

Analysis of the Influence of Brand Loyalty, Brand Association, Brand Awareness, Perceived Quality, and Country Image on Purchase Intention at Uniqlo Brand in Batam City

Teddy Ricardo^{1*}
Nasar Buntu Laulita²

^{1,2}Universitas Internasional Batam, Indonesia

*Author's correspondence: 1941273.teddy@uib.edu

Abstract. The fashion industry, with various international brands, is established in Batam City. With so many international brands, there is very tight competition among these brands, so a right strategy is needed to deal with this competition. This study aims to analyze the influence of brand loyalty, brand association, brand awareness, quality perception, and country image on significant purchase intention. The object of this research is one of the international brands in Batam City, namely Uniqlo. Sampling in this study was conducted using the purposive sampling technique, and a total of 411 respondents were included in the analysis. The data in this study were obtained by distributing questionnaires using Google Forms, which were completed by respondents from Batam who had made purchases at Uniqlo. The data is processed through the SmartPLS 3.0 program using PLS. The study's results indicated that brand loyalty, brand awareness, and perceived quality had a significant positive effect on purchase intention, whereas purchase intention was not influenced by brand association or country image.

Keywords: Brand loyalty; Brand associations; Brand awareness; Perceived quality; Purchase intention.

Abstrak. Industri fesyen dengan berbagai merek internasional berdiri di Kota Batam. Dengan banyaknya merek internasional, persaingan antar merek tersebut sangat ketat, sehingga diperlukan strategi yang tepat untuk menghadapi persaingan tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh loyalitas merek, asosiasi merek, kesadaran merek, persepsi kualitas, dan citra negara terhadap minat beli secara signifikan. Objek penelitian ini adalah salah satu merek internasional di Kota Batam, yaitu Uniqlo. Pengambilan sampel dalam penelitian ini dilakukan dengan teknik purposive sampling dan diperoleh 411 responden yang terlibat dalam analisis. Data dalam penelitian ini diperoleh dengan menyebarkan kuesioner menggunakan Google Forms yang diisi oleh responden asal Batam yang pernah melakukan pembelian di Uniqlo. Data diolah melalui program SmartPLS 3.0 dengan menggunakan PLS. Hasil penelitian menunjukkan bahwa loyalitas merek, kesadaran merek, dan persepsi kualitas

berpengaruh positif signifikan terhadap minat beli, sedangkan minat beli tidak dipengaruhi oleh asosiasi merek maupun citra negara.

Kata kunci: *Asosiasi merek; Kesadaran merek; Loyalitas merek; Niat beli; Persepsi kualitas.*

Article Info:

Received: November 30, 2022

Accepted: December 17, 2022

Available online: June 30, 2025

DOI: <http://dx.doi.org/10.30588/jmp.v14i2.1344>

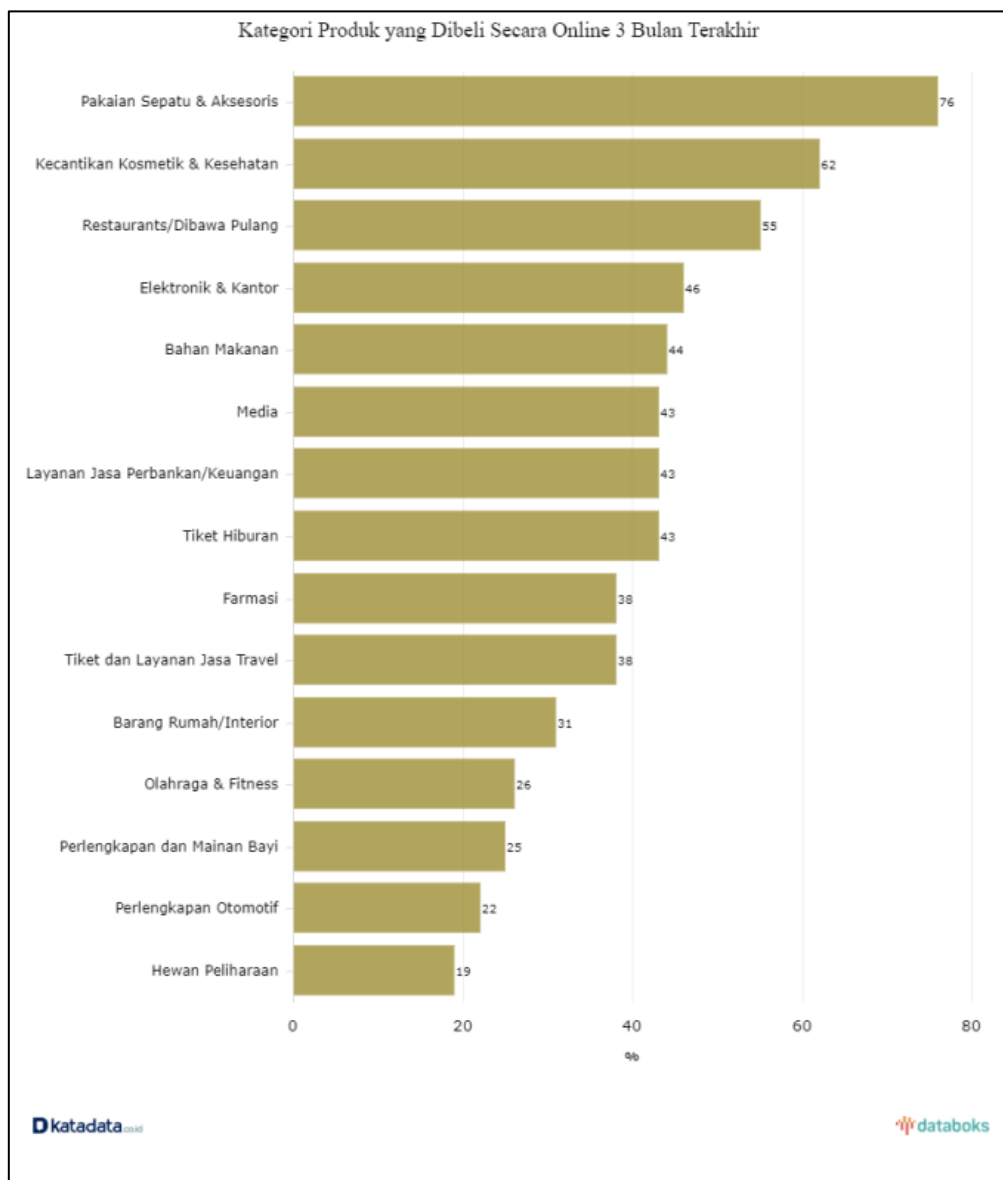
BACKGROUND

In this day and age, business development has been growing rapidly, including in the world of fashion. With the development of technology and the swift flow of information, developments in the world of fashion are accelerating. Various circles of society, both women and men, are very concerned about the world of fashion. In this case it makes the fashion industry very attractive, this can be seen from the growing number of international fashion brands. There are various kinds of international brands in the world of fashion originating from various countries in the world such as UNIQLO, H&M, Nike, Zara, Adidas, and Louis Vuitton. Players in the fashion industry compete strictly and very competitively to issue good fashion products, both in terms of price, product quality and attractive product designs. The products designed and produced by these brands will create a fashion trend. Fashion trend, it is a lifestyle in modern times that is applied by someone as a way of dressing clothes, accessories or hairstyles and makeup. In Indonesia itself, various kinds of international brands in the famous fashion world have entered. With the emergence of various outlets from these brands, it indicates that the world of fashion is in great demand in Indonesia (Investor, 2021).

The fashion industry sector contributes greatly to the Indonesian economy. This is explained by the data presented by the Creative Economy Agency and the Central Bureau of Statistics, where the fashion industry sector contributed 18.15%, which made the fashion industry sector the second industrial sector that made a major contribution to the Indonesian economy after the culinary sector. This shows that in Indonesia, the world of fashion is not only used as a primary need. In this case fashion has been used as an artistic necessity which is able to boost the Indonesian economy and lift the growth of the fashion industry to be very rapid. In addition, fashion products are the most purchased products online during the pandemic. This is based on data from Katadata (2020) in Figure 1.

The survey results show that the category of clothing, shoes & accessory products ranks first in the category most purchased by Indonesians with a percentage of 76%. This shows that more and more business people in the fashion world will compete strictly, thus making business development in the fashion sector more rapid. With the rapid development of business in the fashion sector, companies from various fashion brands will increase to compete in getting customers and of course in making profits. In this case, consumers or customers have a very big influence in determining their choice to use fashion brands. Consumers will be more careful and careful in choosing those brands that according to their perception are very good.

Multinational companies that actively participate in the world of fashion and enter Indonesia are PT Fast Retailing Indonesia. UNIQLO is a brand owned by this company in Indonesia. UNIQLO is a legendary brand from Japan. UNIQLO entered Indonesia for the first time in 2013, where the first UNIQLO outlet opened in Indonesia was at Lotte Shopping Avenue Kuningan. Currently, as of 2021, UNIQLO has opened 46 outlets/shops in Indonesia, one of which is in Batam, where UNIQLO officially opened in Batam on 6 September 2019 (Batam Pos, 2019).



Source: KataData (2020).

Figure 1. Survey of Product Category Data Purchased Online in the Last 3 Months

Since it was first opened, UNIQLO has continued to innovate its products in order to meet the lifestyle needs of its customers and the desires of its consumers. UNIQLO in the aim of meeting the needs and desires of consumers is always trying to create a

competitive advantage. However, UNIQLO is still not able to become the most popular brand or most chosen by the people of Indonesia. The Populix agency presents data on the most famous fashion brands in Indonesia with the survey title "Indonesia in 2022: Looking at Fashion Trends & Economy Revival" (Table 1).

Table 1. Most Famous Clothing Brand in Indonesia

Number	Name	Percentage
1	Adidas	40
2	H&M	39
3	Converse	34
4	Uniqlo	31
5	Nike	30
6	Eiger	26
7	3Second	25
8	Nevada	25
9	Vans	21
10	Cardinal	17

Source: KataData (2022).

Based on the results of a survey conducted by the policies agency, it was explained that the Adidas brand was the brand most purchased by Indonesians with the percentage of respondents who chose the brand reaching 40%, followed by H&M in second place, Converse in third place, Uniqlo in third place fourth to Cardinal who is in 10th place (KataData, 2022). From the results of this survey, it has been explained that the Adidas brand is deeply embedded in the minds of the Indonesian people, so that in this case the Uniqlo brand is still unable to compete with the Adidas, H&M and Converse brands. Therefore, it is very important to know the factors that influence people's purchase intention towards the Uniqlo brand so that the Uniqlo brand can continue to grow and compete so that it becomes the most popular brand. Therefore, this research was conducted to discuss the factors that influence the purchase intention of the Uniqlo brand in Batam City.

Brand loyalty reflects the strength of the customer relationship with the brand. This strength reflects the idea of whether customers can switch to other brands or not, as well as share information related to that brand with others (Muslim *et al.*, 2017). With a high level of brand loyalty, it will increase consumer assessment of the quality of the brand and sales (Liu *et al.*, 2017). That way, high brand loyalty will affect consumer buying interest in products from a brand (Noorlitaria *et al.*, 2020).

Brand association is an aspect of the brand that is embedded in the minds of consumers regarding the characteristics of the product, the characteristics of the product, the development of the product, as well as the position and reputation of the brand (Susilowati & Sari, 2020). Foroudi *et al.* (2018) stated that with a high brand association value, the level of preference for the brand also increases, so that this will make consumers decide to buy products from that brand. However, research from Gautam and Shrestha (2018) showed different results.

Martins *et al.* (2019) explains brand awareness is a condition where a brand can be remembered and recognized by consumers, where consumers are encouraged to buy products from that brand. According to Liu *et al.* (2017) in consumer decision making, consumers can be influenced by brand awareness factors. In this case, consumers will

consider and choose brands that have been identified by consumers. If brand awareness is with the customer, the customer knows very well about the product and the brand's characteristics and promises and therefore has a strong desire to acquire the product (Jaiyeoba et al., 2020). With brand awareness embedded in the customer, the customer has a strong desire to own the product, this is because the customer already has knowledge or information about the product and brand characteristics and what is promised (Jaiyeoba et al., 2020). Chakraborty (2019) research shows that purchase intention is strongly influenced by brand awareness. However, the research conducted by Chakraborty (2019) is different from that of Azzari and Pelissari (2020), which has the opposite result.

