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## The Influence Of Brand Familiarity On Purchasing Decisions With Service Quality As A Moderating Variable

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### Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang menjadikan sejumlah penelitian terdahulu sebagai tujuan utama untuk membangun landasan yang memperkuat landasan penelitian yang dibangun. Data yang digunakan dalam penelitian ini merupakan data primer yang peneliti peroleh dari 500 karyawan Hyundai yang tersebar di seluruh Indonesia. Data disebar melalui kuesioner sederhana dengan 10 pertanyaan yang berisi 5 pernyataan yang biasa digunakan dalam kuesioner, yaitu pernyataan sangat setuju, setuju, normal, tidak setuju, dan sangat tidak setuju. Data dianalisis menggunakan alat analisis pintar PLS 4.0. Hasil dalam artikel ini menunjukkan Hipotesis pertama yang dimaksud dalam artikel ini adalah variabel Popularitas Merek dapat mempunyai arah hubungan positif dan pengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan hasil pertama tabel ketiga Path Coefisien di atas maka dapat disimpulkan bahwa hipotesis pertama dapat diterima karena P-Values bernilai positif dan dibawah tingkat signifikansi 0,05. Hal ini dikarenakan Popularitas Merek dapat membuat Merek semakin dikenal masyarakat dan pada akhirnya masyarakat memutuskan untuk melakukan Keputusan Pembelian. Hipotesis kedua yang diacu dalam artikel ini adalah variabel Kualitas Produk dapat memoderasi pengaruh variabel Brand Familiarity terhadap Keputusan Pembelian. Berdasarkan hasil tabel ketiga baris kedua diatas menunjukkan bahwa hipotesis kedua pada artikel ini dapat diterima karena P-Values bernilai positif dan dibawah taraf signifikansi 0,05 yaitu 0,000 lebih signifikan dibandingkan dengan hipotesis langsung. uji 0,025. Hal ini menunjukkan bahwa Kualitas Produk dapat mengiringi Popularitas Merek dalam mempengaruhi Keputusan Pembelian. Dengan mengetahui Popularitas Merek yang disertai dengan kualitas produk, maka masyarakat tidak akan ragu untuk memutuskan pembelian.

Kata Kunci : *Brand Familiarity, Keputusan Pembelian, Kualitas Pelayanan*

## Abstract

This research is a quantitative study with an explanatory approach, namely an approach that makes a number of previous studies the main objective to build a foundation that strengthens the foundation of the research being built. The data used in this study are primary data that researchers obtained from 500 Hyundai employees spread throughout Indonesia. The data was distributed through a simple questionnaire with 10 questions containing 5 statements commonly used in questionnaires, namely the statements strongly agree, agree, normal, disagree, and strongly disagree. The data were analyzed using the PLS 4.0 smart analysis tool. The result in this article show The first hypothesis referred to in this article is that the Brand Popularity variable can have a positive relationship direction and a significant influence on Purchasing Decisions. Based on the first results of the third table of Path Coefficients above, it can be concluded that the first hypothesis can be accepted because the P-Values are positive and below the significance level of 0.05. This is because Brand Popularity can make the Brand more known to the public and ultimately the public decides to make a Purchase Decision. The second hypothesis referred to in this article is that the Product Quality variable can moderate the influence of the Brand Familiarity variable on Purchasing Decisions. Based on the results of the third table, the second row above shows that the second hypothesis in this article can be accepted because the P-Values are positive and below the significance level of 0.05, which is 0.000, which is more significant than the direct test of 0.025. This indicates that Product Quality can accompany Brand Popularity in influencing Purchasing Decisions. With the public knowing the Brand Popularity accompanied by product quality, the public will not hesitate to decide on a purchase.

Keywords: *Brand Familiarity, Purchasing Decisions, Service Quality*

## INTRODUCTION

A brand is a tool to distinguish one manufacturer's product from the same product owned by another manufacturer. The American Marketing Association defines it as a name, term, symbol, or design, or a combination of these things intended to identify the goods and services of one manufacturer from those of its competitors. (Pramesty Latifa Qolby, 2023)states that "a brand is distinguishing name goods or services of her one a group of sellers and to identify the goods or services from those of competition" thus, a brand is a tool that helps consumers to know the origin of a product and protect similar ones. (P. T. Kotler, 2017)explains that there are significant differences between products while not all products contain brands. (Maulidya, 2020)explains that a brand is part of a successful strategy and is a product that is able to offer tangible and intangible benefits to consumers.

Tangible is a functional benefit that consumers feel after consuming a product better than competing products. This functional benefit can be obtained in the form of better food taste, more efficient cooking process, healthier food content, cleaner washing results, and others (WANDA AULYA DEWI, 2023). This benefit must be known with cleaner washing, and

others. This benefit must be easily known by consumers and more importantly, it must be something that they really want (Raissa, 2019).

