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There are three different indicators to measure brand loyalty Olivier in (Alkhalaf & Eneizan, 2018). These are: (a) purchase repetition from the organization, (b) purchasing the available brand between others, and (c) motivating others to acquire the brand and use it. Turning all types of consumers to be loyal must become an objective for the company as finding new a consumer will costs five to ten times more compared to retaining the customers (Budiman, 2021).

Aaker in (Alkhalaf & Eneizan, 2018) identified two dimensions of brand loyalty which are behavioral and attitudinal loyalty and a combination of behavioral and attitudinal Dick et al. in (Ibrahim, 2022). Behavioral loyalty focus on the repurchase

loyalty to a specific brand and the continuation of the same brand behavior (Alkhalaf & Eneizan, 2018). While attitudinal loyalty refers to a customer's brand commitment and intention to repurchase. Behavioral loyalty is characterized by a customer's intention to repurchase the same brand as the primary choice (Alkhalaf & Eneizan, 2018) and a customer's psychological attachment (Alkhalaf & Eneizan, 2018) in (Ibrahim, 2022). The third dimension is a combination of behavioral and attitudinal loyalty which has been highly used to define true loyalty (Ibrahim, 2022).

### 2.1.7 Brand Association

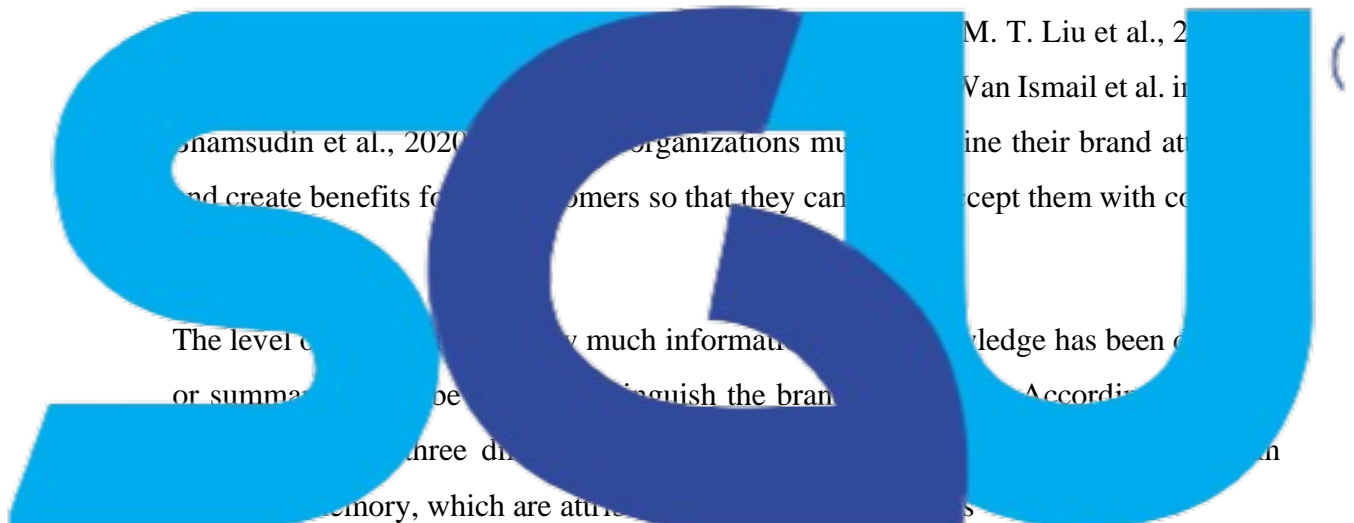
Aaker and Keller in (Pina & Dias, 2021) defined brand association as anything that is “linked” in memory to a brand. Brand association is also defined as any information about the brand that retains in consumers mind. In addition, brand association can be a positive or negative information about the brand that is linked in consumers' minds and it also contended that brand associations containing all related thoughts about the brand such as feelings, smells, colors, pictures, perceptions and experience Kotler Keller in (Lee et al., 2019).

