

## THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY, BRAND ASSOCIATIONS, AND BRAND LOYALTY ON THE BRAND EQUITY OF OPPO SMARTPHONES

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### ABSTRACT

*Brand equity is a set of assets and values associated with a brand. Several factors influence it, namely brand awareness, perceived quality, brand associations, and brand loyalty. This research is expected to provide insight to understand the influence of brand awareness, perceived quality, brand associations, and brand loyalty on the brand equity of Oppo smartphones. This research used purposive sampling as the sampling method, the questionnaire as the data collection method, and distributed to 145 students of the Faculty of Business, PGRI University of Yogyakarta. The data were evaluated using validity and reliability tests and analyzed with partial, simultaneous, and multiple linear regression tests. Partial positive impact is shown by brand awareness, brand association, and brand loyalty on brand equity. However, perceived quality negatively affect brand equity. The simultaneous impact is shown by brand awareness, perceived quality, brand association, and brand loyalty on the brand equity of the Oppo smartphone. However, this research has a small sample size and limited variables used; future research is expected to expand the sample size and include new variables.*

*Keywords: Brand awareness, perceived quality, brand association, brand loyalty, and brand equity.*

### A. INTRODUCTION

Samsung, Apple, Xiaomi, Infinix, Realme, Advan, Asus, Vivo, and Oppo are some brands that have graced the smartphone market competition worldwide, including in Indonesia, for years. The products launched are fairly attractive, with performance specifications, features, and prices. The high competition in Indonesia's smartphone market requires companies to have value for their brands to stay ahead in the market. The value attached to the brand is commonly known as brand equity. Brand equity is the assets and trust associated with a brand, name, or symbol, which can affect the value of products or services for companies and customers. These assets can increase or decrease the value of a product or service.

Oppo is a company brand that focuses on developing, producing, and selling various types of smartphones and their accessories. In the data graph displayed it can be seen that until August 2021, Oppo still ranks second as the smartphone brand with the largest market share of 21.72 percent, below Samsung, which is ranked first with a market share of 22.42 percent, followed by Xiaomi in third place at 19.88 percent.

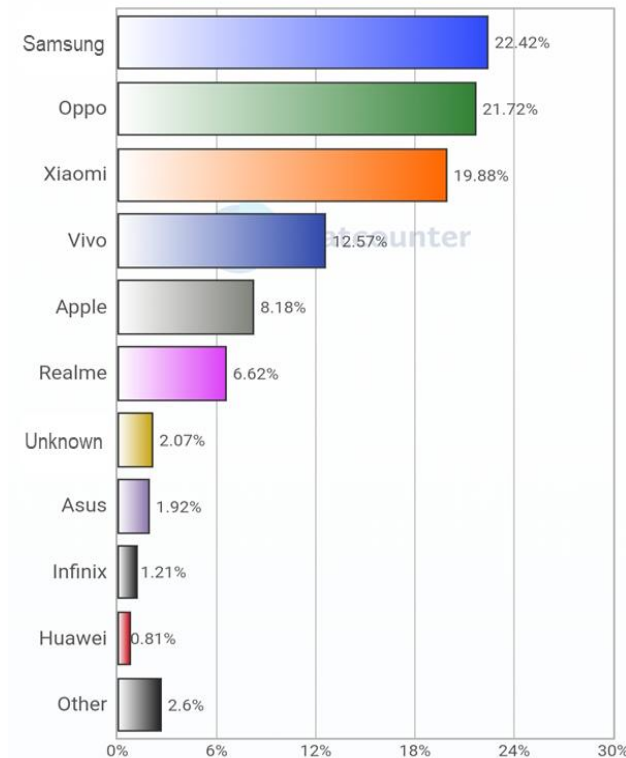


Figure 1. Market Share of Smart Phone Brands in Indonesia

Source: [gs.statcounter.com](https://gs.statcounter.com), 2021

Even so, in reality, Oppo as a brand makes its efforts to build brand awareness by conducting publications and promotions through electronic media, television advertisements, social media, website advertisements, and non-electronic posters, billboards, and brochures. Another effort is to collaborate with other brands, such as Lamborghini, Marvel, Jo Malone, and Disney. Besides that, Oppo also collaborates with various Indonesian public figures: Isyana Sarasvati, Rio Haryanto, Nicholas Saputra, Reza Rahadian, Raisa, Chelsea Islan, Afgan, Vanesha Prescilla, and Cinta Laura, as well as Yoshi Sudarso.

