

The Effects of Brand Prestige and Brand Familiarity with Brand Awareness on Perceived Quality and Purchase Intention For Users of NMAX Yamaha Motorcycle in East Kalimantan Indonesia

1stArkas Viddy, 2ndRafiqoh
 Business Administration Dept., Accounting Dept.
 Samarinda Indonesia, Samarinda Indonesia
Viddy.arkas@yahoo.com, fiqopolnes@gmail.com

2ndRafiqoh
 Business Administration Dept., Accounting Dept.
 Samarinda Indonesia, Samarinda Indonesia
fiqopolnes@gmail.com

3rdTandi Kadang
 Business Administration Dept., Accounting Dept
tandi@gmail.com

4thFitri Angriani
 Business Administration Dept., Accounting Dept
fitri@gmail.com

Abstract *The purpose of this paper is to analyse the influence on Purchase Intention motorcycle of Yamaha Nmax in the city of Samarinda. This research uses quantitative approach by using path analysis processed with software SPSS Statistic 23 and Structural Equation Model (SEM) with Software AMOS 23. This study used the samples of 126 people taken from a number of the owner of Yamaha Nmax which are spread in the city of Samarinda. For Converting the qualitative to the quantitative data used Likert scale with score 1-5 .The result of this study are : there are 5 (five) of 7 (seven) hypothesis are significant which are the impact of Brand Familiarity on Perceived Quality, Brand Awareness on Perceived Quality, Brand Prestige on Perceived Intention, and Brand Familiarity on Purchase Intention, Perceived Quality on Purchase Intention.*

Keyword : *Brand Prestige, Brand Familiarity, Brand Awareness, Perceived Quality, Purchase Intention.*

I. INTRODUCTION

The entity of brand is one of the most important point in this global competition era whereas it is hard to differs the quality of product among all product in the competition market. The customers too demanding regarded of the quality of product based on their own perception. The key perspective is how to influence the customers perception through the quality of product. It is need to be created the positive image to customers mind especially the quality of product in order to motivate the customers in increasing to purchase the product.

The otomotive product competition is experienced hard competition at this era especially motorcycle products whereas this product is very helpful for supporting the daily activities. Moreover the Indonesian government already provided appropriate road at all parts of the cities and it lead the users of the motorcycles feel convenient in doing their activities.

Yamaha Nmax is the latest series of Yamaha which is produced in 2016 with highest price among Yamaha brand itself. Suprisingly Yamaha Nmark is one of Top Brand among the motorcycle market. It is placed as number 4 among the motorcycle market and number 1 among the Yamaha market itself.

Purchase intention is the one of psichology aspect which has a positive impact on consumers behaviour and consumers

interest in purchasing the product. Based on this background, It can be concluded that the purchase intention is the result of some other factors such as brand prestige, brand familiarity, brand awarness and perceived quality.

[6] proved that brand familiarity dan brand awareness have a significant influence on perceived quality and purchase intention, while [9] more focus on the effects of brand credibility and brand prestige on perceived quality and purchase intention. It is supported by [3] whereas they proved that brand prestige and brand awarness have a significant influence on perceived quality and purchase intention. Other perspectives can be compared is from [2] hereas they more interested in the influenced of CSR image on Brand Prestige and consumer company identificaton and its implication on purchase intention. They proved that CSR Image has a significant influences on brand prestige, consumer company identification and purchase intention, while [13] proved that brand familiarity has a significant influences on perceived quality. In contrary [8] argued that purchase intention is not only influenced by brand familiarity but also by brand attitude, brand affect, health motivation, and price. He already proved that all these exogen variables have a significant influence on purchase intention, while [4] more interested on the influences of brand awarness on not only perceived quality but also on brand trust, brand loyalty and brand equity.

Another comparison theories can be mentioned by [12] whereas they argued that brand awarness is not influenced on perceived quality but also on brand trust and brand loyalty, while [5] which proved that cognetion, affection and conaton have a significant influence on brand awarness and purchase intention.

The purposes of this research is to identify the effects of brand prestige, brand familiarity, and brand awarness on perceived quality and purchase intention partially for the users of Yamaha NMAX in East Kalimantan, Indonesia by using path analysis.

II. LITERATURE REVIEW

Marketing Theories

Marketing is one the factor can effects the companies' rate of sales. It is argued by [10] that marketing creates customers value which build very strong relationship for catching the customers value as a compensation. [11] stated that marketing is the social process where as individual or group of communities for getting what they need by creating, offerrng, and service and product exchange which has a value of other people,

Marketing Management

[11] stated that marketing management is planning, actuating, controlling, analysis of a program for creating, building and maintaining the beneficially exchange in achieving the company's targets.

