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Study Title: The Influence of Brand Awareness And Perceived Quality to The Purchase Decision (Case Study in Cipaganti Travel - Bandung)

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ABSTRACT

Tourism in Bandung has recently increased as indicated by Regional Statistic Board that the tourists significantly increased from 6.112.103 in 2011 to 8.412.694 persons in March 2013 to Bandung city. The local tourists mostly dominated to visit Bandung, especially from Jakarta. It was supported by such transportation facility as train, bus, car, and travel. There are other Travel Shuttle service Bandung – Jakarta beside Cipaganti Travel, i.e. City trans, Day trans, X trans, and Baraya Travel.

Two elements of brand equity, namely, brand awareness dan perceived quality were used in this research since the previous research stated that those elements had closely related with buying decision significantly. Meanwhile brand association dan brand loyalty were not investigated in this research. This research is aimed to analyze the influence of brand awareness and perceived quality on the purchase decision of Cipaganti Travel, Bandung-Jakarta route as travel Cipaganti is not the only travel and shutle service in Bandung. Data was collected using explanatory survey method. It was done less than one year with the approach of cross sectional method. Population of this research is Bandung society who is included into Cipaganti travel's customer. The used sample amount of this research is 400 respondents by using purposive sampling method. The used method is quantitative method with path analysis.

The research result indicated that brand awareness and perceived quality jointly influence the purchase decision by 45.2% and the 54.8% remaining is influenced by other independent variables which are not investigated in this research. It was concluded that brand awareness and perceievd quality influenced buying decision partially and simultaneously. However, perceived quality was more influenced than brand awarenes.

Keywords: Brand awareness, perceived quality; purchase decision

INTRODUCTION

PT Cipaganti Graha Tbk (Cipaganti Group) is a company engaging in the real sector, i.e. transportation and property. It began in the business of selling and buying used cars in 1985 with Cipaganti Motor 's name established by Andianto Setiabudi. The high

needs of transportation facility among society as supporting mobility activities in every time makes Cipaganti group increasingly improve the quality and quantity of its fleets for travel shuttle service. Cipaganti offers various intercity travel services, i.e. door to door (passenger-picked-up service from and to destination), pool to door (picked-up services from pool to destination), and pool to pool (shuttle service from pool to pool). Based on the quality of the fleets and the services, Cipaganti shuttle and travel provides various choices of fleets like Isuzu ELF, KIA Pregio, Hyundai Starex and Toyota Alphard which are adjusted with the segmentation and target market, of course, with different tariff. Cipaganti travel has some pool or shuttle locations for Bandung-Jakarta route. The pool/shuttle locations of Cipaganti travel in Bandung are in Cipaganti 75, Cipaganti 84, BTC (Bandung Trend Center) Mall, Dipatiukur, Gatot Subroto 94, Metro Indah Mall, Gede Bage, Festival Citylink, Buah Batu, Miko Mall Kopo, balubur Town Square, and Pasteur Point. The pool or shuttle locations in Jakarta are in Lebak Bulus, Pondok Indah, Lenteng Agung, Casablanca, Pancoran, Soekarno Hatta Airport, Blok M Square, Cibubur, and D'brasco Cilandak.

The development of business in the field of travel shuttle service from Bandung to Jakarta or vice versa increasingly has been improving since the official opening of Cipularang toll road in 2006, by 128 km and by around 3 hours of time estimation. This opportunity is taken and used by the businessmen particularly in the field of travel service, including Cipaganti. After seeing the success which is achieved by Cipaganti, there are new travel services with similar system like City Trans, Day Trans, Xtrans, Baraya Travel, and many more. Based on the result of survey and observation conducted by researchers, there is a fact obtained from 30 spread broadcast messages that 60% Cipaganti Travel's customers feel satisfied with Cipaganti's service and 40% of them do not feel satisfied with its service, they possibly even feel disappointed and do not want to use Cipaganti travel anymore. In the competitive market condition, the perspective of customers towards a brand of a product is the mainstay of the sales success.

Building customers'perception is conducted through the creation of a value of a product. A product has to possess a strong brand prestige, or which is often called brand equity, in order that the customers' perception of the additional value of that product is not obtained from other similar products. Based on the previous research, two elements from brand equity, which are brand awareness and perceived quality, have significant value relevance with purchase decision, which is in accordance with this research.