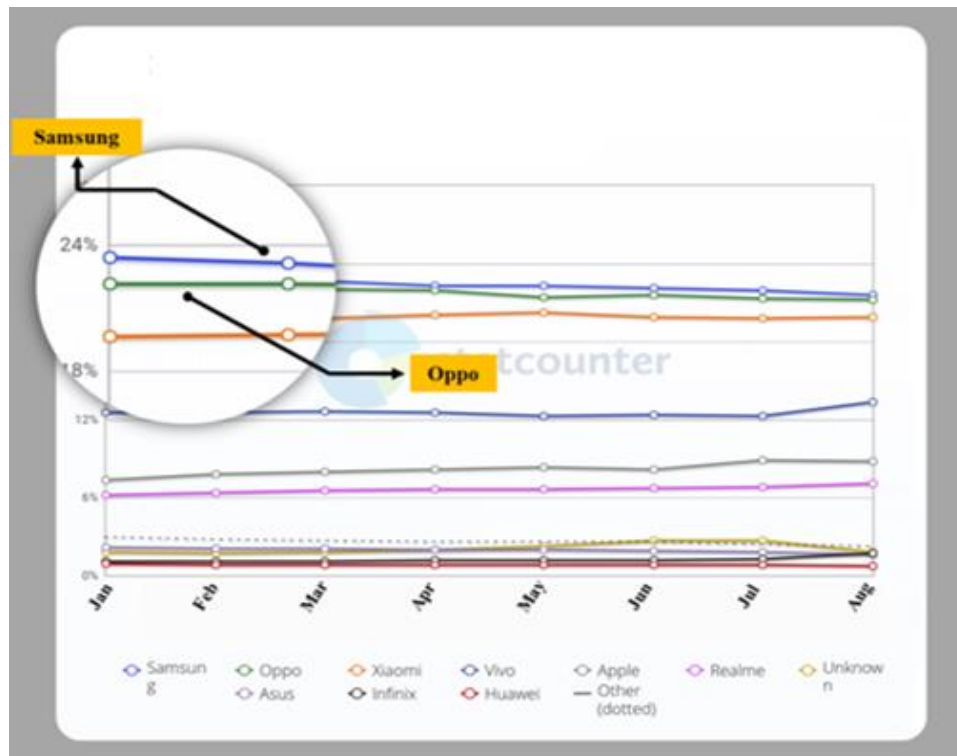


Figure 2. Market Share of Smart Phone Brands in Indonesia January - August

Source: [gs.statcounter.com](https://gs.statcounter.com), 2021

Oppo presents products with many attractive features and innovations to build perceptions of quality, including advanced display devices, one of the first smartphone brands to support 5G connectivity systems and fast charging systems. Meanwhile, in its efforts to build brand associations, Oppo's product slogans always convey that the camera part is Oppo's dominant focus. Some examples include "Every moment in portrait," which is embedded in Oppo Reno 6 products, "Selfie expert" on Oppo F series products, and "Brilliant portrait in low light" on Oppo F11 products. Meanwhile, brand loyalty can be measured by Oppo, which remains in second place as the smartphone brand with the largest market share in Indonesia from January - August 2021 period. However, the position of the market share indicates that Oppo's efforts in building brand equity through these variables are not enough to beat Samsung as the brand with the largest market share in Indonesia.