Marketing Mix

Marketing should be supported by marketing mix and it is argued by [10] that marketing mix is a group instrument product, price, place and promotion which combined by company for getting the target of marketing.

Brand Theories

Brand is one factor for identifying and recognizing the product. [1] stated that brand is a name, symbol or packaging to identify products or services of a certainty individual or group sales, while [10] argued that brand is a name, idiom, sign, symbol or a design or a combination to identify the products or services of a certainty individual or group of sales.

III. RESEARCH METHOD

1. Population, Samples and Sampling Technique

The population of this research is all of the users of Yamaha in East Kalimantan

The samples of this research is the responden using Yamaha NMAX in Samarinda.

The Sampling Technique is accedental sampling technique which can be formulated

$$\begin{aligned} \text{Samples} &= \text{Indicators} \times (5 \text{ to } 10) \\ &= 21 \times 6 \\ &= 126 \text{ samples} \end{aligned}$$

2. Collecting Data Methods

Fields work research method used for collecting data. It is designed the questionares based on the indicators each variables such as brand prestige, brand familiarity, brand awarness, perceived quality and purchase intention. The questionares distributed follow the sampling technicque,

3. Conceptual Framework

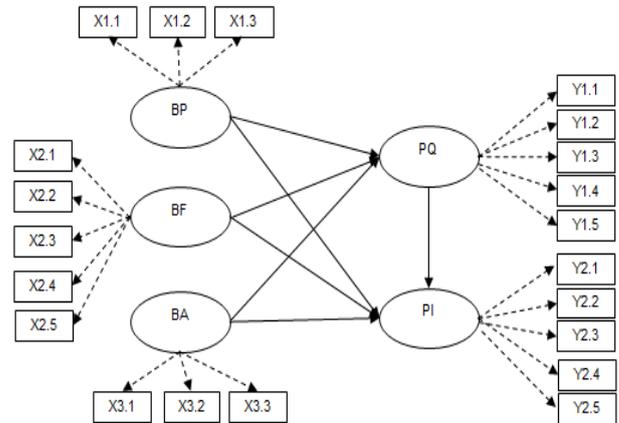


Figure 1. Conceptual Framework

Caption:

BP = Brand Prestige BF = Brand Familiarity
BA = Brand Awarness PQ = Perceived Quality
PI = Purchase Intention

For proving there is no correlation between exogenous variables each other's, so Colinierity Diagnostic needs to be done. The result is all of Value of Inflation Factor are less then 5, so it can be decided that no correlation between exogenous variables each other's.

The equation can be generated as follows:

$$PQ = \alpha_1 BP + \alpha_2 BF + \alpha_3 BA + e1 \quad \dots(1)$$

$$PI = \beta_1 BP + \beta_2 BF + \beta_3 BA + \beta_4 PQ + e2 \quad \dots(2)$$

The exogen variables in this research are :

1. brand prestige which consist of high status, upscale, social status.
2. Brand familiarities which consist of distinguish, associate, had heard, knowledgeble, and experienced
3. Brand awarness consist of know brand looks, recognize, and quickly recall

All those variables influenced on perceived quality variable which consist of some indicators such as ease of use, functionility, service ability, durability, and performance, so it need to be analyzed. The next step is to analyze the implication of brand prestige, brand familiarity, brand awarness on perceived quality and its implication on purchase intention which consist of search information, consider, will know, will have and interest.

4. Road Map of Research

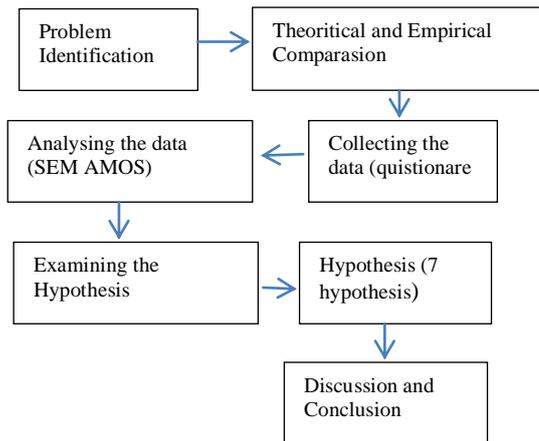


Figure 2 : Road Map of Research

The problems of the research need to be identified for figuring out is the research needs to be done or no need to be done. Then the theoretical and the empirical comparisons should do because for generating the hypothesis must supported by these comparisons. Collecting the data is done for supporting the data analysis, examining the hypothesis and discussion.

