variable of customer purchase decision (Y) will increase by 7.624.
2. The regression coefficient of brand awareness (X₁) is 0.401, which means that if the variable of brand awareness is increase by 1, then the variable of customer purchase decision (Y) will increase by 0.401.
3. The regression coefficient of word of mouth (X₂) is 0.852, which means that if the variable of word of mouth is increase by 1, then the variable of customer purchase decision (Y) will increase by 0.852.

In conclusion, there is a relationship between the brand awareness (X₁) and customer purchase decision (Y) which means the increase of brand awareness variable value will also increase the customer purchase decision variable value and vice versa, the decrease of brand awareness variable value will also decrease the customer purchase decision variable value. It is also the same between word of mouth (X₂) and customer purchase decision (Y), in which the increase of word of mouth variable value will also increase the customer purchase decision variable value and the decrease of word of mouth variable value will also decrease the customer purchase decision value.

Coefficient of Determination Test Result

Table 9. Coefficient of Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.869 ^a	0.754	0.750	3.220
a. Predictors: (Constant), Word of Mouth, Brand Awareness				
b. Dependent Variable: Customer Purchase Decision				

Source: Prepared by the Writer (SPSS V.25, 2021)

The table above shows that the adjusted R square is 0.750, in which the coefficient of determination value is 75% with the calculation as follows:

$$D = r^2 \times 100$$

$$D = 0.750 \times 100\%$$

$$D = 75\%$$

So, it can be concluded that brand awareness and word of mouth have an influence toward customer purchase decision by 75% while the other 25% is influenced by other factors, like product quality, brand image, promotion and more.

Result of Hypothesis Testing

F-test (Simultaneous Test)

Table 10. F-test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3725.078	2	1862.539	179.664	0.000 ^b
	Residual	1212.913	117	10.367		
	Total	4937.992	119			
a. Dependent Variable: Customer Purchase Decision						
b. Predictors: (Constant), Word of Mouth, Brand Awareness						

Source: Prepared by the Writer (SPSS V.25, 2021)

The table above shows that the Sig. value is 0.000 which is lower than 0.05. Therefore, it can be concluded that the hypothesis of H_{a1} is accepted which means that brand awareness and word of mouth simultaneously have a positive and significant influence towards the customer purchase decision.

Besides, F-test also can be done by comparing F_{count} and F_{table} . The criteria is if $F_{count} > F_{table}$, then the independent variables simultaneously have a significant influence on the dependent variable.

$$F_{table} = k; n - k$$

$$F_{table} = 2; 120-2$$

$$F_{table} = 2; 118$$

From the F distribution table, the result is 3.07, while the F_{count} result shown in the table 10 is 179.664 which are greater than 3.07. Therefore, it can be concluded that the hypothesis of H_{a1} is accepted which means that brand awareness and word of mouth simultaneously have a positive and significant influence towards the customer purchase decision.

t-test (Partial Test)

Table 11. t-test Result

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.624	1.778		4.287	0.000
	Brand Awareness	0.401	0.080	0.392	5.035	0.000
	Word of Mouth	0.852	0.128	0.520	6.672	0.000
a. Dependent Variable: Customer Purchase Decision						

Source: Prepared by the Writer (SPSS V.25, 2021)

The table above shows that the Sig. value of brand awareness (X_1) and word of mouth (X_2) both are 0.000 which is lower than 0.05. Therefore, it can be concluded that both hypothesis H_{a2} and H_{a3} are accepted which means that brand awareness has a positive and significant influence towards the customer purchase decision and word of mouth has a positive and significant influence towards the customer purchase decision.

Besides, t-test also can be done by comparing t_{count} and t_{table} . The criteria is if $t_{\text{count}} > t_{\text{table}}$, then there is a significant influence between each independent variable towards the dependent variable.

$$t_{\text{table}} = \frac{\alpha}{2}; n - k - 1$$

$$t_{\text{table}} = \frac{0.05}{2}; 120 - 2 - 1$$

$$t_{\text{table}} = 0.025; 117$$

From the t distribution table, the result is 1.98045. From the table 11, it shows that the brand awareness t_{count} result is 5.035 and the word of mouth t_{count} result is 6.672 which both of the t_{count} result are greater than 1.98045. Therefore, it can be concluded that both hypothesis H_{a2} and H_{a3} are accepted which means that brand awareness has a positive and significant influence towards the customer purchase decision and word of mouth has a positive and significant influence towards the customer purchase decision.

DISCUSSION

The Influence of Brand Awareness and Word of Mouth towards Customer Purchase Decision

From the hypothesis test which is F-test, it is confirmed that brand awareness and word of mouth simultaneously have a positive and significant influence towards the customer purchase decision of Niancare Mask. This research result is in line with the theory from (Yusuf & Abdulhaji, 2020), which stated that there are two factors that have the biggest influence in consumer purchasing decision which are brand awareness and word of mouth. When customers start wanting to decide to choose a product or service, these two factors are really function in the process of decision-making.

The Influence of Brand Awareness towards Customer Purchase Decision

From the hypothesis test which is t-test, it is confirmed that brand awareness has a positive and significant influence towards the customer purchase decision of Niancare Mask. This result is supported from the previous research conducted by (Andrian, 2018) which also stated that brand awareness has a positive and significant effect towards purchasing decisions.

The Influence of Word of Mouth towards Customer Purchase Decision

From the hypothesis test which is t-test, it is confirmed that word of mouth has a positive and significant influence towards the customer purchase decision of Niancare Mask. This result is supported from the previous research conducted by (Adiputra & Prijati, 2017) which also stated that word of mouth has a positive and significant influence towards customer purchasing decision.

CONCLUSION

Based on the data analysis result and the discussion that has been elaborated in the previous chapter, it can be concluded that there is a positive and significant influence of brand awareness and word of mouth towards customer purchase decision. Therefore, all hypotheses in this research are accepted, which are:

1. Brand awareness and word of mouth simultaneously have a positive and significant influence towards customer purchase decision.
2. Brand awareness has a positive and significant influence towards customer purchase decision.

3. Word of mouth has a positive and significant influence towards customer purchase decision.

It is also proven that there is a strong relationship between brand awareness towards customer purchase decision where if the brand awareness variable value increase by one, the customer purchase decision variable value will also increase and vice versa. It is also the same between word of mouth and customer purchase decision, where if the word of mouth variable value increase by one, the customer purchase decision variable value will also increase and vice versa. In addition, between the two independent variables which are brand awareness and word of mouth, the variable of word of mouth is the most dominant/influential variable towards customer purchase decision.

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