Research conducted on brand equity variables is generally about the influence of each factor individually on brand equity. The effect of brand awareness, brand association, perceived quality, and brand loyalty on brand equity partially affects Padang residents (Alwan et al., 2020). Another study used different variables from the previous one, consisting of brand association, brand loyalty, brand awareness, and brand image, to determine the brand equity of residents around Tangerang (Lego & Hannes, 2021). However, this study only discusses the

partial relationship of each variable affecting brand equity. Meanwhile, other studies found similar discussions that examined the partial influence of brand awareness, brand association, perceived quality, and brand loyalty on brand equity in Jakarta residents (Litto & Selamat, 2022).

From various previous studies, no research has been conducted that focuses not only on partial effects but also on simultaneous effects. This is a gap in brand equity research. So, in this study, researchers focus not only on partial effects but also on the simultaneous influence of brand awareness, perceived quality, brand association, and brand loyalty on brand equity. This research aims to fill this gap by not only focusing on partial effects but also focusing on the simultaneous influence of brand awareness, perceived quality, brand association, and brand loyalty on brand equity. Given the extensive research areas conducted by previous researchers, this study's scope is only concentrated on the Faculty of Business at the PGRI University of Yogyakarta. This is expected to provide sharper and more specific results among students of the Faculty of Business at the PGRI University of Yogyakarta.

The facts above regarding the market share of the Oppo smartphone brand have encouraged researchers to look at a smaller environment. This is intended to see how brand awareness, perceived quality, brand association, and brand loyalty affect brand equity in a more limited environment. The intended environment is the students of the Faculty of Business, PGRI University of Yogyakarta. From this description, the researcher determines "the effect of brand awareness, perceived quality, brand association, and brand loyalty on Oppo smartphone brand equity in students of the Faculty of Business, PGRI University of Yogyakarta" as the research title. This study aims to determine how brand awareness, perceived quality, brand association, and brand loyalty affect the brand equity of Oppo smartphones. This research will also be limited to discussing the effect of brand awareness, perceived quality, brand association, and brand loyalty on Oppo smartphone brand equity through descriptive quantitative methods.

## **B. LITERATURE REVIEW**

### ***Brand Awareness***

Brand awareness shows the ability of consumers or potential consumers to recall (recognize) or recognize (recall) that a brand is part of a particular product category. Brand awareness is the ability of a customer to remember a certain brand or advertisement spontaneously or after being assembled into keywords (Rangkuti in Firmansyah, 2019).

Meanwhile, brand awareness shows the ability of consumers (or potential consumers) to recall (recognize) or recognize (recall) that a brand is part of a certain product category (Durianto et al. in Firmansyah, 2019). A review of previous research shows that brand awareness positively and significantly affects brand equity (Asif et al., 2015; Sukiarti et al., 2016). Based on this explanation, the research hypothesis is as follows:

**H1: Brand awareness is suspected of positively affecting the brand equity of Oppo smartphones among students of the Faculty of Business, PGRI University of Yogyakarta.**

#### *Perceived Quality*

Quality reflects all product offering dimensions that generate customer benefits (Tjiptono in Firmansyah, 2019). Aaker (2018) suggests that quality perception or impression is the customer's perception of a product or service's overall quality or superiority about the expected intention. Therefore, according to Aaker (2018), the impression of quality is customers' perception. Previous research shows that perceived quality positively and significantly affects brand equity (Hou & Phusit, 2016; Muzaqqi et al., 2016). Based on this explanation, the research hypothesis is as follows:

**H2: It is suspected that perceived quality positively affects Oppo smartphone brand equity among Faculty of Business, PGRI Yogyakarta University students.**

#### *Brand Association*

Brand association is any impression that appears in a person's mind related to his memory of a brand (Durianto in Firmansyah, 2019). According to Aaker (2018), brand association is everything "related" to memories about a brand. Consumer perceptions are considered customer associations regarding the quality of a product's result, services, and overall satisfaction, which can be seen as indicators. Aaker (2018) also stated that a brand is a set of associations, usually arranged in various meaningful forms. Previous research shows that brand association positively and significantly affects brand equity (Indah et al., 2018; Sasmita & Mohd Suki, 2015). Based on this explanation, the research hypothesis is as follows:

**H3: It is suspected that brand association positively affects the brand equity of Oppo smartphones for students of the Faculty of Business, PGRI Yogyakarta University.**

#### *Brand Loyalty*

Giddens explains that brand loyalty is a choice made by a consumer to buy products from a certain brand compared to products in the same category from other brands (Giddens in Firmansyah, 2019). Meanwhile, according to Aaker (2018), brand loyalty measures the relationship between a customer and a brand. This represents the possibility that a customer

will switch from one brand to another, especially when a brand makes changes, both related to the selling price of the product and changes to the product itself. Research on this variable shows that brand loyalty positively and significantly affects brand equity (Ahmed, 2015; Alwan et al., 2020). Based on this explanation, the research hypothesis is as follows:

**H4: Brand loyalty is suspected to positively affect Oppo smartphones' brand equity among students of the Faculty of Business, PGRI Yogyakarta University.**

#### ***Brand Equity***

Brand equity is a customer's response to the products and services offered by a brand based on his knowledge of the brand (Kotler & Armstrong, 2014). Brand equity is the extent to which customers are willing to pay more for a product or service from a particular brand. Aaker (2018) explains that brand equity is a set of assets and trustworthiness associated with a brand, name, and symbol that can influence by adding or reducing the value attached to a product or service for the company or brand and its customers (Aaker, 2018). Brand awareness, perceived quality, brand association, and brand loyalty significantly affect brand equity, (Hidayat & Martini, 2019). Based on this explanation, the research hypothesis is as follows:

**H5: It is suspected that brand awareness, perceived quality, brand association, and brand loyalty simultaneously affect the brand equity of Oppo smartphones for students of the Faculty of Business, PGRI Yogyakarta University.**

#### ***Research Framework***

Based on the explanation that has been described in the literature review, the researcher applies the following research framework:

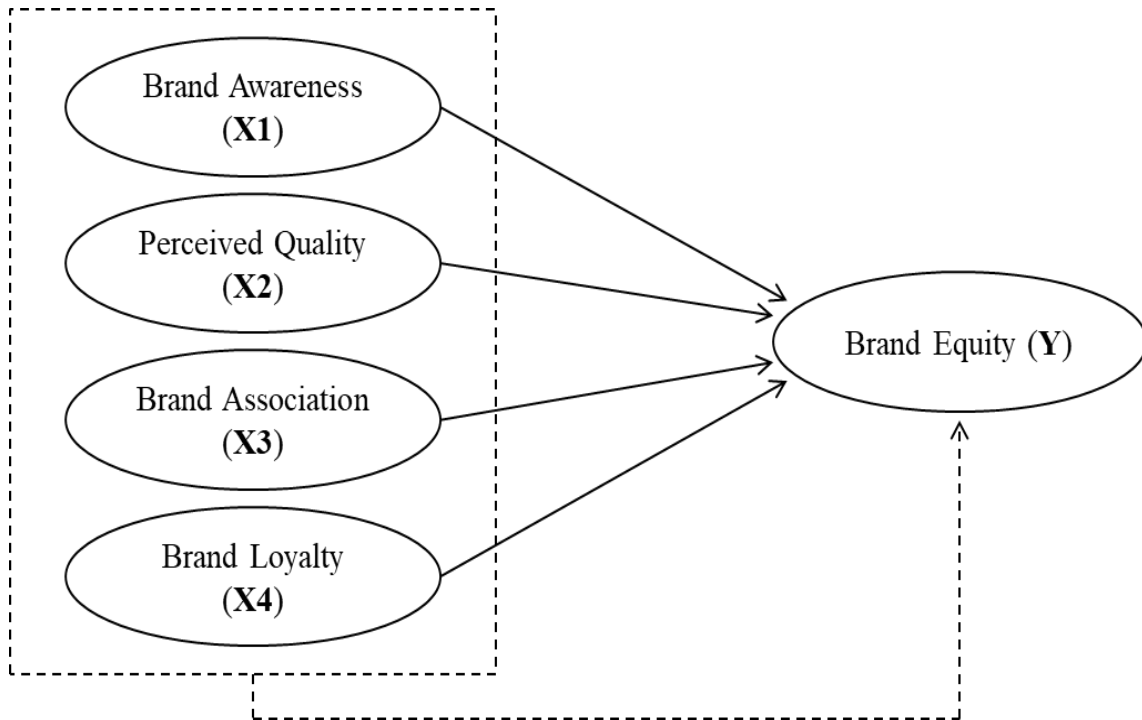


Figure 3: Research Framework

Source: Researcher Illustration, 2022

### C. RESEARCH METHOD

This descriptive quantitative research examines and explains the effect of brand awareness, perceived quality, brand association, and brand loyalty on brand equity. The research was conducted at the Faculty of Business, PGRI University of Yogyakarta, from October 2022 to January 2023. The research data consists of primary data obtained by distributing questionnaires via Google form links so that data collection can be done more efficiently. Google Form is an online-based form creation service provided by Google. Secondary data is obtained by accessing smartphone market share data in Indonesia through the [gs.statcounter.com](https://gs.statcounter.com) web page.

The research population is all Faculty of Business, PGRI University of Yogyakarta students. The sample in this study is some students of the Faculty of Business who are 17 years old or have active student status at the Faculty of Business, PGRI University of Yogyakarta, and active users of Oppo smartphones. The data analysis technique in this study consists of a validity test, reliability test, and multiple linear regression to test the hypothesis, which includes partial test (t-test), simultaneous test (f-test), and coefficient of determination ( $R^2$ ).

## D. RESULTS AND DISCUSSION

### *Testing Results*

Table 1. Validity Test Result

Variable	Item	R Count	R Table	Significance	Description
Brand Awareness	1	0.475	0.1966	0.000	Valid
	2	0.451		0.000	Valid
	3	0.662		0.000	Valid
	4	0.681		0.000	Valid
Perceived Quality	1	0.782	0.1966	0.000	Valid
	2	0.858		0.000	Valid
	3	0.719		0.000	Valid
	4	0.804		0.000	Valid
	5	0.817		0.000	Valid
	6	0.169		0.042	Valid
Brand Association	1	0.892	0.1966	0.000	Valid
	2	0.845		0.000	Valid
	3	0.882		0.000	Valid
	4	0.888		0.000	Valid
	5	0.827		0.000	Valid
Brand Loyalty	1	0.933	0.1966	0.000	Valid
	2	0.952		0.000	Valid
	3	0.937		0.000	Valid
Brand Equity	EM_BS1	0.828	0.1966	0.000	Valid
	EM_BS2	0.281		0.001	Valid
	EM_BS3	0.823		0.000	Valid
	EM_BS4	0.795		0.000	Valid
	EM_P1	0.777		0.000	Valid
	EM_P2	0.807		0.000	Valid
	EM_P3	0.739		0.000	Valid
	EM_P4	0.755		0.000	Valid
EM_P5	0.72	0.000	Valid		
EM_P6	0.651	0.000	Valid		
EM_P7	0.755	0.000	Valid		
EM_P8	0.798	0.000	Valid		