Liu et al. (2017) define perceived quality in the context of branding as a consumer's perception of the overall quality or superiority of a product or service with respect to the intended purpose of the product or service and the overall feeling about the brand. Tee et al. (2015) explained that consumers will see quality as something important, quality is the most important factor for them when they have the product, where before a decision to buy a product is made, consumers first investigate and evaluate the quality of the product. Thus, Tee et al. (2015) and Liu et al. (2017) explain perceived quality can increase or make consumers want to buy a product, but this is different from research conducted by Gautam and Shrestha (2018) which states otherwise.

Country image is often discussed in explaining the decision-making process carried out by consumers in evaluating and buying foreign products (Y. K. Lee & Robb, 2019). Marketers see country of origin as a major factor in understanding consumer behaviour, especially in consumer alignment and purchasing foreign products where the image of the country of origin of the product has a positive effect on the perception of the brand itself (Haque et al., 2015). Thus the country of origin is a mandatory requirement needed to create a brand image, thereby determining perceptions and creating purchase intentions. This was also stated by Hien et al. (2020) which explains that the image of the country can create consumers' desire to buy these products. However, as stated by Hien et al. (2020) is different from the research by Jacob and Tan (2021) showing the opposite relationship. Based on the background that has been described, the purpose of the research is to analyze and find out the relationship related to the factors that influence purchase intention.

THEORETICAL REVIEW

Effect of Brand Loyalty on Purchase Intention

Brand loyalty is a measure of the consumer's relationship with the brand, customers can change to another brand if the brand experiences price or product changes (Azzari & Pelissari, 2020). The brand loyalty dimension is also interpreted as a positive response from customers (Pedeliento et al., 2016). Noorlitaria et al. (2020) gives the result that purchase intention is positively influenced by brand loyalty, where with high consumer loyalty to a brand it will have an impact on consumer purchase intentions for its products also increase. This result is also consistent with the results obtained by Liu *et al.* (2017), Noorlitaria *et al.* (2020), Hameed and Kanwal (2018), Enjelina and Dewi (2021), and J. E. Lee *et al.* (2019). Therefore, the first hypothesis of this study is:

H1: Brand Loyalty has a significant positive effect on purchase intention.

Effect of Brand Association on Purchase Intention

Shamsudin et al. (2020) brand associations are needed by customers, this is because there are already many products in the market, where each of these products state that their product is superior and of better quality than the others. With the existence of brand associations, it is very helpful for customers, this is because customers can identify brands according to their expectations and what they need. Shamsudin et al. (2020) explained that brand association has a significant positive relationship to purchase intention. These results are also supported by research conducted by Shamsudin *et al.* (2020), Rungtornsupatt and Sirinapattapokin (2019), Grigaliunaite and Pileliene (2017), Foroudi *et al.* (2018), and Muslim and Qur'anis (2017) showing the same results. Thus, the second hypothesis of this study is:

H2: Brand association has a significant positive effect on purchase intention.

Effect of Brand Awareness on Purchase Intention

According to Kotler (2017) brand awareness makes it possible for customers to recognize the products and services offered. Moreover, it also concerns the customer's ability to remember the characteristics of the products offered. With high brand awareness, it will increasingly encourage customers to obtain the products offered because there is already a lot of information about the product that is impregnated by customers (Jaiyeoba et al., 2020). The customer's strong desire plays an important role on purchase intention.

Research from J. E. Lee et al. (2019), Shamsudin et al. (2020), Pandjaitan (2019), Liu et al. (2017), Khrisnanda and Dirgantara (2021), Pramudya et al. (2018), and Gautam and Shrestha (2018) show that there is a significant positive relationship between brand awareness and purchase intention. Thus, the third hypothesis of this study is as follows:

H3: Brand awareness has a significant positive effect on purchase intention.

Effect of Perceived Quality on Purchase Intention

According to Muslim and Qur'anis (2017) perceived quality is an assessment that is in the minds of customers about the quality or superiority of the products and services offered. Perceived quality refers to information that customers have in mind about the characteristics and benefits of one brand over another (Rizwan et al., 2021). The findings of J. E. Lee *et al.* (2019) prove that perceived quality has a relationship with purchase intention. Selection of a product by customers and purchasing decisions by customers can be influenced by the existence of a positive response from the quality perceived by customers. Likewise the findings of Tee *et al.* (2015), Al Koliby and Rahman (2018), Liu *et al.* (2017), and Al Koliby and Rahman (2018) show the same results. Thus, the fourth hypothesis of this study is as follows:

H4: Perceived quality has a significant positive effect on purchase intention.

Effect of Country Image on Purchase Intention

Country image is an image linked by consumers with certain products or brands as their country of origin (Hien et al., 2020). Research Hien et al. (2020) proves that consumer purchase intentions can be influenced by the image of the country of origin. This is because the country of origin is believed to encourage and develop customer beliefs and perceptions of a product. Customers often choose products from developed

countries because of consumer trust in brands from developed countries such as Japan, Korea and other developed countries, so that brands from these countries will be used more often and become customers' first choice. Research conducted by Son and Kijboonchoo (2018), JinKyo et al. (2019), Yunus and Rashid (2016), and Adenan et al. (2018) states that purchase intention is positively influenced by the country image. Thus, the fifth hypothesis of this study is as follows:

H5: Country image has a significant effect on purchase intention.

Research Model

The image in Figure 2 is the research model in this study, according to the hypotheses that were previously proposed. In this study, there are two types of variables used, where there are five independent variables and one dependent variable which is illustrated in the Figure 2..

