

# The Influence of Brand Equity on Repurchase Intentions for Scarlett Products in Border Regions

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## ABSTRACT

This study aims to analyze the effect of brand equity dimensions on repurchase intention of Scarlett skincare products in Bengkayang. The dimensions of brand equity studied include brand awareness, brand association, perceived quality, brand loyalty, and other brand assets such as product distribution channels. This research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to consumers who have used Scarlett products at least once. There are 200 respondents who have participated to fill out the questionnaire, but only 159 respondents were distributed in this study. The results showed that the variables of brand association, brand loyalty and other brand assets have a positive and significant influence on repurchase intention. In contrast, the variables of brand awareness and perceived quality show a negative and significant effect. These results indicate that good management of the dimensions of brand equity can increase consumer repurchase interest in Scarlett products. This study suggests adding other variables in future research to gain a deeper understanding.

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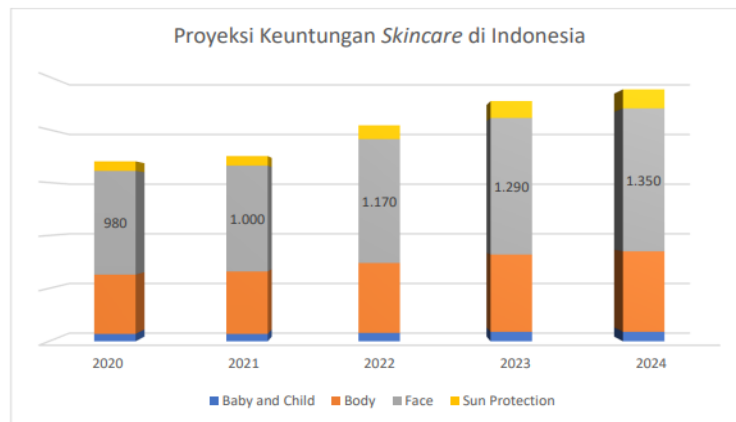
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## 1. INTRODUCTION

The way individuals view and manage their physical appearance will continue to change over time. These changes will have an impact on adjusting consumer choices in choosing the beauty products they use. This makes competition for skincare products in Indonesia grow rapidly because more and more people are realizing the importance of taking care of their skin and appearance. According to (Rosa, 2020), in her research, people's lifestyles tend to follow the flow of globalization and current developments. The tendency to pamper oneself by paying attention to physical appearance is a habit of today's individuals in prioritizing appearance (Febrianto et al., 2022).

Based on the figure below, it can be seen that the predicted profits for Skincare in Indonesia are increasing every year. In fact, in 2024 it is predicted that there will be an increase in the profits of the skincare industry. The large increase in profit figures every year shows that the demand for skincare in Indonesia is increasing. The increasing demand for skincare products has resulted in the emergence of many skincare brands competing with each other to gain consumer buying interest. A brand is the identity of a company which can add value to the sales of the products it sells (Putra, 2018).



**Figure 1.** Projection of Skincare Profits in Indonesia  
Source : <https://www.daya.id/usaha/artikel-daya>

In Indonesia, there are many local skincare brands that are popular in various circles, the Scarlett brand for example. Scarlett is a local skincare brand that is quite popular in Indonesia. Scarlett has been present on the market since 2017, and Scarlett is a beauty brand owned by Felicya Angelista, a very famous public figure from Indonesia. Scarlett is known for its various products designed to care for facial and body skin or body care, including serum, moisturizer, sunscreen, body wash, body serum, body lotion and other products.

Brand equity can increase or decrease the value of something, whether in a company or product (Nabila et al., 2023). Brand equity consists of 5 dimensions, namely Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Other Properties Brand Assets. The first four dimensions are brand equity based on the consumer's perspective, while the fifth dimension of brand equity comes from the company's perspective, can be in the form of the company's marketing strategy, or not from the consumer's perspective (Durianto et al., 2012). By maintaining brand equity, a product can be an added value for the brand to create consumer loyalty towards its product. The occurrence of repeat purchases of a product is a form of consumer loyalty to a brand. Repurchase intention is a consumer's desire to buy a product again. The level of satisfaction obtained and the fulfillment of needs from products that have been consumed makes consumers tend to want to buy a product again (Verdilla & Albari, 2018). Repurchase interest is a measure of how much a company can meet consumer expectations for its products, when consumer expectations are met, it can make consumers feel satisfied with the positive experience left by the product (Nyarmiati & Astuti, 2021).

