

# THE EFFECT OF BRAND ASSOCIATIONS, BRAND LOYALTY AND BRAND AWARENESS ON BRAND EQUITY ON SCARLETT WHITENING PRODUCTS (Case Study On Consumers Of Scarlett Whitening Products In Semarang City)

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## ABSTRACT

The purpose of this study was to determine the effect of brand associations, brand loyalty and brand awareness on brand equity in Scarlett Whitening products in Semarang City. The population in this study are consumers who have or are currently using scarlett whitening who live in the city of Semarang. With a sample of 100 respondents with a minimum age of 17 years. The method used in this research is purposive sampling method. The data analysis technique used in this study is multiple linear regression analysis assisted by the SPSS version 25 program. The results of this analysis show that brand associations have a positive and significant effect on brand equity, brand loyalty has a positive and significant effect on brand equity and brand awareness has a positive and significant effect on brand equity. significant to brand equity.

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## 1. INTRODUCTION

The development of beauty products in the modern era in recent times, especially in Indonesia, is growing very rapidly. With the development of beauty products, competition in the beauty product business world is getting tougher. Beauty products have indeed become one of the primary needs for women, not only to support appearance to look beautiful and attractive, but also have become a lifestyle.

According to the Zap Beauty Index survey in 2020, Indonesian women cannot be separated by beauty trends. This trend will continue to move with the times. With the population of Indonesia reaching 267 million people with a population of 130 million being women, making Indonesia a lucrative market for beauty products. This lifestyle is what makes women always aware of maintaining their appearance, but along with the times at this time not only women who pay attention to appearance, men also pay attention to appearance. Indonesia is one of the large cosmetic markets, so the business is prospective and very promising. This is what makes companies create new innovations by making products that can not only be used for women only, but men can also use it. Things like this make the company will continue to make new products and improve innovation in order to compete in the market. With the intense competition in the beauty industry, many new beauty brands are present, especially in recent years many beauty products with local brands have emerged with good quality, so it is not surprising that the local beauty industry is now growing. One of them is the product "Scarlett Whitening".

Scarlett whitening is a local product from Indonesia that was founded in 2017 which is owned by a beautiful artist named Felicya Angelista produced by PT. The Motto of the Eternal Banyan-Bogor. Scarlett whitening has the main function of brightening the skin which is made from its main ingredient, namely Glutathione (GSH). Glutathione (GSH) itself is the best Master Antioxidant if you want to brighten your skin safely and quickly, this is the quality advantage of Scarlett whitening products. In addition, Scarlett Whitening itself has a halal certificate and is licensed by BPOM, Scarlett Whitening has many variations such as body care, facial care and hair care that offer different benefits that can be chosen according to the needs of consumers. Many things have been done by manufacturers of the scarlett whitening brand to become one of the brands that are very popular with Indonesian consumers, including carrying out various innovations to maintain the quality of their products. In addition, consumers of certain brands represent the overall consumer perception of the brand that is formed because of the information obtained and the consumer's experience of a particular brand.

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A company needs to have a good product identity among other competitors. The company certainly forms a product identity through brand competition to gain market share. The way to manage the brand is to form a brand platform through strong brand equity, so that it can develop a brand presence in the competition for a long time. According to Kotler and Keller brand equity is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand, as well as the price, market share and profitability that the brand provides for the company. Kotler and Keller (2009:263).

Brands are valuable assets for companies that must be widely recognized and are very important reasons for consumers to choose a brand, which plays a very important role as a tool for the difference and uniqueness of a product. Brand equity has greater trust in certain brands than competing brands, thereby increasing loyalty and willingness to pay high prices. (Sasmita & Suki, 2015). The results of previous research conducted by Nugroho, Insani and Cahyaningrum (2020) stated that brand associations had a positive effect on brand equity. while research conducted by Adiputra (2018) states that brand loyalty has a positive effect on brand equity. Research conducted by Pratama and Irda (2022) states that brand awareness has a positive effect on brand equity. This research aims to determine the extent of the influence of brand associations, brand loyalty and brand awareness on brand equity in Scarlett Whitening products in Semarang City.