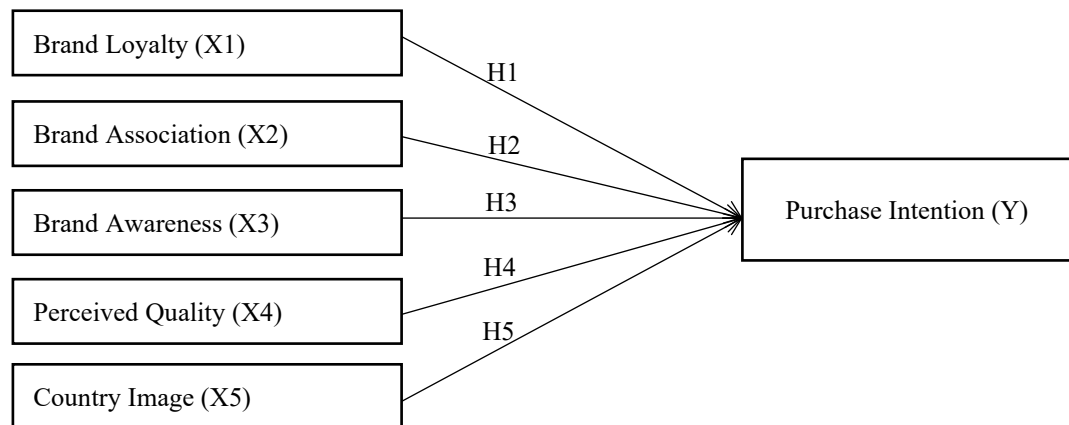


Figure 2. Research Model

RESEARCH METHODS

Research Design

The study uses a quantitative approach. This type of research is a causal research, in which this research investigates the causal relation between independent variables and the dependent variable (Sugiyono, 2018). This study will analyze the effect of brand loyalty, brand association, brand awareness, perceived quality and country image on purchase intention at Uniqlo in Batam City.

Population, Samples, and Sampling Techniques

Uniqlo consumers who live in Batam City are the population in this study, where the sample studied is Uniqlo consumers with a minimum of product purchases during the last 6 months. The required sample size in this study is a minimum of 330 according to the reference set by Hair et al. (2017), which explains that the minimum number of samples that should be used is 10 times the number of indicators.

The sampling technique in this study used non-probability sampling. In non-probability sampling, there are several types of sampling, one of which is purposive sampling used in this study. Purposive sampling is a sample determination based on

certain considerations with criteria that are in accordance with the purpose of conducting research so that it can determine the number of samples to be studied (Sugiyono, 2018). The sampling technique in this study has limited respondents with several criteria that need to be met, i.e. the respondent must be domiciled in Batam and the respondent has purchased Uniqlo products at least once.

Data collection techniques and instruments.

Primary data is the data used in this study, where the process of collecting primary data in this study was carried out by distributing questionnaires online and offline via Google form to the intended respondents, where the Google form was distributed directly to prospective respondents either through social media (Facebook, Instagram, WhatsApp) and through direct visits to respondents. The data collection method by distributing questionnaires or questionnaires is a data collection technique that has a number of questions that must be answered by the respondent indirectly, without having to ask questions directly to the respondent (Sugiyono, 2018). The questionnaire distributed in this study used a Likert scale consisting of five answer choices. The answer choices consisted of strongly disagree, disagree, neutral, agree to strongly agree.

Data analysis

The data analysis process in this study uses the Structural Equation Model Partial Least Squares approach with the help of the SmartPLS 3.0 application. The PLS model consists of two sets of linear equations. The outer model, also known as the measurement model, is the first model that shows the correlation between variables and variable indicators. The inner model is the second model that examines the relationship between variables (Latan & Noonan, 2017).

Validity testing was carried out in two stages, i.e. convergent and discriminant validity tests. The convergent validity test is a test with the principle that the measures of a construct should be highly correlated. Based on the rule of thumb, each construct indicator is declared valid if the load factor value is greater than 0.7 for confirmatory research or greater than 0.6 for exploratory research. Besides that, if the AVE value exceeds 0.5 it will be declared valid (Hair et al., 2019). The discriminant validity test in this study was seen from the Fornell-Larcker criterion. This method compares the square root of the average variance extract (AVE) with the latent construct correlation. In this case, the model tested is declared valid if the square root of each AVE construct must have a greater value than the correlation with other latent constructs (Hair et al., 2017). In testing the reliability in this study assessed based on Cronbach's alpha and composite reliability. Based on the rule of thumb, it states that to assess construct reliability, the composite reliability and cronbach's alpha value must be greater than 0.7 (Latan & Noonan, 2017).

In the inner model stage, there are several item components that are required, namely the R-square value and significance through path coefficient testing (Ghozali & Latan, 2015). Testing the path coefficient (path coefficient) aims to calculate and determine the level of significance of the relationship between variables. To find out whether the variables studied are significant or not, researchers can find out based on the t-statistic table, where a variable will be declared significant if it has a t-statistic value greater than 1.96 and a p-value less than 0.5 (Ghozali & Latan, 2015). In testing the coefficient of determination, it can be seen from the R-square value, there are 3 r-square values which indicate whether the model under study is a strong, moderate and weak

model. In this case the r-square value which shows more than 0.75 is considered strong, more than 0.50 is considered moderate, and 0.25 is considered weak. In testing the inner model, it is also necessary to test the quality index, which aims to assess the model as a whole, where the higher the value obtained in the test using the goodness of fit method, the model under study is considered stronger. The value of the GoF test results can be divided into three criteria, namely a value greater than 0.10 is stated as weak, greater than 0.25 is stated as moderate and greater than 0.36 is stated as strongly (Latan & Noonan, 2017). Quality index testing is carried out based on the GoF formula [1].

$$\text{GoF} = \sqrt{\text{comm} \times R^2} \text{-----[1]}$$

RESULTS AND DISCUSSIONS

General Overview of Research Objects

This study uses primary data obtained by distributing questionnaires to Uniqlo consumers who are domiciled in Batam City. This study used a sample of 410 respondents. All respondents were selected according to the characteristics or requirements chosen, where the respondents were people who had shopped for Uniqlo products, lived in Batam City, and purchased at least Uniqlo products in the last 6 months. The timeframe for data collection in this study was February to April 2022. The majority of respondents in this study were female as many as 283 respondents or 69% and male as many as 127 respondents or 31%. Based on the age of the respondents, this research was filled with the majority of respondents aged 20-24 years as many as 302 respondents with a percentage of 73.7%, respondents aged 15-19 years as many as 23 respondents with a percentage of 5.6%, respondents aged 25-29 years as many as 68 respondents with a percentage of 16.6%, respondents. Based on their last education, the majority of the respondents who filled out this research had a senior high school education with a total of 250 respondents with a percentage of 61%. In addition, respondents with the last elementary school education were 1 person with a percentage of 0.2%, 3 junior high school students with a percentage of 0.7%, 149 undergraduate students with a percentage of 36.3%, and 7 postgraduate students with a percentage of 1.7%