The results of research conducted by (Mulyadi, 2017) entitled the influence of brand equity on interest in repurchasing iPhone brand smartphones in Palembang. The research results show that the variables brand awareness, brand association and brand loyalty have a positive and significant effect on repurchase intention. Meanwhile, the perceived quality variable has a negative and significant effect on repurchase intention. However, the F test results of the variables brand awareness, brand association, perceived quality and brand loyalty together have a simultaneous and significant effect on repurchase intention. Then the results of the coefficient of determination test show that apart from the variables brand awareness, brand association, perceived quality and brand loyalty, it is suspected that there are still other variables that can influence consumers' repurchase interest. So this research provides suggestions for further research to add other variables that can influence consumers' repurchase interest.

Based on previous research that did not include all the dimensions of brand equity, namely only using brand awareness, brand associations, perceived brand quality, and brand loyalty as independent variables. This research will use the five dimensions of brand equity in accordance with the opinion of David Aaker who first coined brand equity theory in his book entitled *Managing Brand Equity: Capitalizing On Value Of A Brand Name*. That there are 5 dimensions of brand equity, namely brand awareness, brand associations, perceived quality, brand loyalty and other brand assets such

as product distribution channels. This can be unique in research because it includes or uses all brand equity dimensions as independent variables.

Based on the above background, research will be carried out on the dimensions of brand equity with a problem formulation, namely whether brand equity dimensions such as brand awareness, brand associations, perceived quality, brand loyalty and other brand assets can have a positive and significant effect on repurchase interest in Scarlett products? So by considering the problem formulation above, the aim of the research is to test Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Other Properties Brand Assets whether or not it has a positive and significant effect on interest in repurchasing Scarlett products.

## 2. RESEARCH METHOD

This research is confirmatory research using a quantitative approach and survey methods. Confirmatory research is research designed to propose a hypothesis that will test the effect of the independent variable on the dependent variable (Creswell, 2009). A quantitative approach is taken to understand cause and effect relationships. The aim of the quantitative approach is to analyze the influence of the independent variable on the dependent variable. The reason for choosing a quantitative approach is because we want to measure the extent to which each brand equity dimension influences the interest in repurchasing Scarlett products.

The data used in this research is primary data and secondary data. Primary data was obtained directly from the research object, namely based on respondents' answers to the questionnaire given. Then secondary data is obtained through empirical data, namely based on related references. The sampling technique uses non-probability sampling with purposive sampling technique. Purposive sampling is deliberate sampling based on certain relevant characteristics in line with the research objectives (J. Hair, 2010). The population in the research includes all individual people in Bengkayang Regency. Where consumers who have used Scarlett products with at least one use of Scarlett products can become research objects. The research object is Scarlett products and the research location was carried out in Bengkayang Regency, West Kalimantan. The reason for choosing Bengkayang Regency as the research location was to find out whether consumers of Scarlett products in Bengkayang Regency had an interest in repurchasing Scarlett products based on brand equity dimensions.

The data collection technique is through distributing questionnaires and will be distributed online to the intended respondents. The questionnaire is in the form of a Google form which will be filled in by respondents who meet the criteria to become the sample. Instrument testing is an important step in validating measuring instruments used to collect research data. So the instrument testing uses a validity test and a reliability test, where the validity test is to test whether the research instrument is valid or not and the reliability test is used to show whether the instrument used in research can be trusted as a data collection tool or not. For data analysis, this research uses the classic assumption test consisting of the normality test and the multicollinearity test. Then use multiple linear regression tests to test the hypothesis.

Based on the problems described in the introduction, a hypothesis can be formulated as follows:

Brand awareness is a consumer's ability to remember or immediately recognize a brand just by looking at something, be it a logo, color or other characteristics related to that brand (Damayanti et al., 2022). Based on previous research entitled *The Influence of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on Repurchase Intention Towards Bear Brand's Consumers*. This research shows the results that Brand Awareness and three other variables, namely Perceived Quality, Brand Association, Brand Loyalty, have a positive and significant influence on repurchase interest among consumers of Bear Brand's products (Patoding & Muzammil, 2023).