Intangible is an added value that can encourage consumers to choose a particular brand and not another (P. Kotler, 2009). As the name implies, this benefit is only an addition or bonus that becomes a determinant attribute if consumers are required to choose. However, of course this added value cannot replace a substitute to cover the failure to provide functional benefits (Foster, 2016).

Competition in today's market is not on what the company produces (tangible benefits) but on the added value (intangible benefits) provided to the output produced by the company, whether in the form of features, packaging, advertising services, and other things that consumers consider meaningful (Kotler, 2019). Some products create value for customers (customer value) through the functional performance of the product in question, for example Gillette, Sony, Nike, or Hewlett Packard. These companies are market leaders in their respective product categories because of research and development activities that often provide customer value in other forms, for example Coca Cola or Malboro (Malau, 2017). Both brands understand consumer motivations and desires while creating emotional benefits for consumers (Bernika & Ekawanto, 2023).

For companies, brands act as identification tools that help the process of product management, inventory maintenance, and accounting records. Brands also provide legal protection for companies in the form of registered trademarks. Just as the production process is protected by patents or product designs are protected by copyright. (Khuong, 2015) explains that another contribution made by brands to companies is that brands provide a guarantee of quality at a certain level so that consumers who are satisfied with the performance of the product at a certain level can easily choose the same brand when the consumer makes a repeat purchase. Because of the above, many companies are willing to spend large sums of money to acquire brands that have proven to have equity and good performance in the market (R. T. Keller, 1975). The acquisition price is almost always many times the book value of its tangible assets. For example, RJR Naisco, a company that produces dozens of food, beverage, and cigarette lines from the United States sold the Nabisco brand to the Kohlberg, Kravis, and Roberts company in 1988 for US\$30 billion. Another American company, Philip Morris, bought the Kraft brand in 1988 for US\$13.9 billion, or more than four times the book value of the company's tangible assets. Another example is the famous Swedish food and beverage company, Nestle, in the same year acquired several brands, including Kit Kat and Polo, which were previously owned by the British company, Rowntree, for US\$4.5 billion or more than five times the book value of its tangible

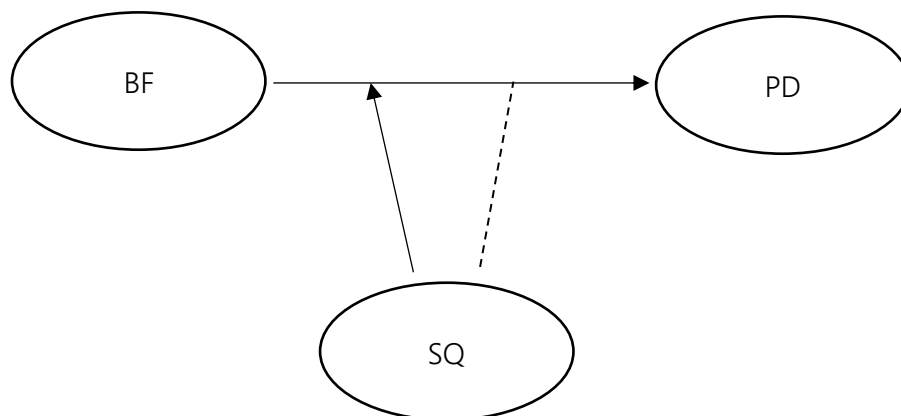
assets (P. Kotler, 2008). According to (Tjiptono, 2015), the premium price paid to buy the brands is considered to be still smaller than the additional profit that could be generated if the company was able to exploit the brands optimally.

The role of a product brand is to differentiate a company's product from a competitor's product. The company's efforts to introduce its product brand to the market aim to make its product known, even consumers become very familiar with the brand. According to (Lupiyoadi, 2014) brand familiarity is how consumers know a product well. According to (K. L. Keller, 1993) a brand that is well known by consumers influences consumer trust in the brand which will then influence consumer purchasing interest in the same brand (Lupiyoadi, 2014).

Based on this explanation, researchers believe that Brand Familiarity can influence Purchasing Decisions. There are two previous studies, namely (HERIAWAN, 2021) & (Hindriani, 2017) show a positive relationship direction and a significant influence on Purchasing Decisions. Unlike the two studies above, this study adds the Service Quality variable as a moderating variable.

#### RESEARCH METOHDS:

Figure 1  
Model



Noted:

BF : Brand Familiarity

PD: Purchase Decision

SQ: Service Quality

Based on the first image above, it can be concluded that the main objective of this article is to analyze the influence of Brand Familiarity which is in line with two previous studies, namely (Diniyah, Khusniyatud, 2021) & (HERIAWAN, 2017). Unlike the studies

(Diniyah, Khusniyatud, 2021) & (HERIAWAN, 2017), this study adds the Service Quality variable as a moderating variable. This research is a quantitative study with an explanatory approach, namely an approach that makes a number of previous studies the main objective to build a foundation that strengthens the foundation of the research being built (Jonathan Sarwono, 2016). The data used in this study are primary data that researchers obtained from 500 Hyundai employees spread throughout Indonesia (Sugiyono, 2019). The data was distributed through a simple questionnaire with 10 questions containing 5 statements commonly used in questionnaires, namely the statements strongly agree, agree, normal, disagree, and strongly disagree (Purwanto et al., 2022). The data were analyzed using the PLS 4.0 smart analysis tool with the following hypothesis (Agustina & Julitriarsa, 2021).