## 2. LITERATURE REVIEW

### 2.1 BRAND

According to Philip Kotler (2002: 460) "Branding is an art and the most important part in marketing". The American Marketing Association defines a brand as a name, term, sign, symbol, design or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. According to David A. Aaker in Durianto, Sugiarto & lie (2004) states that a brand provides "value" so that the total value of "branded" products will be higher than products that are assessed solely objectively. According to Rangkuti (2002:2), a brand is generally divided into several parts, namely: 1. Brand name, 2. Brand mark, 3. Trade mark, 4. Copyright create).

### 2.2 Brand Equity

According to Kotler and Keller (2009) in Firmansyah (2019:149) brand equity is the added value given to products and services. Brand equity is reflected in the way consumers think, feel and act in a brand as well as the price, market share and profitability that brands provide to companies. According to Sangadji & Sopiah (2013:63) brand attitude is an important aspect of brand equity. Brand equity concerns the value of a brand for marketers and consumers. From a marketer's point of view, brand equity implies greater profits, cash flow and market share. Meanwhile, from the consumer's point of view, brand equity involves a strong positive brand attitude (a good evaluation of a brand) based on trust and a good meaning that can be accessed in the consumer's memory. According to Firmansyah (2019:151-152), there are 4 dimensions of brand equity that can be used as indicators in terms of assessing brand equity, including:

1. Brand Awareness (Brand Awareness).
2. Perceived Quality (Perceived Quality).
3. Brand Association (Brand Association).
4. Brand Loyalty.

### 2.3 Brand Association

According to Aaker (1996:160) in Rangkuti (2002:43) brand associations are all things related to brand memory. The association with a brand will be stronger if it is based on a lot of experience or promotes to communicate to consumers. Various associations that are remembered by consumers can be assembled to form an image about the brand or brand image in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency in brand image or also known as brand personality. The brand associations inherent in the company and its brands become a key long-lasting business asset because of the strategic positioning of the brand. Brand association is everything that is directly or indirectly related to the customer's memory of the brand. Product attributes and benefits for customers are associations that have real relevance because they provide reasons to buy so that they become the basis for brand loyalty (Aaker A 2013:208). The dimensions of the brand association (brand association) by Keller (2003) are:

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1. Favorability of brand association
2. Strength of brand association
3. Uniqueness of brand association

#### **2.4 Brand Loyalty**

According to Peter & Jerry (2000:161) brand loyalty (brand loyalty) is a very important concept. Especially with a very low level of market but the level of competition is very tight, the presence of very loyal consumers to the brand is needed for the company to survive and efforts to maintain it are often a more effective strategy than attracting new customers. Brand loyalty is the basis of brand equity created by several key factors such as user experience. Loyalty is influenced by other dimensions, including brand equity, namely brand awareness, associations and the impression of quality or association attributes. Consumers readily accept things as they are if the interest is more in the short-term seller than in building and maintaining equity. By considering brand loyalty, companies must encourage to treat customers as brand assets (Susanto & Himawan, 2004:129). According to Nancy Giddens (2002) in Putri et.al. (2021:110) brand loyalty indicators, namely:

1. Commit to the brand
2. Dare to pay more for a brand than other brands
3. Invite other people to buy
4. If you make a repeat purchase of a product, you don't take into account
5. Always update news related to the brand
6. Customers can be the spokesperson of the brand and it is a free promo

#### **2.5 Brand Awareness**

Brand Awareness is describing the existence of the brand itself in the minds of consumers, which can be a determinant in several categories and usually has a key role in brand equity. Raising awareness is a mechanism for expanding the brand's market. Awareness also affects perception and behavior. Brand awareness is a key of brand assets or an opening key to enter other elements. So if the awareness is very low, it is almost certain that the brand equity is also low (Durianto, Sugiarto & lie 2004). According to Sumarwan (2013:123) brand awareness (brand awareness) which shows the ability of a consumer to know and remember a brand part of a particular product category. Brand awareness consists of elements: the top of mind (top of mind), recalling the brand (brand recall), recognizing the brand (brand recognition), and not analyzing the brand (brand unaware). The peak of the mind is a concept that shows the brand is first remembered and appears in the minds of consumers. When consumers mention the second brand, third brand and other brands from the product category in question, then those brands are referred to as brand recall. If the consumer is helped by showing him the brand of the product and the consumer is asked if he knows the brand, if the consumer recognizes the brand of the product, it is called brand recognition. According to Firmansyah (2019: 40), there are four indicators that can be used to find out how far consumers are aware of a brand, namely:

1. Recall
2. Recognition
3. Purchase
4. Consumption

### **3 METHOD**

#### **3.1 Research design**

The research method is the steps that must be owned and carried out by researchers to collect data or information and investigate the data obtained in order to fulfill research objectives. The research used in this research is quantitative research. Quantitative research is in the form of data in the form of numbers or qualitative data raised (scoring), this is used to test or confirm theories and assumptions. The quantitative research method proposed by Sugiyono 2012 (in Siyoto & Ali 2015:17-18) is defined as a research method based on the philosophy of positivism.

#### **3.2 Population and Sample**

The population in this study are consumers who have or are currently using Scarlett Whitening products who live in the city of Semarang. The sample that will be used for this research is 100 respondents. In this study using a sampling technique that is purposive sampling technique.

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### 3.3 Data Types and Sources

There are 2 types of data sources used in this study, namely primary and secondary data. Primary data in this research data obtained from the distribution of questionnaires to be carried out by researchers. The questionnaire that will be used by the researcher is a closed type of questionnaire, namely the researcher provides questions and answers then the respondent will answer according to the conditions experienced. Secondary data, which has been processed, will be collected by the researcher as research data for the researcher concerned.

## 4. RESULTS AND DISCUSSION

### 4.1 Validity test

The validity test in this study used factor analysis Kaiser–Major–Olkin Measure Of Sampling Adequacy (KMO MSA) test. the desired value must be  $> 0.50$  for factor analysis to be carried out, but for forming a correlation whose magnitude has been agreed upon is 0.4 then each indicator statement is declared valid. The results of validity testing with the help of the SPSS version 25 program can be seen in the following table:

Tabel 1 Validity Test Results

Variabel	Indikator	KMO	Loading Faktor	Keterangan
Asosiasi merek	X1.1	0,648	0,759	Valid
	X1.2		0,826	Valid
	X1.3		0,755	Valid
Loyalitas merek	X2.1	0,829	0,730	Valid
	X2.2		0,710	Valid
	X2.3		0,876	Valid
	X2.4		0,772	Valid
	X2.5		0,686	Valid
	X2.6		0,826	Valid
Kesadaran merek	X3.1	0,646	0,824	Valid
	X3.2		0,822	Valid
	X3.3		0,785	Valid
	X3.4		0,699	Valid
Ekuitas merek	Y1.1	0,743	0,725	Valid
	Y1.2		0,867	Valid
	Y1.3		0,819	Valid
	Y1.4		0,815	Valid

Based on the results of the validity test, it can be stated that the calculation results of all the variables used in this study have a KMO value  $> 0.50$  this indicates that the sample criteria are said to be quite fulfilled, so that factor analysis can be carried out. Meanwhile, the indicators for all variables have a Loading Factor value of  $> 0.4$ , so that all indicators are declared valid and feasible as indicators of research variables.

### 4.2 Reliability Test

The reliability test is said to have Cronbach's Alpha value  $> 0.6$  then the research instrument is reliable. The results of the reliability of SPSS version 25 data processing can be seen below:

Table 2 Reliability test results

Variabel	Cronbanch alpha	nilai	keterangan
Asosiasi merek (X1)	0,664	$>0,6$	Reliabel
Loyalitas Merek (X2)	0,857	$>0,6$	Reliabel
Kesadaran Merek (X3)	0,787	$>0,6$	Reliabel
Ekuitas Merek (Y)	0,820	$>0,6$	Reliabel

Based on the reliability test, it can be seen that the brand association variables, brand loyalty and brand awareness have a Cronbach's Alpha value > 0.6, so the brand association variables, brand loyalty and brand awareness are reliable.