The information associated with a customer's mind is derived from the information received by the customer as well as the customer's experiences (Lee et al., 2019) and

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beneficial for the brand as they will communicate and share their experience with the brand to others (Pina & Dias, 2021).

The favorability, strength, and uniqueness of brand of brand associations are the dimension (Farid Shamsudin et al., 2020) that play an important role in determining the differential response that makes up brand equity (H.-H. Liu & Wang, 2019). The associations can integrate from product and non-product associations through names, packages (H.-H. Liu & Wang, 2019). The associations can integrate from product and non-product associations through names, packages, distribution strategies, and advertising Aaker (World Bank, 2022b) The product attributes must be unique and



- Attributes :

Attributes are the features that characterize a product or service based on how a consumer thinks the product or service is and what is involved with the purchase. Attributes are distinguished on product-related attributes and non-product-related attributes. Product-related attributes defined as the important material to performing the product which are related to a composition of a product or services requirements. While non product-related are the external aspects of the product or service that are related with the purchase or consumption. There are four types of non-product-related attributes which are price information, packaging or product appearance information, user imagery and usage imagery. Price information is related with consumers' beliefs on how to associate the price with the brand value and their ability of organizing the

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product category in terms of the price tiers. User and usage imagery can be built from consumers' experience and contact with the brand.

- Benefits

Benefits are the personal value for the consumer from the products or services and what the products or services can do for them. There are three types of benefits which are functional, experiential and symbolic benefits. Functional benefits are linked to basic motivation such as physiological, safety needs and desire for problem removal. Experiential benefits are the benefits that are able to satisfy experiential needs such as sensory pleasure, variety and cognitive stimulation. The last is symbolic benefits that

consumers may value

to their self-concept

Attitudes

the basis for behavior associated

brand based on the benefits of the brand related to beliefs

product-related

association

perspective.

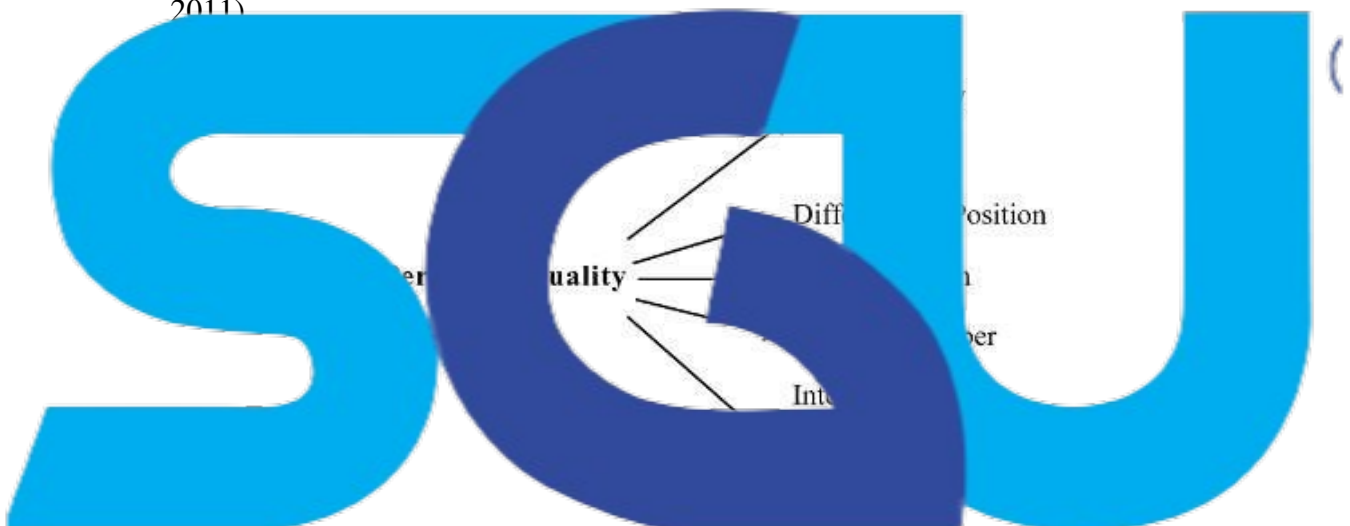
### 2.1.8 Perceived Quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service Aaker in (Ahmad Munawar & Ali, 2019). Although perceived quality cannot be determined objectively, there are several factors to consider when determining the quality of a product (Siska, 2015), those are:

- Performance
- Features (product uniqueness).
- Compliance With Specifications
- Reliability.