Objective of the Study

Based on the elaborated introduction, the current study aimed at investigating the influence of brand awareness and perceived quality on the purchase decision of Cipaganti Travel, Bandung-Jakarta route, simultaneously or partially.

2. LITERATURE REVIEW
Marketing, Brand, and Brand Equity

American Marketing Association (AMA) defined marketing asa function of organizations and a set of processes to describe, communicate, and provide a value to customers and to manage the customers' relationship with ways that benefit the organization and its stakeholders (Kotler & Keller, 2009:5). In marketing, brand has an important role as defined by AMA, "Brand is a name, term, sign, symbol, or a combination of those things. The aim of naming the brand is to identify an obtained product or service which makes it different with the product or service from the competitors (Kotler & Keller, 2009:332)."

Brand Equity is an additional value which is provided by the products and services. This value can be reflected in ways of how customers think, feel, and act against the brand, price, price share, and profitability which is owned by a company (Kotler & Keller, 2009:334). According to Aaker (Tjiptono, 2005:40), brand equity is classified into five dimensions: (1) Brand Awareness, (2) Brand Association, (3) Perceived Quality, (4) Brand Loyalty, and (5) Brand Awareness.

According to Tjiptono (2005:40), the ability of customers to recognize or remember a brand is a member of particular product category. Based on Durianto, et al (2004:7), there is some brand awareness:
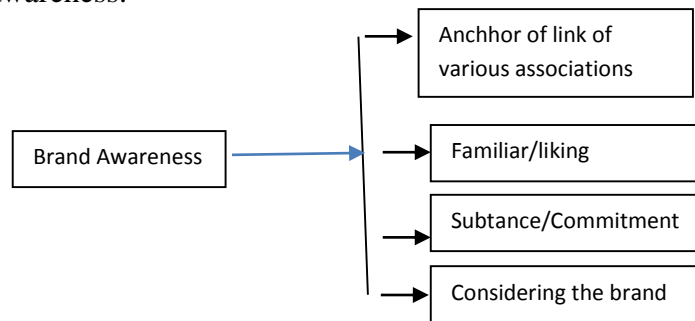

Figure 1: Brand Awareness (Durianto, et al, 2004:7)

The value of Brand Awareness

Anchor of link of various associations: A brand which has high awareness will enable associations attached to that brand since the brand cruising becomes very high in the customers' mind. Familiar or liking: If the brand awareness is very high, the customers will feel familiar with that brand which then will lead to a high liking.

Signs of substance: The brand awareness will signify the existence, commitment, and substance of a product brand. A brand can be recognized because there is a reason why that brand is recognized. Considering the brands: In the purchase process, the first stage is a selection of a set of brands to be considered. Thus, the brand recall becomes into something important. Generally, if a brand does not achieve the recall, the brand will not be included into the consideration of the purchase process.

Perceived Quality

Aaker (Durianto, et al., 2004:15) says that perceived quality is the customers' perception towards the quality entirely and the excellence of product or service in accordance with the expectation. Based on Aaker (Durianto, et al 2004:16), values of perceived quality (the impression of value perceived by customers) are:
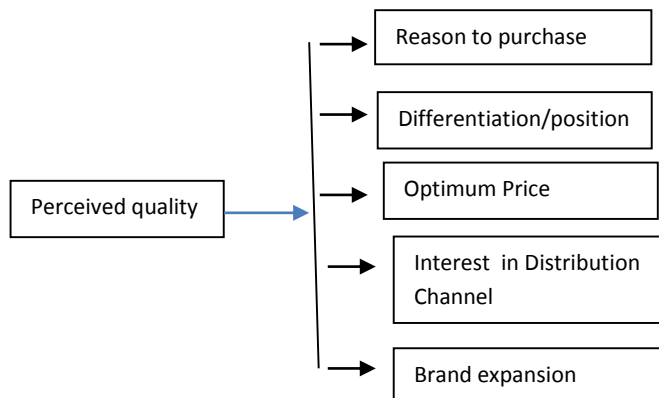

Figure 2: Perceived Quality (Source: Durianto, et al. 2004:16)

Values of Perceived Quality

Reason to purchase: Perceived quality can make the entire elements of marketing program effective since it is related to the purchase decisions. If the quality impression is high, it would be likely that the advertisement and promotion will be effective. Differentiation or position: Position is an important characteristic of a brand, specifically in the dimension of perceived quality. From that position, it can be known that the brand has the best position in customers' mind or merely competitive towards other brands.