Variable	Item	R Count	R Table	Significance	Description
	EM_P9	0.736		0.000	Valid
	EM_P10	0.718		0.000	Valid
	EM_P11	0.764		0.000	Valid
	EM_P12	0.558		0.000	Valid
	EM_P13	0.22		0.008	Valid
	EM_I1	0.466		0.000	Valid
	EM_I2	0.82		0.000	Valid
	EM_I3	0.744		0.000	Valid
	EM_I4	0.645		0.000	Valid
	EM_I5	0.73		0.000	Valid
	EM_I6	0.594		0.000	Valid
	EM_I7	0.733		0.000	Valid
	EM_I8	0.572		0.000	Valid
	EM_I9	0.611		0.000	Valid
	EM_J_KW1	0.709		0.000	Valid
	EM_J_KW2	0.771		0.000	Valid
	EM_J_KW3	0.801		0.000	Valid
	EM_J_KW4	0.791		0.000	Valid
	EM_J_KR1	0.713		0.000	Valid
	EM_J_KR2	0.712		0.000	Valid
	EM_J_KR3	0.802		0.000	Valid
	EM_J_KR4	0.834		0.000	Valid
	EM_J_KR5	0.695		0.000	Valid
	EM_J_KR6	0.779		0.000	Valid
	EM_J_KR7	0.851		0.000	Valid
	EM_J_KR8	0.862		0.000	Valid
	EM_J_KR9	0.811		0.000	Valid
	EM_J_PT1	0.822		0.000	Valid
	EM_J_PT2	0.818		0.000	Valid
	EM_J_PT3	0.827		0.000	Valid
	EM_J_KU1	0.828		0.000	Valid
	EM_J_KU2	0.813		0.000	Valid
	EM_J_KU3	0.852		0.000	Valid

Variable	Item	R Count	R Table	Significance	Description
	EM_F1	0.864		0.000	Valid
	EM_F2	0.875		0.000	Valid
	EM_F3	0.855		0.000	Valid
	EM_F4	0.866		0.000	Valid
	EM_F5	0.846		0.000	Valid
	EM_F6	0.863		0.000	Valid
	EM_R_LY1	0.841		0.000	Valid
	EM_R_LY2	0.679		0.000	Valid
	EM_R_LY3	0.625		0.000	Valid
	EM_R_LY4	0.826		0.000	Valid
	EM_R_LY5	0.863		0.000	Valid
	EM_R_LY6	0.768		0.000	Valid
	EM_R_LY7	0.87		0.000	Valid
	EM_R_AT1	0.856		0.000	Valid
	EM_R_AT2	0.818		0.000	Valid
	EM_R_AT3	0.881		0.000	Valid
	EM_R_AT4	0.847		0.000	Valid
	EM_R_KM1	0.825		0.000	Valid
	EM_R_KM2	0.772		0.000	Valid
	EM_R_KM3	0.837		0.000	Valid
	EM_R_KM4	0.787		0.000	Valid
	EM_R_EG1	0.828		0.000	Valid
	EM_R_EG2	0.805		0.000	Valid
	EM_R_EG3	0.734		0.000	Valid
	EM_R_EG4	0.851		0.000	Valid
	EM_R_EG5	0.819		0.000	Valid
	EM_R_EG6	0.801		0.000	Valid

Source: Primary data processed in 2023

The validity test results show that all research instrument items are declared valid due to the significance value, which is  $< 0.05$  (Sugiyono, 2013).

Table 2. Reliability Test Result

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1	12.83	3.144	-0.138	0.030	0.615
2	10.08	3.251	0.155	0.148	0.166
3	10.38	2.529	0.339	0.312	-.081 <sup>a</sup>
4	10.85	2.324	0.285	0.237	-.063 <sup>a</sup>

Source: Primary data processed in 2023

The brand awareness variable is declared unreliable because the Cronbach alpha value obtained is 0.237 or below 0.60 (Suliyanto, 2018). Two things can be done to overcome this: improve the questionnaire or delete the highest value in the reliability test results table section. Researchers deleted or eliminated question items in the brand awareness variable in this study. The table shows the Cronbach alpha of the item deleted section. So if item 1 is removed, the Cronbach alpha value that will be obtained from the results of the brand awareness variable reliability test is 0.615 so that the results become reliable. The following results of the reliability test show that item 1 was eliminated. It can be seen that the Cronbach alpha value obtained is 0.615.