#### 4.3 Analisis Regresi Linier Berganda

This regression analysis was used to determine the effect of brand association variables, brand loyalty and brand awareness on brand equity variables on Scarlett Whitening products in Semarang City. Based on the calculation of the SPSS version 25 program, it can be seen as follows:

Table 3 Multiple Linear Regression Analysis Results

Variable	Koefisien Regresi (Beta)	t	Sig.	Information
The Effect of Brand Association (X1) On Brand Equity (Y)	0,144	2,194	0,031	H1: Positive and significant effect
Effect of Brand Loyalty (X2) On Brand Equity (Y)	0,170	2,469	0,015	H2: Positive and significant effect
The Effect of Brand Awareness (X3) On Brand Equity (Y)	0,641	8,371	0,000	H3: Positive and significant effect

*Dependent variabel* : Brand Equity  
 Adjusted R<sup>2</sup> = 705  
 F<sub>hitung</sub> = 79,962, Sig = 000<sup>b</sup>

Based on the results of multiple linear regression analysis, the results of multiple linear regression analysis are as follows:

$$Y = 0,144X1 + 0,170X2 + 0,641X3$$

From the results of the multiple linear regression equation shows that:

- Brand association variable (X1) has a positive influence on brand equity (Y) of 0.144. This variable has the smallest positive effect on brand equity.
- Brand loyalty variable (X2) has a positive influence on brand equity (Y) of 0.170. This variable has the greatest positive effect on brand equity.
- Brand awareness variable (X3) has a positive influence on brand equity (Y) of 0.641. This variable has the greatest positive effect on brand equity.

## DISCUSSION

### Brand Association has a Positive and Significant Effect on Brand Equity

The results of the description test of the brand association variable have an average value (mean) of 4.07. The results of the validity test state that the brand association variable used in this study has a KMO value > 0.50, this indicates that the sample criteria are said to be quite fulfilled, so that factor analysis can be carried out.

The results of the brand association reliability test show Cronbach's Alpha > 0.6, then the brand association variable is reliable. The test results of multiple linear regression analysis of brand association variables (X1) have a positive influence on brand equity (Y) of 0.144. This variable has the smallest positive effect on brand equity. The results of the first hypothesis test of brand associations, namely the t value of 2.194 with a significance value of 0.031 (0.031 < 0.05), so the hypothesis states that brand associations have a positive and significant effect on brand equity. The results of this study indicate that the higher the brand association in the product, the more consumers will remember and be loyal to a brand.

### Brand Loyalty has a Positive and Significant Effect on Brand Equity

The results of the description test of the brand loyalty variable have an average value (mean) of 3.71. The results of the validity test state that the brand loyalty variable used in this study has a KMO

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value > 0.50, this indicates that the sample criteria are said to be quite fulfilled, so that factor analysis can be carried out.

The results of the brand loyalty reliability test show Cronbach's Alpha > 0.6, then the brand loyalty variable is reliable. The test results of multiple linear regression analysis of brand loyalty variable (X2) have a positive influence on brand equity (Y) of 0.170. This variable has the greatest positive effect on brand equity. The results of the first hypothesis test of brand associations, namely the t value of 2,469 with a significance value of 0.015 ( $0.015 < 0.05$ ), so the hypothesis states that brand loyalty has a positive and significant effect on brand equity. The results of this study indicate that when consumers are loyal to the brand, the brand eukita of a brand will also increase.

### **Brand Awareness Has a Positive And Significant Effect on Brand Equity**

The results of the description test of the brand awareness variable have an average value (mean) of 3.99. The results of the validity test state that the brand awareness variable used in this study has a KMO value > 0.50, this indicates that the sample criteria are said to be quite fulfilled, so that factor analysis can be carried out.

The results of the brand awareness reliability test show Cronbach's Alpha > 0.6, then the brand awareness variable is reliable.

The test results of multiple linear regression analysis of brand awareness variable (X3) have a positive influence on brand equity (Y) of 0.641. This variable has the greatest positive effect on brand equity. The results of the first hypothesis test of brand associations, namely the t-value of 8.371 with a significance value of 0.000 ( $0.000 < 0.05$ ), so the hypothesis states that brand awareness has a positive and significant effect on brand equity. The results of this study indicate that the higher the brand awareness, the higher the level of brand eukita.

## **5. CONCLUSION**

Based on the results of the analysis that has been carried out, the authors conclude in this study as follows: The brand association variable has a positive and significant effect on brand equity in Scarlett Whitening products in Semarang City. Brand loyalty variable has a positive and significant effect on brand equity in Scarlett Whitening products in Semarang City. Brand awareness variable has a positive and significant impact on brand equity in Scarlett Whitening products in Semarang City.

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