Optimum Price: A brand with high values of perceived quality can set the optimum price. With the optimum price, the brand can strengthen the perceived quality; Interest in Distribution Channel: Perceived quality has an important meaning to retailers, distributors, and some other distribution channel posts where the distributors will be easier to accept the product which has high perceived quality; Brand expansion: A brand with high perceived quality can be used on different kinds of products but it still uses the same brand.

Purchase Decision Process

There are five stages which are assessed by the customers in purchase decision process. However, the customers do not always experience through those five processes of product purchase entirely, they possibly will skip or reverse some stages in the decision-making process (Kotler and Keller, 2009:184). Those five stages are:
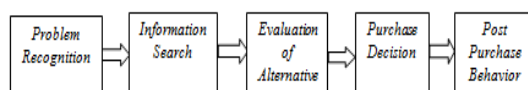
Sumber: (Kotler dan Keller, 2009:184)

Proses Keputusan Pembelian

Figure 3: Purchase Decision Process (Kotler and Keller; 2009:184)

Problem recognition: The purchase process begins when the customers find out their problem of needs; Information search: The customers start to browse the information about products or services which become their needs as references; Evaluation of alternative: The customers evaluate products or services from the ones they need. The customers' trust towards the brands will influence the purchase decision.

Purchase Decision: The customers form their intention to purchase the products and services they like. In the implementation of purchasing, the customers are able to form six sub provisions, namely, (1) Product selection, (2) Brand selection, (3) Distributor selection, (4) Time of purchasing, (5) Amount of purchasing, and (6) Payment Method Post purchase behaviour: After purchasing the product, the customers will experience the stage of satisfaction or dissatisfaction towards what becomes their choices and will evaluate towards the products they have purchased.

3. RESEARCH MODEL

This research uses descriptive analysis method. According to Sugiyono (2012:206), descriptive analysis is an analysis which is used to analyse data by explaining or describing the collected data in such a way without making a conclusion which is applicable for generalisation.

The following is the research model of the study. Brand awareness and perceived quality is positively related to purchase decision.
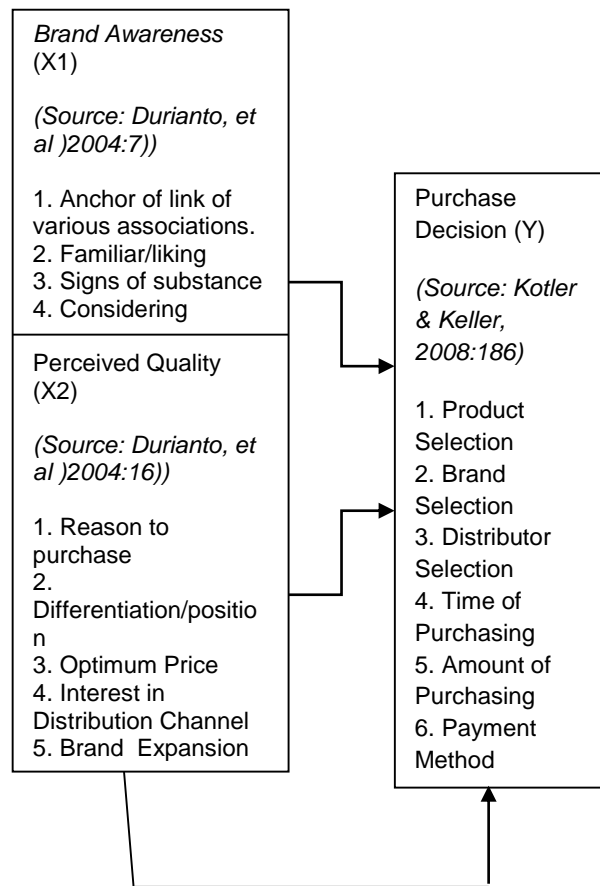
Brand Awareness (X1) (Source: Durianto, et al)2004:7)) 1. Anchor of link of various associations. 2. Familiar/liking 3. Signs of substance 4. Considering
Perceived Quality (X2) (Source: Durianto, et al)2004:16)) 1. Reason to purchase 2. Differentiation/position 3. Optimum Price 4. Interest in Distribution Channel 5. Brand Expansion