Table 3. Reliability Test Results After Deleting Item 1 Values

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.615	3

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
2	8.19	2.171	0.320	0.648
3	8.50	1.474	0.557	0.315
4	8.97	1.353	0.434	0.524

Source: Primary data processed in 2023

Based on these results, the perception of quality can be declared reliable, as the significance value exceeds 0.60.

Table 4. Partial Test Result (t-test)

Model	Unstandardized		Standardized		T	t	Sig.	Description
	Coefficient		Coefficient					
	B	Std. Error	Beta					
(Constant)	53.438	16.349				3.269	.001	
Brand Awareness Total	.861	1.483	.027		1.97705	.581	.562	Accepted
Perceived Quality Total	-.239	1.073	-.016		1.97705	-.223	.824	Not accepted
Brand Association Total	6.206	1.257	.430		1.97705	4.936	.000	Accepted
Brand Loyalty Total	8.821	1.158	.511		1.97705	7.616	.000	Accepted

Source: Primary data processed in 2023

- 1) Hypothesis 1 is accepted. The brand awareness variable shows a t value of 0.581, smaller than the t table value of 1.97705. The significance value is 0.562, meaning brand awareness has a positive but insignificant effect due to the significance value > 0.05.
- 2) Hypothesis 2 is not accepted. The perceived quality variable shows a t value of -0.223; this value is smaller than the t table value of 1.97705. The test results also show that perceived quality has a negative and insignificant relationship with brand equity.
- 3) Hypothesis 3 is accepted. The brand association variable shows a t value of 4.936, greater than the t table value of 1.97705. The test results also show that brand association has a positive and significant relationship to brand equity.
- 4) Hypothesis 4 is accepted. The brand loyalty variable shows a t value of 7.616, greater than the t table value of 1.97705. The test results also show that brand loyalty has a positive and significant relationship to brand equity.

Table 5. Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	380617.984	4	95154.496	163.676	.000 <sup>b</sup>
Residual	81390.389	140	581.360		
Total	462008.372	144			

a. Dependent Variable Brand Equity

b. Predictors: (Constant), Brand Loyalty Total, Brand Association Total, Perceived Quality Total, Brand Awareness Total

Source: Primary data processed in 2023

Based on the table of F-test results above, it is known that the calculated F value is 163.676 while the F-table value is 2.44, which means that  $F_{count} 163.676 > F_{table} 2.44$ . The results indicate a simultaneous relationship between all independent variables consisting of brand awareness, perceived quality, brand association, and brand loyalty to the dependent variable, brand equity. Hypothesis 5 is declared accepted.

Table 6. Coefficient of Determination ( $R^2$ )

Model Summary				
Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	.908 <sup>a</sup>	0.824	0.819	24.111

a. Predictors: (Constant), Brand Loyalty Total, Brand Association Total, Perceived Quality Total, Brand Awareness Total

Source: Primary data processed in 2023

The Adjusted R2 test results using SPSS statistics obtained an Adjusted R2 value of 0.819. This means that the dependent variable is 81.9% influenced by the independent variable in this study, which consists of brand awareness, perceived quality, brand association, and brand loyalty. At the same time, the other 18.1% of the impact is determined by other variables outside the variables discussed in this study.

### **Discussion**

This study shows that brand awareness positively affects brand equity but is insignificant. This means that the influence of brand awareness on students of the Faculty of

Business, PGRI University of Yogyakarta, is relatively low in influencing Oppo's brand equity. This is the same as research conducted by Lego and Hannes, where brand awareness has a positive but insignificant effect on brand equity (Lego & Hannes, 2021). Hidayat & Martini (2019) also show that brand awareness has a positive but insignificant effect on brand equity. The results of this study indicate that increasing brand awareness positively aligns with increasing Oppo brand equity in Business Faculty students at PGRI University of Yogyakarta, even though the effect value is not significant.