5. Analysis Instruments

For analyzing the data, there are several instruments can be used as follow:

- Validity and Reliability analysis
- SEM AMOS for examining fit model and path analysis.

The step of using the instrument analysis can be figured as follows:

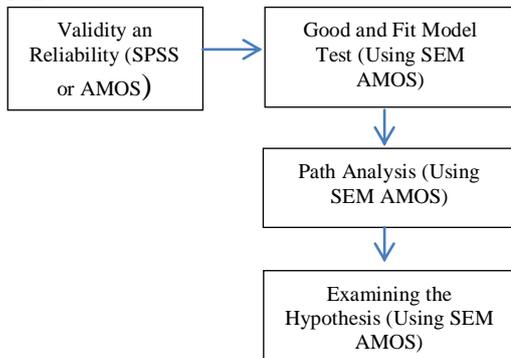


Figure 3 : Using Analysis Instrument

Before analysing the data, validity and reliability instrument (quisionares) need to be done using SPSS. Since all the instruments valid and reliabel, then good and fit model test needs to be done by using SEM AMOS and it is already proved by the results as below:

Table 1: Result Of Validity Analysis

Var	Items	Code	Pearson Product Moment	Disc
BP (X1)	High Status	X1.1	0.815	Valid
	Upscale	X1.2	0.847	Valid
	Social Status	X1.3	0.754	Valid
BF (X2)	Distinguish	X2.1	0.626	Valid
	Associates	X2.2	0.704	Valid
	Had Heard	X2.3	0.656	Valid
	Knowledgeable	X2.4	0.701	Valid
BA (X3)	Experienced	X2.5	0.695	Valid
	Know Brand Looks Like	X3.1	0.777	Valid
	Recognize	X3.2	0.764	Valid
PQ (Y1)	Quick Call	X3.3	0.774	Valid
	Ease of Use	Y1.1	0.764	Valid
	Functionality	Y1.2	0.690	Valid
	Service Ability	Y1.3	0.662	Valid
PI (Y2)	Durability	Y1.4	0.721	Valid
	Performance	Y1.5	0.623	Valid
	Search Information	Y2.1	0.897	Valid
	Consider	Y2.2	0.783	Valid
	Will Know	Y2.3	0.722	Valid
PI (Y2)	Interest	Y2.4	0.854	Valid
	Will Have	Y2.5	0.843	Valid

Source: quisionare processed, 2018

All of product moment Pearson are greater then 0.3, so it is can be concluded all the items are valid.

Table 2: Result Of Realiability Analysis

Variable	Cronbach Alpha	Discription
BP (X1)	0.728	Reliable
BF (X2)	0.704	Reliable
BA (X3)	0.653	Reliable
PQ (Y1)	0.727	Reliable
PI (Y2)	0.878	Reliable

Source: quisionare processed, 2018

All of the Cronbach alpha are greater then 0.6 and it can be concluded that all of instruments are reliable.

It needs to be explored the standardized loading factor for proving the dominant indicator of each variable. By using SEM AMOS, it can be mentioned as below:

Table 3 Standardized Loading Factor

Var	Items	Code	Loading Factor
BP (X1)	High Status	X1.1	0.691
	Upscale	X1.2	0.873
	Social Status	X1.3	0.521
BF (X2)	Distinguish	X2.1	0.501
	Associates	X2.2	0.581
	Had Heard	X2.3	0.527
	Knowledgeable	X2.4	0.643
	Experienced	X2.5	0.585
BA (X3)	Know Brand	X3.1	0.504
	Looks Like		
	Recognize	X3.2	0.702
PQ (Y1)	Quick Call	X3.3	0.683
	Ease of Use	Y1.1	0.605
	Functionality	Y1.2	0.604
	Service Ability	Y1.3	0.520
	Durability	Y1.4	0.637
PI (Y2)	Performance	Y1.5	0.512
	Search Information	Y2.1	0.873
	Consider	Y2.2	0.746
	Will Know	Y2.3	0.655
	Interest	Y2.4	0.759
	Will Have	Y2.5	0.758

Source: quisionare processed, 2018

From Table 3, it can be decided that from BP variable, Upscale (X1.2) indicator has the highest loading factor or 0.873 and it is the dominant indicator. From BF variable, the highest loading factor is Knowledgeable (X2.4) or 0.643, so it is the dominant indicator. From BA variable, the highest loading factor is Recognized (X3.2) or 0.702, so this is the dominant factor. From PQ variable, the highest loading factor is durability (Y1.4) or 0.637, so this is the dominant indicator, while from PI variable, the highest loading factor is Search Information (Y2.1), so this is the dominant indicator.