Purchase Decision (Y)

(Source: Kotler & Keller, 2008:186)

1. Product Selection
2. Brand Selection
3. Distributor Selection
4. Time of Purchasing
5. Amount of Purchasing
6. Payment Method

Figure 4: Research Model

The independent variable in this research is the brand awareness and perceived quality of Cipaganti travel and the dependent variable is the purchase decision of Cipaganti travel's customers. The population of this research is Bandung society who uses Cipaganti travel service, Bandung-Jakarta route, by using significance level by 5%. Since the amount of Cipaganti travel's customers, Bandung-Jakarta route, is not known for certain so the used sample of this research is 384 respondents, but it is rounded to 400 respondents.

In this research, the used scale is ordinal scale, the ranking scale in which the object is given to identify the relative degree of object characteristic (Malhotra, 2005:277). Meanwhile, the instrument uses likert type scale by 4 scales. The used analytical technique in this research is path analysis technique. It is intended to investigate the influence of brand awareness and perceived quality simultaneously and partially towards the purchase decision.

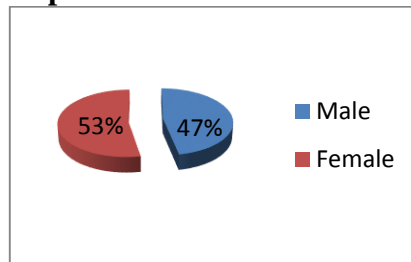## 4. DATA ANALYSIS
Characteristics Analysis of Respondents

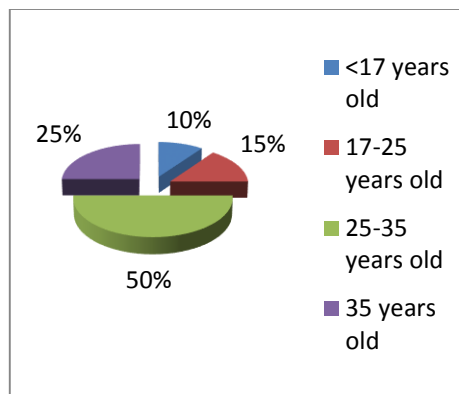**Figure 5:** Characteristics of Respondents Based on Sex

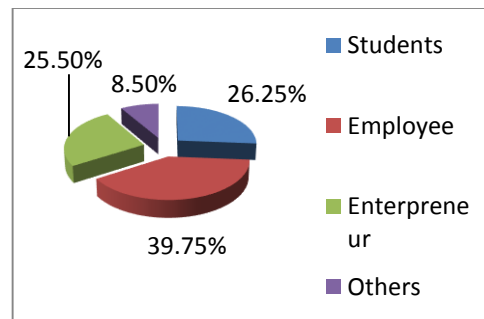**Figure 6:** Characteristics of Respondents Based on Age

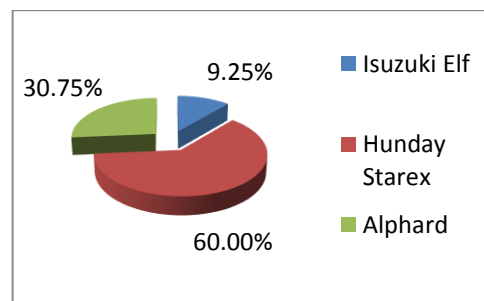**Figure 7:** Characteristics of Respondents Based on Occupation

Figure 8: Characteristics of Respondents Based on the Types of Travel Car Used

Hypothesis Analysis
Simultaneously hypothesis testing (F Test)

Table 1: F Test Result

Hasil Uji F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3426.840	2	1713.420	163.718	.000ᵃ
	Residual	4154.869	397	10.466		
	Total	7581.709	399			

a. Predictor s: (Constant), x2, x1

b. Dependent Variable: y

Based on the calculation result, by using a 95% confidence level, α=0.05, df 1 = 2 and df 2 = 400-2-1=397, it is obtained that F table = 3.02, it is obtained the result of Fcalculate value which is (163.718) > Ftable (3.02). It can be concluded that H0 is rejected and H1 is accepted. It means that the brand awareness and perceived quality jointly influence the purchase decision significantly in Cipaganti travel, Bandung-Jakarta route.