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- Serviceability.
  
  - Fit and finish.

Zeithaml (1988) classifies the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes of a product are related to its physical aspects such as colour, flavour, form, and appearance while on the other hand, the extrinsic attributes are related to the product that is not related with physical aspects such as the brand name, price, store, and packaging. However, it may be difficult to generalize attributes as it is distinctive to a product category (Chieng, 2011)



**Figure 5. The value of perceived quality**

Source :Aaker ,1991

Aaker (1991) stated that perceived quality provides value in several ways. Reason to buy, in many circumstances, the perceived quality of a brand is a critical incentive to buy, determining which brands are included and eliminated from consideration, as well as the brand that is chosen. Differentiate / position is a principal positioning characteristic of a brand on the perceived quality dimension. To gain a competitive advantage, businesses must create products or services that represent the values to fulfil consumers expectation (Anwar & Andrian, 2021). A price premium advantage provides the option of charging a premium price that is able to give the firm higher profits. Using the term “you get what you pay for” belief is important for the goods and services which objective information is not available. Channel member interest, which



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information, which leads to a stronger impact of process claims on perceived healthfulness and purchase intention.

### 2.3 Purchase Decision

According to Kotler et al. in (Amin et al., 2021) purchase decision is a consumer's decision to purchase after considering several factors available that will influence the decision. There are several factors in the purchase decision Kotler in (Saputra & Mahaputra, 2022), those are:

- Product choice, where consumers can make decisions to buy goods or services

...e, where consum  
...d use.

- Dealer choice, where consumers can make decisions about which places

...ur where consume  
...asing decisions ba  
... have.

- Payment Method, where the consumer can make a decision regarding their selected payment method based on their situation.

Blackwell et al. in (Hanaysha, 2018) stated that the marketing managers should understand the factors that will influence purchasers and also understand the process of consumer purchase decision (Hanaysha, 2018). There are numerous phases that will influence consumer purchase decision and post purchase behavior which divided into five stages according to Turban et., al. in (Badir & Andjarwati, 2020), namely:

1. Problem recognition, it appears when consumers feel a gap between their actual and desired state that can be influenced by internal or external factors (Mustafa & Al-Abdallah, 2020). The marketers in this stage can maximizing their

advertisements, packaging and personal selling to raise the recognition of desired needs and wants (Hanaysha, 2018).

2. Information search. In this stage, after consumers recognize their needs, they will search for information on how to fulfill those needs by seeking from several sources (Badir & Andjarwati, 2020). The internal sources usually comes from their past experience that left a positive results and satisfaction about the products while external sources can come from example, friends, family, neighbors, etc - (Hanaysha, 2018).

3. Evaluation of alternatives is where consumers decide which brand they will choose from the previous step.

brand and the provides, so that it take a dominant position

of consumer (Mustafa & Al-Allah)

the result from the process where consumer

pick the services that can satisfy their needs and wants from

(Mustafa & Al-Allah)

the payment (Badir & Andjarwati, 2020).

5. Post-purchase behavior is the stage where consumers will evaluate the product that they purchased and used. In this stage, the consumer will experience the level of satisfaction that will lead to consumer loyalty and increase the opportunity of repeat purchase in the future (Badir & Andjarwati, 2020).