Since the model is fit, path analysis is the next analysis using SEM AMOS with examining the hypothesis with the criteria as follow:

1. Level of confidence (LOC) is 95 percent or $\alpha = 0,05$
2. Degree of freedom (df) is $n - k$, where n is number of respondents and k is the number.

Another method to examining the hypothesis is to compare probability and $\alpha = 0,05$, since probability $< 0,05$, so Hypothesis is accepted.

IV. RESULT AND DISCUSSION

Based on the results of analysis using SPSS and SEM AMOS, it could be mentioned that all of the item of questionnaires are valid and reliabel, while the model are marginal fit and fit.

Based on Table 2, all of the Cronbach Alpha are greater than 0.6, so it can be concluded that all of the instruments are reliable.

The next step of analysis is to examine the hypothesis using SEM AMOS.

Table 4: Result Of Data Analysis

Variables	Standardized Coeficient	C.R. (Critical Ratio)	Probability	Description
BP → PQ		1.126	0.260	Not Significant
BF → PQ	0.379	2.022	0.043	Significant
BA → PQ	0.345	2.245	0.025	Significant
BP → PI	0.393	2.949	0.003	Significant
BF → PI	0.368	1.992	0.046	Significant
BA → PI	0.015	0.137	0.891	Not Significant
PQ → PI	0.340	1.982	0.048	Significant

Source: quisionare processed, 2018

1. The effect of Brand Prestige (X1) on Perceived Quality (Y1)

Based on hypothesis examining, it can be decided that Brand Prestige has an effect but not significant on Perceived Quality. It is reasonable because the respondents do not pay attention to the prestige value, but they only interest on the indicator Upscale and it proved by the result of analysis from Table 3 that Upscale indicator is dominant. Since the NMAX Yamaha can Upscale their life style they want to buy it.

It different with the research by Hanzae and Taghipourian (2012), Khalili and Mehrani (2014) which proved that brand prestige has a significant effect on perceived quality. It is different because most of the respondents in East Kalimantan have income less than Rp 2.000.000,- per month while most of the respondents of Hanzae, Taghipourian and Khalili and Mehrani have income more then Rp 2.000.000 per month.

2. The effect of Brand Familiarity (X2) on Perceived Quality (Y1)

Based on hypothesis examining, it can be decided that Brand Familiarity has a significant effect on Perceived Quality. It is reasonable because all the respondents think tha the NMAX Yamaha knowledgeable for them and leads they to buy this motorcycle. It proved by the result of analysis from Table 3 that Knowledgeable indicator is dominant. Since the respondent have experience used the NMAX Yamaha, so they want to buy it.

It supported by research by Vo and Nguyen (2015) which proved that brand familiryaty has a significant effect on perceived quality of NMAX Yamaha in East Kalimantan.

3. The effect of Brand Awareness (X3) on Perceived Quality (Y1)

Based on hypothesis examining, it can be decided that Brand Awareness has a significant effect on Perceived Quality. It is reasonable because all the respondents said the brand of NMAX Yamaha easy to remember and leads to recognize. It proved by the result of analysis in Table 3 that Recognize indicator is dominant. Since the respondent recognized the brand of NMAX Yamaha, so they will decide to buy it.

It supported the research by Dib and Alhadad (2014) which proved that brand awareness has a significant effect on perceived quality.

4. The effect of Brand Prestige (X1) on Purchase Intention (Y2)

Based on hypothesis examining, it can be decided that Brand Prestige has a significant effect on Purchase Intention. It is reasonable because most of respondents are between 20 to 30 years and middle level of income. They feel proud when use NMAX Yamaha. That why the effect brand prestige on purchase intention is significant.

It different with the research by Chen *et al.* (2015) which proved that brand prestige has negative effect but not significant on purchase intention, while this research proved that brand prestige has a positive effect but not significant. It is because of the different of respondent characteristics.