Partially hypothesis testing (T test)

Table 2: Result of Partially Testing

Hasil Pengujian Secara Parsial

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.581	1.073		5.201	.000
	X1	.233	.032	.297	7.192	.000
	X2	.419	.036	.487	11.774	.000

a. Dependent Variable: Y

The description of T test as follows: (1). Brand awareness towards purchase decision; Based on the result of partially testing, it can be explained that tcalculate > ttable value (7.192 > 1.97) by using a 95% confidence level, α = 0,05 : 3 (two-sided test) with the independence degree of df: n-k-1 = 400–2-1. Thus, H0 is rejected and H1 is accepted. It can be also examined based on the probability (Sig.) = 0.00 < 0.05. It means that the brand awareness significantly influences towards the purchase decision in Cipaganti travel, Bandung-Jakarta route.

(2) Perceived quality towards purchase decision; Based on the result of partial test, it can be explained that tcalculate > ttable value (11.774 > 1.97), by using a 95% confidence level, α = 0,05 : 2 (two-sided test) with the independence degree of df: n-k-1 = 400–2-1; df: n-k-1 = 400-2-1. Thus, H0 is rejected and H1 is accepted. It can also examined based on the probability (Sig.) =).00 < 0.05. It means that the perceived quality significantly influences the purchase decision in Cipaganti travel, Bandung-Jakarta route.

Path Analysis

Based on the result of SPSS calculation, this calculation can see the direct and indirect influence from each independent variable towards the dependent variables so that it is statically influential.
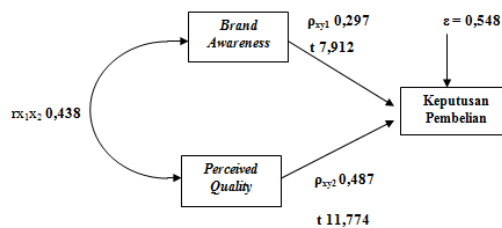
Figure 9: Path Analysis

Based on the picture above, it can be seen the coefficient value of brand awareness path (X1) is 0.297 and the perceived quality is 0.487 as well as the residue value (error factor) is 0.548. From these data, the structural equation which is formed is as following:

Y = 0.297 + 0.487 + 0.548

DISCUSSION

Based on the obtained research data of the characteristics of respondents fig. 5 – fig. 8, it is given that the amount of male respondents becomes the majority compared to the female respondents. Based on the age with the age range of <17 until >35 years old, it is dominated by the age of 25-35 with the occupation as employee. Most of fleet type which is used is Isuzu ELF.

The following is the calculation result of direct influence, indirect influence, and total influence in a nutshell:

Table 3: Direct and Indirect Influence

Var	Path Coefficient	Direct Influence	Indirect Influence (through) in %		Indirect Influence	Total (%)
			X1	X2		
Brand Awareness	0.297	8.82	-	6.34	6.34	15.2
Perceived Quality	0.487	23.72	6.34	-	6.34	30.1
Total of Influence						45.2

Based on Table 3 above, it is given that the independent variable which most influences the purchase decision is the perceived quality by 30.1%. Those data explains that Cipaganti travel has to keep maintaining or even perform a new strategy in order that the perceived quality of Cipaganti travel is increasingly good in its customers' mind.

CONCLUSION
Descriptive Analysis

Brand awareness consists of five indicators, namely the position of the brand, the capability to recognize the icon, the capability to recall the promotion, and the characteristics of the brand which makes it different from others. The brand awareness of Cipaganti travel, based on the respondents, is in a good category with the indicator which has the highest value, the position of the brand. From the position of the brand,

it means that Cipaganti travel has its own place in the customers' mind as an option for travel service across Bandung-Jakarta. Likewise, the perceived quality which has four indicators, namely the quality of product service, the characteristics of product service quality, the suitability of service price, and the interest of distribution channel is in a good category, with the highest value found in the quality of service product indicator. It means that the customers' perception about the quality of service product of Cipaganti is good enough, and makes Cipaganti travel becoming the priority option as the intercity travel service.

7. REFERENCES

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