## 2.4 Previous Studies

Title	Author	Variable	Result
"The influence	Richard chinomon	-Brand awareness	-Brand awareness significantly affect brand attachment



<p>of brand awareness, brand association and product quality on brand loyalty and repurchase</p>	<p>a, Eugene Tafadzwa Maziriri (2017)</p>	<ul style="list-style-type: none"> <li>-Brand association</li> <li>-Product quality</li> <li>-Repurchase intention</li> <li>-Cosmetics brands</li> <li>-Male consumers</li> </ul>	<ul style="list-style-type: none"> <li>-Brand association has significant effect on brand loyalty</li> <li>-Product quality has a direct significant effect on brand loyalty</li> <li>-Brand loyalty has a strong significant effect on repurchase intention. The repurchase of a brand is depend on the brand loyalty</li> </ul>
<p>a case of cosmetic</p>			
<p>“Impact of self - health awareness and perceived product benefits on purchase intentions for</p>	<p>Natasha Loebnitz, Klaus G. Grunert (2018)</p>	<ul style="list-style-type: none"> <li>-Purchase Intention</li> <li>-Self- health awareness</li> <li>-Perceived product benefits</li> </ul>	<ul style="list-style-type: none"> <li>-High motivation products for food products with nutrition claims only if the product benefit is explicit</li> <li>-The presence of a nutrition claim influences participants purchase intention</li> <li>-Purchase intentions are significantly higher for self-health aware participants when the nutrition claim and benefit is mention</li> </ul>



hedonic and utilitarian foods with nutrition claims”			
“Applying consumer equity in luxury	Liu, Wong, Tseng, (2017)	-Brand Loyalty -Brand	-Brand awareness, brand loyalty, perceived quality have a significant effect toward brand attitude  ved quality and brand effect toward purchase insignificant effect
“Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry:	Santoso & Cahyadi (2014)	-Brand awareness -Brand association -Brand loyalty -Perceived quality -Purchase intention	-Using multiple regression analysis -Brand association and brand loyalty have a significant influence on purchase intention -Brand awareness and perceived quality are shown insignificant in influencing purchase intention

A Case Study of ABCin Surabaya”			
“Effect Brand Equity on Consumer Purchase Intention”	Roozy, Essmaeel Arastoo, Mohammad Ali	-Brand association -Brand awareness -Perceived quality	-Brand loyalty, brand association and perceived quality has a significant effect to purchase intention -Brand loyalty is the most significant influence to purchase intention The least minimum effect to purchase awareness y influenced by bra
	Hossein (2014)	Considering phase mendati	loyalty
The Impact of Brand Equity Towards Consumer's Purchase Intention”	Siska, A & Irwanto, Dodi Wirawan (2015)	-Brand awareness -Brand association -Perceived quality -Brand loyalty -Purchase intention	brand association, brand loyalty has a significant effect on purchase intention -Perceived quality and brand awareness has insignificant effect to purchase intention

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**Table 2. Previous Study**

**2.5 Study Differences / Similarities**

**1. Title:** The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa

**Author :** (Chinomona & Maziriri, 2017)

**Study Difference:**

The previous study dependent variables are different from this study. The previous study focuses on the fashion or beauty industry. The sample collected in the previous study are those who live in South Africa, while the previous sample are the consumers in Indonesia.

**Author:** (M. T. Liu et al., 2017; Loebnitz & Grunert, 2018)

**Study Similarities:**

The previous study independent variables are self-health awareness and perceived product benefits while this study independent variables are consumer based brand equity and also health motivation which have a high similarity with self-health awareness. The dependent variable in the previous study is also similar but not the same with this study that is purchase decision.