5. The effect of Brand Familiarity (X2) on Purchase Intention (Y2)

Based on hypothesis examining, it can be decided that Brand Familiarity has a significant effect on Purchase Intention. It is reasonable because most of respondents are between 20 to 30 years and middle level of income, moreover it easy to find this brand then leads they feel more familiar to brand of NMAX Yamaha. That why the effect brand familiarity on purchase intention is significant.

It supported by the research of Kemp dan Bui (2015) which proved that brand familiarity has a significant effect on purchase intention.

6. The effect of Brand Awareness (X3) on Purchase Intention (Y2)

Based on hypothesis examining, it can be decided that Brand Awareness has an effect but not significant on Purchase Intention. It is reasonable because most of respondents are between 20 to 30 years or young people respondents and they do not aware about anything. For this case if they like the product they just buy it. That why the effect brand awareness on purchase intention is not significant.

It different from the research of Ekyeh and Darvishi (2015) which proved that brand awareness has a significant effect on purchase intention, while this research proved that brand awareness has a positive effect but not significant.

7. The effect of Perceived Quality (Y1) on Purchase Intention (Y2)

Based on hypothesis examining, it can be decided that Perceived Quality has a significant effect on Purchase Intention of NMAX Yamaha in East Kalimantan. It is reasonable because most of respondents a middle level of income and they do always think about the quality of product. That why the effect perceived quality on purchase intention is significant.

It supported by the research of Wu dan Chen (2014) which proved that perceived quality has a significant effect on purchase intention.

V. CONCLUSION AND RECOMMENDATION

Related to the discussion in this research, it could be concluded that:

1. Brand Familiarity, Brand Awareness have a significant effect on Perceived Quality, while Brand Prestige has an effect but not significant on Perceived Quality of NMAX Yamaha, East Kalimantan.
2. Brand Prestige, Brand Familiarity, and Perceived Quality have a significant effect on Purchase Intention, while Brand Awareness has an effect but not significant on Purchase Intention of NMAX Yamaha, East Kalimantan,

Based on the it needs to recommended that the company of Yamaha more focus on brand familiarity and brand awareness for increasing the customer perceived quality in other to increase the sales of NMAX Yamaha.

V. REFERENCES

- [1] Aaker, D. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York : The Free Press.
- [2] Chen, M.-H., Tai, P.-N., & Chen, B. H. (2015). The Relationship among Corporate Social Responsibility, Consumer-Company Identification, Brand Prestige, and Purchase Intention.
- [3] Diamantopoulos, A., Schlegelmilch, B., & Palihawadana, D. (2011). The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives.
- [4] Dib, H., & Alhaddad, A. (2014). The Hierarchical Relationship Between Brand Equity Dimension . *European Scientific Journal October 2014 edition vol.10, No.28 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431*.
- [5] Ekhveh, A., & Darvishi, Z. A. (2015). The Effect of Trilogy of Emotions on Future Purchase Intention in Goods with High Mental Involvement Based on the Mediatory Role of Brand Awareness (Case Study: Buyers of Samsung, Apple, and Sony Brands). *Applied*

mathematics in Engineering, Management and Technology 3 (4), 91-97.

- [6] Esmaeilpour. (2015). The role of functional and symbolic brand associations on brand loyalty. *Journal of Fashion Marketing and Management, Vol 19 (4)*.
- [7] Hanzae, K. H., & Taghipourian, M. J. (2012). The Effects of Brand Credibility and Prestige on Consumers Purchase Intention in Low and High Product Involvement.
- [8] Kemp, & Bui. (2011). Healthy brands: establishing brand credibility, commitment and connection among consumers. *Journal of Consumer Marketing Vol. 28/6*.
- [9] Khalili, S. Z., & Mehrani, H. (2014). The Effect of Brand Credibility and Brand Prestige in Customer Selection Regarding to Emphasis on the Role of Perceived Quality Mediation.
- [10] Kotler, P., & Armstrong, G. (2012). *Principle Of Marketing Global 14th Edition*. New Jersey: Pearson Prentice Hall.
- [11] Kotler, P., & Keller, K. L. (2012). *Marketing Management. 14th Edition*. New Jersey: Pearson Prentice Hall
- [12] Le Dang Lang (2015), The Effect of Selected Marketing Communication Elements on Dimensions of Brand Equity in Beverage Industry in Vietnam
- [10] V0 T.N, T., Nguyen, & Nguyen, C. T. (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The Moderating Effects of Store Image.
- [11] Wu, S. I., & Chen, Y. J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products.