Based on work, the majority of respondents who filled out the questionnaire in this study were students or university students with a total of 247 people with a percentage of 60.2%. In addition, the number of self-employed people who filled out the questionnaire was 26 people with a percentage of 6.3%, private employees who filled out 123 people with a percentage of 30%, civil servants who filled out 8 people with a percentage of 2%, housewives who filled out 3 people with a percentage of 0.7% and there were 2 respondents who were not working with a percentage of 0.5% and 1 respondent with his profession as a private teacher with a percentage of 0.2%. Based on income per month, this research is filled by the majority of respondents who have income below IDR 4,500,000 per month with a total of 247 respondents with a percentage of 60.2%. In addition, there were 134 respondents with an income of IDR 4,500,001 to IDR 8,500,000 with a percentage of 32.7%, 21 respondents with an income of IDR 8,500,001 to IDR 15,500,000 with a percentage of 5.1%, 3 respondents with an income of IDR 15,500,001 to IDR 25,000,000 with a percentage of 0.7% and there were 5 respondents with income of more than IDR 25,000,000 with a percentage of 1.2%.

Results of Data Analysis

The Test of Validity and Reliability of Research Instruments

This test section is an evaluation of the measurement model that aims to measure validity and reliability. This section consists of convergent validity tests, discriminant validity and reliability tests (Table 2).

Tabel 2. Operational Definition of the Variables

Statement List		Source
Purchase Intention		
1	If I had a choice of brands, UNIQLO would definitely be my choice.	Foroudi <i>et al.</i> (2018)
2	If I had to buy fashion items, I plan to buy UNIQLO even though there are other brands that are as good as UNIQLO	
3	If there are other brands besides UNIQLO, my preference is to buy UNIQLO.	
4	I purchase fashion products based on my favorite brand name, regardless of price.	
Brand Loyalty		
1	1 I buy UNIQLO products whenever I can	Riznal & Syafrizal (2020)
2	2 UNIQLO products are my first choice when considering other fashion products.	
3	3 I am loyal to UNIQLO products	
4	4 UNIQLO products are the only brands I choose, if they are not available I will find it difficult to switch to another brand	
Brand Association		
1	I can recognize UNIQLO amongst other competitive brands.	Foroudi <i>et al.</i> (2018)
2	A number of features of UNIQLO quickly come to mind.	
3	I adore the company that manufactures UNIQLO.	
4	I am confident in the company that created UNIQLO.	
5	It would make me proud to have a UNIQLO product.	
Brand Awareness		
1	I am interested in UNIQLO	Foroudi <i>et al.</i> (2018)
2	I know UNIQLO better than other people.	
3	When I think about fashion products, UNIQLO is a brand that pops into my head.	
4	UNIQLO is a fashion brand that I know very well	
5	I know what UNIQLO looks like	
6	I can quickly recognize the UNIQLO symbol or logo	
7	Several characteristics of UNIQLO come to mind quickly	
Perceived Quality		
1	UNIQLO is a quality brand	Foroudi <i>et al.</i> (2018)
2	UNIQLO items worth the money	
3	UNIQLO's product quality appears to be coherent with its price	
4	UNIQLO offers a large selection of fashion items	
5	It is possible that UNIQLO's items are of a very consistent quality	
6	Possibly UNIQLO offers excellent features	
7	Possibilities UNIQLO is very reliable	
Country Image		
1	UNIQLO's home country is an innovative manufacturing country	Foroudi <i>et al.</i> (2018)
2	UNIQLO's home country is a country that is good at designing	
3	UNIQLO's home country is a creative country	
4	UNIQLO's home countries are as a prestigious country	

1. Convergent Validity Test

Table 3 shows that all indicator correlations with variables are declared valid or have a loading factor value greater than 0.7. As for there being 1 indicator removed on brand loyalty, 4 indicators on brand awareness and 4 indicators on perceived quality on the grounds that testing these indicators shows unfavorable results which can affect the data testing stage.

Table 3. Convergent Validity Test Result

Correlation between Indicators and Variables	Outer Loadings	Decision
<i>BL2 <- Brand Loyalty</i>	0.868	Valid
<i>BL3 <- Brand Loyalty</i>	0.872	Valid
<i>BL4 <- Brand Loyalty</i>	0.867	Valid
<i>BAs1 <- Brand Association</i>	0.702	Valid
<i>BAs2 <- Brand Association</i>	0.741	Valid
<i>BAs3 <- Brand Association</i>	0.787	Valid
<i>BAs4 <- Brand Association</i>	0.731	Valid
<i>BAs5 <- Brand Association</i>	0.718	Valid
<i>BAw4 <- Brand Awareness</i>	0.768	Valid
<i>BAw5 <- Brand Awareness</i>	0.809	Valid
<i>BAw7 <- Brand Awareness</i>	0.812	Valid
<i>PQ3 <- Perceived Quality</i>	0.800	Valid
<i>PQ6 <- Perceived Quality</i>	0.786	Valid
<i>PQ7 <- Perceived Quality</i>	0.809	Valid
<i>CI1 <- Country Image</i>	0.744	Valid
<i>CI2 <- Country Image</i>	0.816	Valid
<i>CI3 <- Country Image</i>	0.748	Valid
<i>CI4 <- Country Image</i>	0.742	Valid
<i>PI1 <- Purchase Intention</i>	0.827	Valid
<i>PI2 <- Purchase Intention</i>	0.875	Valid
<i>PI3 <- Purchase Intention</i>	0.869	Valid
<i>PI4 <- Purchase Intention</i>	0.749	Valid

Source: Primary data processed (2022).

Table 4 shows that the AVE value for each variable meets the provision value > 0.5 . These results indicate that all questions in each variable are declared valid.