**H1:** Brand awareness has a positive and significant effect on repurchase intention

Brand association is the consumer's ability to remember and recognize a product (Arius, 2020). Brand associations are anything related to memories or impressions that exist in consumers' minds regarding a brand. The stronger the interrelated brand associations, the stronger the brand image in the brand (Yudhi et al., 2019). Based on previous research entitled *Relationship between brand association and customer loyalty: The case of online retail industry*. This research states that

brand associations have a large influence on customer loyalty attitudes. This attitude of loyalty can make customers have the desire to continue using products or services whose benefits they have experienced, so that the research results included in this study show that brand associations have a positive influence on customer loyalty (Phong et al., 2020).

**H2:** Brand association has a positive and significant effect on repurchase intention

Perceived quality is the consumer's perception of the overall quality or superiority of the product (Sutikno, 2020). Perceived quality has an influence on consumers' repurchase interest in a product, which can be seen from the following research entitled Examining the effect of perceived quality of authentic souvenir products, perceived value, and satisfaction on customer loyalty. This research discusses the attitude of customer loyalty towards perceived quality and authenticity of souvenirs, the perceived value can be in the form of product benefits and usefulness as well as customer satisfaction. The results of this research state that the variables perceived quality of authentic souvenir products (perceived quality), perceived value (perceived value), and satisfaction (satisfaction) have a positive influence on customer loyalty (Suttikun & Meeprom, 2021).

**H3:** Perceived quality has a positive and significant effect on repurchase intention

Brand loyalty is a positive attitude of consumers towards a product so that they have a commitment to a product and tend to continue making purchases (Vega, 2021). The results of research by (Sofia, 2022) regarding the analysis of the influence of brand loyalty and brand preference on smartphone repurchase intentions in generation Z stated that brand loyalty has a positive effect on repurchase intentions. In (Anggraeni & Astuti, 2023) research on increasing repurchase intentions through brand loyalty and brand image for MS Glow skincare products, research results show that brand loyalty has a positive effect on increasing repurchase intentions.

**H4:** Brand loyalty has a positive and significant effect on repurchase intention

The results of research from several previous researchers, namely (Munir & Putri, 2022), (Jainuddin & Ernawati, 2020) as well as research from (Setiawan et al., 2020) regarding the influence of distribution channels on repurchase intention, state that distribution networks have a positive effect on decisions. to make a repeat purchase.

**H5:** Other brand assets have a positive and significant effect on repurchase intention

### 3. RESULTS AND DISCUSSIONS

#### Data Collection Results

The results of distributing questionnaires sent to respondents via Google Form were that there were 200 respondents who had participated in filling out the questionnaire, but only 159 respondents were distributed in this research, where the target for distributing this questionnaire was consumers of Scarlett products in the Bengkayang Regency area, with Minimum use of Scarlett products is at least one use or more.

#### Instrument Test Results

After obtaining the data, the results of instrument testing, namely validity and reliability tests, are as follows:

**Table 1.** Validity Test Results

Variabel	Kode Indikator	$R_{hitung}$	$R_{tabel}$	Keterangan
Kesadaran Merek	KM.1	0,789	0,155	Valid
	KM.2	0,764		
	KM.3	0,866		
	KM.4	0,736		
	KM.5	0,774		
Asosiasi Merek	AM.1	0,841	0,155	Valid
	AM.2	0,855		
	AM.3	0,839		
	AM.4	0,862		
	AM.5	0,882		
Persepsi Kualitas	PK.1	0,822	0,155	Valid
	PK.2	0,912		
	PK.3	0,830		

Variabel	Kode Indikator	$R_{hitung}$	$R_{tabel}$	Keterangan
Loyalitas Merek	PK.4	0,914	0,155	Valid
	PK.5	0,811		
	LM.1	0,890		
	LM.2	0,913		
	LM.3	0,944		
Aset Merek Lainnya	LM.4	0,892	0,155	Valid
	LM.5	0,939		
	AML.1	0,833		
	AML.2	0,831		
	AML.3	0,771		
Minat Beli Ulang	AML.4	0,815	0,155	Valid
	AML.5	0,756		
	MBU.1	0,902		
	MBU.2	0,949		
	MBU.3	0,892		
	MBU.4	0,903		