Hypothesis:

H1: The Influence of Brand Familiarity on Purchase Decision

H2: Service Quality Can Moderates The Influence of Brand Familiarity on Purchase Decision

## RESULT AND DISCUSSION

### Background Analysis

A brand is a tool to distinguish one manufacturer's product from the same product owned by another manufacturer. The American Marketing Association defines it as a name, term, symbol, or design, or a combination of these things intended to identify the goods and services of one manufacturer from those of its competitors. (Pramesty Latifa Qolby, 2023)states that "a brand is distinguishing name goods or services of her one a group of sellers and to identify the goods or services from those of competition" thus, a brand is a tool that helps consumers to know the origin of a product and protect similar ones. (P. T. Kotler, 2017)explains that there are significant differences between products while not all products contain brands. (Maulidya, 2020)explains that a brand is part of a successful strategy and is a product that is able to offer tangible and intangible benefits to consumers.

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Based on this explanation, researchers believe that Brand Familiarity can influence Purchasing Decisions. There are two previous studies, namely which show a positive relationship direction and a significant influence on Purchasing Decisions. Unlike the two studies above, this study adds the Service Quality variable as a moderating variable.

### Validity Test

The validity test stage is a mandatory stage to pass through one by one the gates of the stages passed through in a study, namely the reliability test gate and the final gate of the Path Coefficient. At this stage, testing focuses on the data used in the article. The following are the results of the validity test in this article (Gujarati, 2013):

Table 1  
Validity Test

Variable	Question Item	Loading Factor
Brand Familiarity (X)	Brand popularity can increase purchasing decisions	0.851
	Brand popularity can be influenced by product quality	0.872
	Brand popularity can increase consumer loyalty	0.884
	Brand popularity can increase	0.879
Purchase Decision (Y)	Purchasing decisions can be influenced by product quality	0.895
	Purchasing decisions can be influenced by brand popularity	0.899
	Purchasing decisions can	0.891

	be influenced by consumer loyalty	
	Purchasing decisions can be influenced by consumer loyalty	0.895
Product Quality (Z)	Product quality can strengthen the influence of brand popularity on purchasing decisions	0.942
	Product quality can influence purchasing decisions	0.939

Valid > 0.70

#### Realibility Test

10 question items consisting of 4 question items for Brand Familiarity variables, 4 question items for Purchase Decision variables, and 2 question items for Product Quality variables have been successfully tested and the results show that each question item is above the minimum loading factor threshold for the data to be considered valid. The following are the results of the validity test in this article (Sarstedt et al., 2014):

Table 2  
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Familiarity	0.894	0.855	Reliable
Purchase Decision	0.925	0.884	Acceptable
Product Quality	0.974	0.933	Acceptable

Reliable > 0.70

#### Path Coefisien

The Brand Familiarity variable, the Purchase Decision variable, and the Product Quality variable have been thoroughly and convincingly tested for reliability and the results show that each variable has a Composite Reliability and Cronbach Afla result above 0.70. Thus, it can be concluded that the three variables are reliable. The next stage is the Path Coefficient, here are the results of the Path Coefficient in this article (Ghozali, 2016):

Table 3  
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	BF-> PD	0.025	Accepted
Indirect Influence	PQ* BF-> PD	0.000	Accepted

Signifianct Level < 0.05

The final stage and also the deciding round in this article is the Path Coefficient stage. The Path Coefficient stage functions to ensure that each hypothesis in this article can be accepted or not. The first hypothesis referred to in this article is that the Brand Popularity variable can have a positive relationship direction and a significant influence on Purchasing Decisions. Based on the first results of the third table of Path Coefficients above, it can be concluded that the first hypothesis can be accepted because the P-Values are positive and below the significance level of 0.05. These results are in line with two previous studies, namely (HERIAWAN, 2021) & (Hindriani, 2017) which showed similar results. This is because Brand Popularity can make the Brand more known to the public and ultimately the public decides to make a Purchase Decision. The second hypothesis referred to in this article is that the Product Quality variable can moderate the influence of the Brand Familiarity variable on Purchasing Decisions. Based on the results of the third table, the second row above shows that the second hypothesis in this article can be accepted because the P-Values are positive and below the significance level of 0.05, which is 0.000, which is more significant than the direct test of 0.025. This indicates that Product Quality can accompany Brand Popularity in influencing Purchasing Decisions. With the public knowing the Brand Popularity accompanied by product quality, the public will not hesitate to decide on a purchase.

### CONCLUSION

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