The results of this study show that perceived quality has an insignificant and negative relationship with brand equity. The results of other studies, such as research conducted by Ibrahim, which involved a wider research area, showed that perceived quality positively and significantly affects brand equity (Ibrahim, 2016). This research was conducted in a small area where respondents only consisted of students of the Faculty of Business, PGRI University of Yogyakarta. In contrast, the object of research was Oppo, which is nationally recognized as a well-known gadget brand. In addition, researchers only collect data from certain respondents who have been previously classified, and the sample size is not too large.

This research hypothesis test results show that brand association positively relates to brand equity. The results of this study are supported by previous research conducted by Pujotomo & Putri (2015) and Muzaqqi et al. (2016), which show that brand association significantly affects brand equity. This shows that the Oppo brand associations formed in the minds of students of the Faculty of Business, PGRI University of Yogyakarta, can build Oppo brand equity in students of the Faculty of Business, PGRI University of Yogyakarta.

The test results show that brand loyalty positively affects brand equity. It can be interpreted that the higher the Oppo brand loyalty, the higher the Oppo brand equity. Research conducted by Falakh shows that brand loyalty positively and significantly affects brand equity (Falakh, 2016). So, the higher the Oppo brand loyalty among students of the Faculty of Business, PGRI University of Yogyakarta, the higher the Oppo brand equity will be, especially among students of the Faculty of Business, PGRI University of Yogyakarta.

The results of the F-test show a simultaneous relationship between all independent variables, namely brand awareness, perceived quality, brand association, and brand loyalty, and the dependent variable, namely brand equity. These results are aligned with several previous studies, such as research conducted by Muzaqqi et al. (2016), which shows that the variables of brand awareness, quality impression, brand association, and brand loyalty have a simultaneous and significant effect on brand equity. The results of similar research were also

revealed by Mujahid, who states that brand awareness, brand image, brand association, and brand loyalty simultaneously affect brand equity (Mujahid, 2017). Brand awareness, perceived quality, brand association, and brand loyalty influence brand equity by 81.9%. Brand loyalty has a greater influence than other variables.

## **E. CONCLUSION**

Hypothesis 1 is accepted. Brand awareness shows a positive value in the test results, which aligns with the hypothesis proposed at the beginning of the research. However, this influence is not significant due to the inappropriate significance value. Increasing brand awareness can enhance the brand equity of Oppo smartphones among students of the Faculty of Business at the PGRI University of Yogyakarta. Perceived quality shows a negative value in the test results, which is not in line with the research hypothesis stating that perceived quality positively affects brand equity. Increasing perceived quality can decrease the brand equity of Oppo smartphones among students of the Faculty of Business at the PGRI University of Yogyakarta. Brand association shows a positive value in the test results, which aligns with the hypothesis proposed at the beginning of the research. Therefore, the hypothesis 3 of this research is accepted. Increasing brand association can enhance the brand equity of Oppo smartphones among students of the Faculty of Business at the PGRI University of Yogyakarta. Brand loyalty shows a positive value in the test results, which aligns with the hypothesis proposed at the beginning of the research. Therefore, the hypothesis 4 of this research is accepted. Increasing brand loyalty can enhance the brand equity of Oppo smartphones among students of the Faculty of Business at the PGRI University of Yogyakarta. The hypothesis 5 test results state that brand awareness, perceived quality, brand association, and brand loyalty simultaneously affect Oppo's brand equity among students of the Faculty of Business at the PGRI University of Yogyakarta. Therefore, hypothesis 5 is accepted.

Due to the small sample size and the limited use of research variables, it becomes a limitation in this research. Therefore, to overcome this limitation, further research is expected to be able to use bigger sample sizes and other variables than those used in this research that are expected to provide better results. Research shows that brand awareness, perceived quality, brand association, and brand loyalty only have an 81.9% effect on Oppo smartphone brand equity in the Faculty of Business students of PGRI University of Yogyakarta. This indicates that there is still an 18.1% influence from other variables.

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