**3 Title :** Applying consumer based brand equity in luxury hotel branding

**Author :** (M. T. Liu et al., 2017)

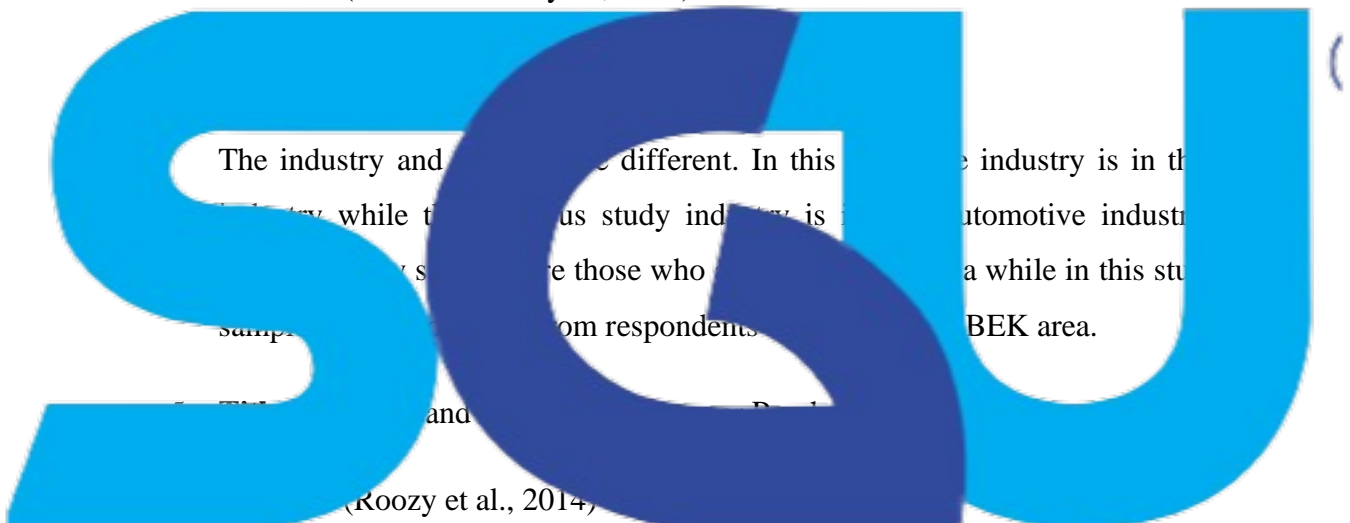
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**Study Difference:**

There are the differences in variables that are brand attitude and brand performance which in this study the variables are consumer based brand equity, health motivation and purchase decision. The previous study focuses on the hotel study that is different from this study which focuses on the food industry

- 4 **Title** : Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya”

**Author** : (Santoso & Cahyadi, 2014)



The industry and ... different. In this ... industry is in the ... industry while the ... study industry is ... automotive industry ... those who ... a while in this study ... BEK area.

and ...

(Rozy et al., 2014)

**Study Similarities:**

This previous study focuses on the brand equity aspects for the consumer which are also similar with this study. To add, the similarities also come from the industry which the study observed, that is the food industry which is also the same as this study.

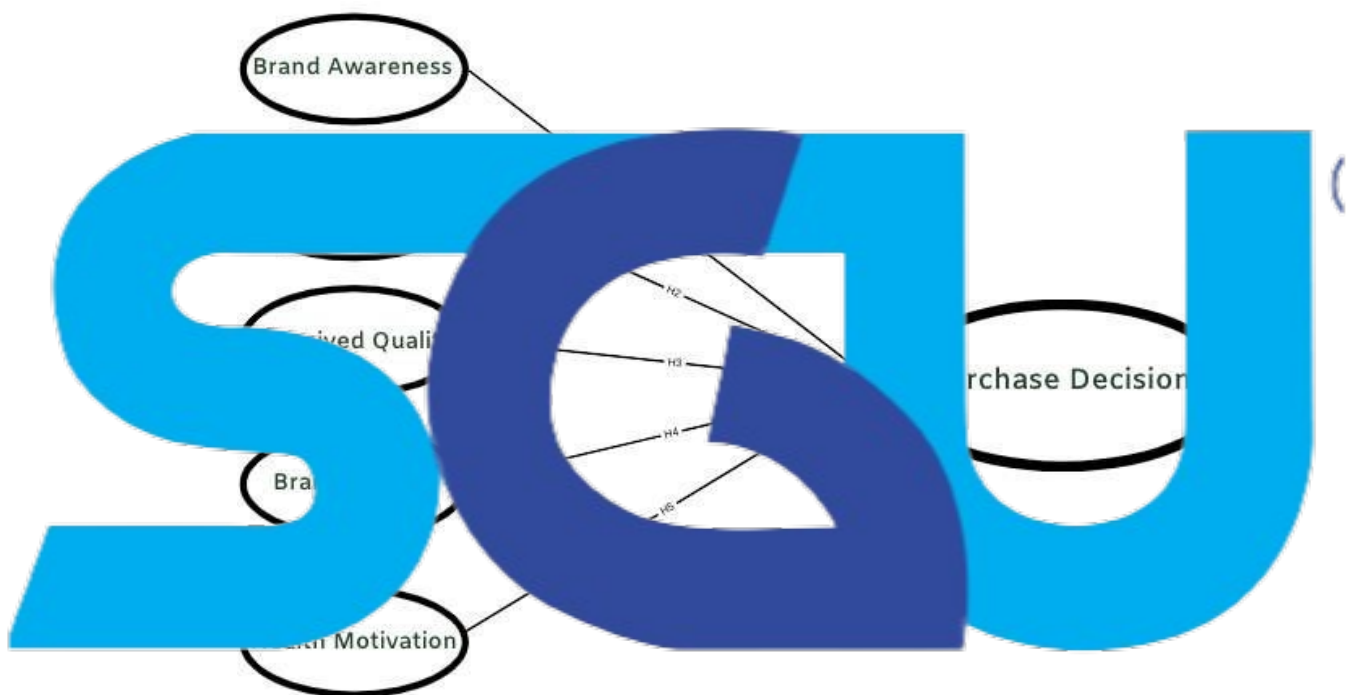
- 6 **Title** : The Impact of Brand Equity Towards Consumer's Purchase Intention