Table 4. Average Variance Extracted Test Result

Variable	AVE	Decision
Brand Loyalty	0.755	Valid
Brand Association	0.542	Valid
Brand Awareness	0.634	Valid
Perceived Quality	0.637	Valid
Country Image	0.582	Valid
Purchase Intention	0.692	Valid

Source: Primary data processed (2022).

2. Discriminant Validity Test

Testing discriminant validity in research is seen based on the Fornell-Larcker criterion which will be shown in the Table 5 below. In the Table 5, it was stated that it

passed the discriminant validity test because based on the Fornell-Larcker criterion, the test results explained that the AVE square root of each construct shown was greater than the correlation between constructs.

Table 5. Discriminant Validity Test Results

	BAS	BAW	BL	CI	PQ	PI
BAS	0.736					
BAW	0.661	0.796				
BL	0.577	0.549	0.869			
CI	0.537	0.504	0.341	0.763		
PQ	0.670	0.565	0.429	0.566	0.798	
PI	0.602	0.573	0.738	0.443	0.519	0.832

Source: Primary data processed (2022).

3. Reliability Test

The reliability test is used to prove that the instrument is consistent and accurate in the measurement structures. In carrying out data reliability tests, two methods can be used, namely Cronbach's alpha and composite reliability. According to Hair et al. (2019) that Cronbach's alpha and composite reliability values must be more than 0.7 to meet the reliability requirements. The test results stated that all variables were declared reliable on the grounds that the value of Cronbach's alpha and composite reliability was more than 0.7.

Table 6. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	<i>Composite reliability</i>	Decision
Brand Loyalty	0.838	0.902	Reliable
Brand Association	0.789	0.855	Reliable
Brand Awareness	0.711	0.839	Reliable
Perceived Quality	0.717	0.841	Reliable
Country Image	0.762	0.848	Reliable
Purchase Intention	0.850	0.899	Reliable

Source: Primary data processed (2022).

Evaluation of the Structural Model (Inner Model)

1. Coefficient of determination test and quality index test

The r square test or the coefficient of determination test is a test carried out with the aim of measuring how much the model is capable of explaining the dependent variable (Priyastama, 2017). In this case the results can be divided into 3 categories, where the lowest category is if the R square value obtained is greater than 0.25. If the R square value obtained is greater than 0.50 then it is categorized as medium and if the R square value obtained is greater than 0.75 then it is categorized as strong.

Table 7. Coefficient of Determination Test

Variable	<i>Adjusted R Square</i>
Purchase Intention	0.614

Source: Primary data processed (2022).

According to Ghazali (2018), R^2 has a vulnerability to an increase in the number of independent variables, this means that the large number of independent variables analyzed will make the R^2 value even greater. As seen from table 4.12, it shows that the R^2 value in this study was 61.4%, with these results indicating that the independent variables in the study were able to explain the dependent variable by 61.4%. In addition, another 39.6% is another variable that explains the dependent variable which is not included in the research model. From the R square results shown, it can be concluded that purchase intention is included in the medium category.

In testing the quality index, it will be seen through the GOF value. Stating that the GOF value is said to be weak when the value is > 0.10 ; Moderate > 0.25 ; Strong GOF > 0.36 . Testing was carried out with the aim of assessing the model as a whole. Quality index testing is measured by the GoF index. Testing the quality index in this study will be shown as follows:

$$GoF = \sqrt{\frac{Comm \times \overline{R^2}}{6}} \text{-----}[1]$$

$$\overline{Comm} = \frac{0.755+0.542+0.634+0.637+0.582+0.692}{6} = 0.640$$

$$\overline{R^2} = 0.614$$

$$\sqrt{\frac{Comm \times \overline{R^2}}{6}} = \sqrt{\frac{0.640 \times 0.614}{6}}$$

$$GoF = 0.626$$

Based on the GoF calculation, the results obtained are 0.626. Thus the research model studied is included in the strong category.

2. Hypotheses Test

The goal of testing the structural model using the path coefficient is to test and determine the extent of the influence of the independent variable on the dependent variable. Variables are said to have a significant effect if the p-values are less than 0.05 and otherwise will have no effect when the p-values are greater than 0.05

Table 8. Hypotheses Test Results

Variables	Sample Mean	P-Values	Decision
Brand Loyalty → Purchase Intention	0.549	0.000	Positive significant
Brand Association → Purchase Intention	0.097	0.081	Not significant
Brand Awareness → Purchase Intention	0.102	0.035	Positive significant
Perceived Quality → Purchase Intention	0.107	0.030	Positive significant
Country Image → Purchase Intention	0.093	0.056	Not significant

Source: Primary data processed (2022).

Discussions of Data Analysis

1. Effect of Brand Loyalty on purchase intention

Based on Table 8, it shows that the p-values of brand loyalty are less than 0.05 and the mean sample value shows as a positive result. It can be seen that this shows that the more loyal Uniqlo consumers are to the brand, the more consumers' desire to buy the

product will increase. These results are in line with research from Liu et al (2017), Noorlitaria et al (2020), Enjelina and Dewi (2021), and J. E. Lee et al. (2019). With the results of this study also explains that consumers who already have a loyal attitude towards the Uniqlo brand, it is very likely that these consumers buy products from that brand. It also shows that the Uniqlo brand is the first choice of consumers when consumers are considering other fashion brand products, and consumers will also experience difficulties or feel confused when switching to other brand products if products from Uniqlo are no longer available.

2. Effect of Brand Association on Purchase Intention

Based on Table 8, it shows that the p-values of brand association are greater than 0.05. Thus the results shown are not in accordance with the hypothesis in this study, where brand association has no influence on purchase intention. This finding is also in line with Gautam and Shrestha (2018) but differ from the research by Shamsudin *et al.* (2020), Rungsisawat and Sirinapatpokin (2019), Grigaliunaite and Pileliene (2017), Foroudi *et al* (2018), and Muslim and Qur'anis (2017). This shows that consumers do not need to like and trust the company that makes the Uniqlo brand when they make a purchase. Thus, whenever there is an increase in the value of brand association, it will not have an effect on consumer purchase intentions for Uniqlo products.

3. Effect of Brand Awareness on Purchase Intention

Based on Table 8, it shows that the p-values are smaller than 0.05 and the sample mean shows as a positive result. These results indicate that with the increasing awareness of Uniqlo consumers towards the Uniqlo brand, it will further increase the interest of Uniqlo consumers to buy these products. The results of this study are also supported by research conducted by J. E. Lee et al (2019), Shamsudin et al (2020), Liu et al (2017), Pramudya et al (2018), and Gautam and Shrestha (2018). These results explain that the Uniqlo brand can be recognized by consumers, the characteristics of the brand can be easily remembered by consumers. This certainly shows that brand awareness is recognized as important to consumer buying interest. Thus, a brand that has been recognized and identified has a higher chance of being included in the list of consumer choices.

4. Effect of Perceived Quality on Purchase Intention

Based on table 8 it shows that the p-values of perceived quality are less than 0.05 and the sample mean shows positive results. These findings indicate that consumer buying interest in Uniqlo products is strongly influenced by perceived quality. With good product quality or superiority and the many superior features of Uniqlo products and affordable prices that are commensurate with the quality of the products, it will give a good impression to consumers so that the level of desire to buy these products is very high. Thus the increasing consumer perception of the quality of Uniqlo products will further influence consumer buying interest in Uniqlo products. The results of this study are supported by research conducted by J. E. Lee *et al.* (2019), Tee *et al.* (2015), Al Koliby and Rahman (2018), and Liu *et al.* (2017).

5. Effect of Country Image on Purchase Intention

Based on table 8 it shows that the p-values of country image are greater than 0.05. These results indicate that the country image has no influence in influencing consumer buying interest. The results of this study conform to those of Jacob & Tan (2021). But this result is different from the research conducted by Hien et al. (2020), Son and

Kijboonchoo (2018), JinKyo et al. (2019), Yunus and Rashid (2016), and Adenan et al. (2018). There is no influence from the country's image on consumer buying interest in Uniqlo products, this may be due to the fact that the majority of respondents in the research conducted were students and students aged 20-24 years. They tend to already have knowledge about the product they want to buy, such as knowing its quality, so the origin of the product is no longer a consideration for them.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion in this study states that brand loyalty, brand awareness and perceived quality have a significant positive effect on purchase intention, while brand association and country image have no effect on purchase intention. These findings are useful for marketers that they need to develop strategies to design, brands to match market expectations and needs. To make this happen, companies can create programs that will increase brand loyalty such as creating sweepstakes programs, membership programs and other promos. In addition, good service is also one of the ways to maintain brand loyalty so that better service to consumers is needed. Brand awareness can also increase purchase intention. As a result, companies are advised to continue to market their products and increase brand awareness without limitation. Companies are advised to continue to build communication with customers both offline and online. Currently, marketers are advised to be more active and creative in building brand awareness through available online platforms and their many users such as YouTube, Instagram social media and other online platforms.

Consumers have an interest in buying Uniqlo products because of consumer perceptions of the quality or superiority of Uniqlo products. Therefore, Uniqlo must continue to develop its products so that the quality of its products is even better so that it will build consumer perceptions of the quality of Uniqlo's products. By building a good perception or view of the quality of Uniqlo products, it can influence consumers' purchase intentions. Companies are advised to improve quality in terms of product quality that is durable or not disposable, comfortable, can absorb sweat faster and has a soft texture. This research has limitations, i.e. the research object used is only in the Batam area, therefore this research is only able to determine the factors that influence the interest in buying Uniqlo products in Batam City. Therefore, it is suggested for future research, to be able to research not only in Batam City but outside Batam City.

REFERENCES

- Adenan, M. A., Ali, J. K., & Rahman, D. H. A. A. (2018). Country of Origin, Brand Image and High Involvement Product Towards Customer Purchase Intention: Empirical Evidence of East Malaysian Consumer. *Jurnal Manajemen dan Kewirausahaan*, 20(1), 63. <https://doi.org/10.9744/jmk.20.1.63-72>
- Al Koliby, I. S., & Rahman, M. A. (2018). *Influence Dimensions of Brand Equity on Purchase Intention toward Smartphone in Malaysia*. 6(1), 7–19. Retrieved from https://www.researchgate.net/publication/336411388_INFLUENCE_DIMENSIONS_OF_BRAND_EQUITY_ON_PURCHASE_INTENTION_TOWARD_SMARTPHONE_IN_MALAYSIA
- Azzari, V., & Pelissari, A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business*

- Review*, 17(6), 669–685. <https://doi.org/10.15728/BBR.2020.17.6.4>
- Batam Pos. (2019). Uniqlo Batam, Toko ke 27 di 9 Kota di Indonesia. Retrieved from <https://batampos.co.id/2019/09/03/uniqlo-batam-toko-ke-27-di-9-kota-di-indonesia/>
- Chakraborty, U. (2019). The Impact of Source Credible Online Reviews on Purchase Intention: The Mediating Roles of Brand Equity Dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Enjelina, E., & Dewi, C. K. (2021). The Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty toward Purchase Intention on Emina Products in Bandung City. Retrieved from <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/15024/14878>
- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89, 462–474. <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Gautam, D. K., & Shrestha, S. K. (2018). Impact of Brand Equity on Purchase Intention of Smart Phones. *The Institute of Management and Economy Research*, 9(1), 1–18. <https://doi.org/10.32599/apjb.9.1.201803.1>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Edisi ke-9. Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Universitas Diponegoro.
- Grigaliunaite, V., & Pileliene, L. (2017). How Do Brand Associations Affect Purchase Intentions? A Case of Organic Products. *Research for Rural Development*, 2, 210–216. <https://doi.org/10.22616/rrd.23.2017.070>
- Noorlitaria, A. G., Pangestu, F. R., Fitriansyah, F., Surapati, U., & Mahsyar, S. (2020). How Does Brand Awareness Affect Purchase Intention in Mediation by Perceived Quality and Brand Loyalty? *Journal of Critical Reviews*, 7(2), 103–109. <https://doi.org/10.31838/jcr.07.02.20>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications, Inc.
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, Joseph F, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Hameed, S., & Kanwal, M. (2018). Effect of Brand Loyalty on Purchase Intention in Cosmetics Industry. *Research in Business and Management*, 5(1), 25. <https://doi.org/10.5296/rbm.v5i1.12704>
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer

- perspective. *SAGE Open*, 5(2), 1–12. <https://doi.org/10.1177/2158244015592680>
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The Effect of Country-of-origin Image on Purchase Intention: The Mediating Role of Brand Image and Brand Evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Investor. (2021). Tren Fashion Dunia Berkembang Pesat di Indonesia. Retrieved from: <https://investor.id/lifestyle/274426/tren-fashion-dunia-berkembang-pesat-di-indonesia>
- Jacob, M. R., & Tan, P. H. P. (2021). The Influence of Country Image, Brand Familiarity, Product Quality, and Social Influence Towards Purchase Intention: The Case Study of Samsung. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 8(1), 199–217.
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal Certification Mark, Brand Quality, and Awareness: Do They Influence Buying Decisions of Nigerian Consumers? *Journal of Islamic Marketing*, 11(6), 1657–1670. <https://doi.org/10.1108/JIMA-07-2019-0155>
- JinKyo, S., Saithibvongsa, P., & Choi, H. J. (2019). Country Image, Perceived Product Quality and Purchase Intention: The Moderating Roles of Quality Warranty Certificate and Country-Image Transferred Strategies. *International Journal of Economics and Management*, 1(3), 10–23.
- KataData. (2020). Produk Terlaris Belanja Online Selama Pandemi. Retrieved from: <https://databoks.katadata.co.id/datapublish/2020/07/03/produk-terlaris-belanja-online-selama-pandemi>
- KataData. (2022). 10 Merek Fesyen Favorit Masyarakat Indonesia, Siapa Juaraanya? Retrieved from: <https://databoks.katadata.co.id/datapublish/2022/03/15/10-merek-fesyen-favorit-masyarakat-indonesia-siapa-juaranya>
- Khrisnanda, H. R. R., & Dirgantara, I. M. B. (2021). The Effect of Brand Awareness, Brand Image, and Credibility on Oppo Mobile Phone Brand Product Purchase Intention. *Journal, Diponegoro Management*, 10(2), 1–9.
- Kotler, P. (2017). Philip Kotler: Some of My Adventures in Marketing. *Journal of Historical Research in Marketing*, 9(2), 203–208. <https://doi.org/10.1108/JHRM-11-2016-0027>
- Latan, H., & Noonan, R. (2017). *Partial Least Squares Path Modeling*. Springer.
- Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019). Understanding Purchase Intention of University Students towards Skin Care Products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Lee, Y. K., & Robb, C. A. (2019). The Relationship of Country Image, Product-Country Image, and Purchase Intention of Korean products: Focusing on Differences Among Ethnic Groups in South Africa. *Journal of Korea Trade*, 23(6), 33–51. <https://doi.org/10.35611/jkt.2019.23.6.33>
- Liu, M. T., Wong, I. K. A., Tseng, T. H., Chang, A. W. Y., & Phau, I. (2017). Applying Consumer-Based Brand Equity in Luxury Hotel Branding. *Journal of Business Research*, 81(January), 192–202. <https://doi.org/10.1016/j.jbusres.2017.06.014>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>

- Muslim, E., & Qur'anis, R. (2017). Strategy to Increase Customer's Purchase Intention on Garuda Indonesia's International Flights Based on Brand Equity Factors. *Jurnal Manajemen Teknologi*, 16(2), 124–140. <https://doi.org/10.12695/jmt.2017.16.2.2>
- Pandjaitan, D. R. H. (2019). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). *Economics and Business Solutions Journal*, 3(2), 1. <https://doi.org/10.26623/ebsj.v3i2.1578>
- Pedeliento, G., Andreini, D., Bergamaschi, M., & Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management*, 53, 194–206. <https://doi.org/10.1016/j.indmarman.2015.06.007>
- Pramudya, A. K., Sudiro, A., & Sunaryo. (2018). Influence of Brand Image and Brand Awareness of the Purchase Intention. *Journal of Applied Management*, 16(2), 224–233.
- Priyastama, R. (2017). *Buku Sakti Kuasai SPSS Pengelolaan data dan Analisis data*. Start Up.
- Riznal, B., & Syafrizal, S. (2020). The Effect of Co-Branding Strategy, Brand Equity on Purchase Intention through Brand Preference. *Jurnal Manajemen & Kewirausahaan*, 5(1), 22–32. <https://doi.org/10.36467/makro.2020.05.01.02>
- Rizwan, S., Al-Malkawi, H. A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: Empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*. <https://doi.org/10.1108/IJIF-07-2019-0105>
- Rungsrisawat, S., & Sirinapatpokin, S. (2019). Impact of Brand Equity on Consumer Purchase Intention. *Utopia y Praxis Latinoamericana*, 24(Extra6), 360–369.
- Shamsudin, M. F., Hassan, S., Ishak, M. F., & Ahmad, Z. (2020). Study of Purchase Intention towards Skin Care Products Based on Brand Awareness and Brand Association. *Journal of Critical Reviews*, 7(16), 990–996. <https://doi.org/10.31838/jcr.07.16.127>
- Son, S., & Kijboonchoo, T. (2018). The Impact of Korean Wave on the Purchase Intention of Korean Cosmetics of Thai People in Bangkok and Chonburi, Thailand. *PSAKU International Journal of Interdisciplinary Research*, 5(2), 76–83. <https://doi.org/10.12778/235108618x15452373185705>
- Sugiyono, S. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Susilowati, E., & Sari, A. N. (2020). The Influence of Brand Awareness, Brand Association, and Perceived Quality toward Consumers' Purchase Intention: A Case of Richeese Factory, Jakarta. *Independent Journal of Management & Production (IJM&P)*, 11(1), 39–53. <https://doi.org/10.14807/ijmp.v11i1.981>
- Tee, P. K., Gharleghi, B., Chan, B., Samadi, B., & Balahmar, A. A. (2015). Purchase Intention of International Branded Clothes Fashion among Younger's in Jakarta. *International Journal of Business and Social Research*, 5(8), 08–17.
- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. *Procedia Economics and Finance*, 37(16), 343–349. [https://doi.org/10.1016/s2212-5671\(16\)30135-6](https://doi.org/10.1016/s2212-5671(16)30135-6)