**Author** : (Siska, 2015)

**Study Similarities:**

The previous study has the same independent variable with this study that is brand awareness, brand association, perceived quality, brand loyalty, and purchase intention. The industry are also similar between the previous study and this study which is in the food and beverage industry

## 2.6 Research Model



**Figure 6. Research Model**

Source : Author,2022

## 2.7 Hypothesis Development

**H#1: Brand awareness has significant effect towards purchase decision of Lemonilo healthy instant noodles**

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According to Santoso and Cahyadi (2014) research, it is shown that brand awareness has no significant effect towards purchase action. With the other independent variable, that are the 4 elements of consumer based brand equity, brand awareness is one of the un-significant effects on purchase action in the case of the automotive industry. The case also similar with the beverage industry in Siska & Irwanto (2015) stated that brand awareness not giving a significant effect to purchase action.

However Roozy (2004), stated that brand awareness in the food industry has a significant effect on purchase action. In that research studied in brand equity on consumer perspective, brand awareness is on the second top rank that affects purchase

characteristics of a brand and consumer purchase

(Santoso, Cahyadi, 2014)

Brand association has significant effect on purchase decision  
in healthy instant noodles

Brand association has significant influence of purchase decision (Santoso,

research

have a significant effect on purchase action. It is individually without the help of other variables. (Roozy, et al. 2014) on their research it is confirmed that brand association has a significant effect on purchase action, although brand association is stage after brand awareness, it has a meaningful effect on the willing and considering purchase.

### **H#3: Brand loyalty has significant effect towards purchase decision of Lemonilo healthy instant noodles**

Roozy et al. (2014), stated that brand loyalty has the significant influence of purchase action which consist of willing purchase, considering purchase and also recommendation purchase, the results also showed that brand loyalty is the only variable that is able to influence the recommendation stage which is the next level of

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purchase decision. Brand loyalty is also a major variable that will affect consumer purchase stages (Siska, Irwanto 2015).

**H#4: Perceived quality has significant effect towards purchase decision of Lemonilo healthy instant noodles**

Anwar (2021). In the study that analyzed the effect of perceived quality on purchase decisions, it showed that perceived quality has a significant effect on purchase decisions. Siska and Irwanto (2015) stated that perceived quality has an insignificant contribution towards consumer purchase action. In addition (Rozy et al. 2004) confirmed that perceived quality has a significant effect on purchase action which

**H#5: Health motivation has significant effect towards purchase decision of Lemonilo healthy instant noodles**

in their study, high health motivation leads to a consumer who chooses products for health nutrition claim. The presence of health motivation also showed a positive relation to trust of using certain healthy brands and products. These relation will influence the consumer to do the purchase action (Rausa yusuf, 2017).