Based on the validity test results table above, it can be seen that the variables brand awareness, brand association, quality perception, brand loyalty and other brand assets have a calculated  $R_{hitung}$  value that is greater than  $R_{tabel}$  so it can be stated that all statement items are valid. Validity test is a test carried out to test whether the questionnaire used is valid or not. A questionnaire can be said to be valid if the statement items used can express something measured in the questionnaire. The significance scale used is 0.05 with the test criteria, namely if  $r_{hitung} > r_{tabel}$ , then the statement item is declared valid. However, if  $r_{hitung} < r_{tabel}$  then vice versa, namely the statement item is declared invalid (Janna, 2021).

After carrying out a validity test, a reliability test can be carried out by referring to the Cronbach alpha value. Based on the results of the tests that have been carried out, all items are judged to be reliable. The following is a table of reliability test results:

**Table 2.** Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Kesadaran Merek (X1)	0,841	Reliabel
Asosiasi Merek (X2)	0,902	Reliabel
Persepsi Kualitas (X3)	0,911	Reliabel
Loyalitas Merek (X4)	0,950	Reliabel
Aset Merek Lainnya (X5)	0,858	Reliabel
Minat Beli Ulang (Y)	0,931	Reliabel

### Classic Assumption Test

Before proceeding to hypothesis testing using regression analysis, it is necessary to test the quality of the research data by making two assumptions, namely the normality test and the multicollinearity test. The normality test results can be seen in the table below. A low significance value, as seen in the significance value for all variables of less than 0.05, indicates that the data is not normally distributed. However, because the number of samples used is a large sample (>100), this study still uses the data above for further analysis. Because if the sample size falls into the large sample category (>100), then the problem of normality can be ignored (Hair et al., 2018).

**Table 3.** Normality Test Results

		X1	X2	X3	X4	X5	Y
N		159	159	159	159	159	159
Normal Parameters <sup>a</sup>	Mean	4.4377	4.3308	4.3887	4.2931	4.3811	4.3569
	Std. Deviation	.51123	.58806	.54853	.69711	.55429	.67356
Most Extreme Differences	Absolute	.159	.159	.159	.167	.152	.186
	Positive	.136	.128	.133	.155	.132	.170
	Negative	-.159	-.159	-.159	-.167	-.152	-.186
Kolmogorov-Smirnov Z		2.006	2.000	2.010	2.106	1.922	2.341
Asymp. Sig. (2-tailed)		.001	.001	.001	.000	.001	.000

The multicollinearity test with VIF (Variant Inflation Factor) is a multicollinearity test which states that the independent variables must not show symptoms of multicollinearity.

**Table 4.** Multicollinearity Test Results

Variabel	Collinearity Statistics	
	Tolerance	VIF
Kesadaran Merek	.484	2.066
Asosiasi Merek	.217	4.601
Persepsi Kualitas	.172	5.804
Loyalitas Merek	.238	4.199
Aset Merek Lainnya	.242	4.126

Based on table 4 above, it can be seen that the tolerance value of more than 0.10 (>0.10) and the VIF value of less than 10 indicate that the independent variables in this study are free from multicollinearity.

### Data Analysis Results

After testing the quality of the data, the next step is to test data analysis using regression testing. Data analysis was carried out with the help of SPSS 16.0 software using multiple regression tests. There are 5 independent (free) variables, namely brand awareness, brand associations, perceived quality, brand loyalty and other brand assets. Then there is 1 dependent (bound) variable, namely repurchase interest. The test results are as follows:

**Table 5.** Regression Model Accuracy Test

Variabel Independen	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Variabel Dependen: Minat Beli Ulang		
				B	T	Sig.
Kesadaran Merek				-,017	-1,405	,686
Asosiasi Merek				,131	2,052	,042
Persepsi Kualitas	0,834	0,829	153.794 (0,000)	-,029	-1,429	,668
Loyalitas Merek				,678	12,249	,000
Aset Merek Lainnya				,202	3,939	,000

From the results of the regression test that has been carried out, it can be seen that the coefficient of determination (R<sup>2</sup>), the statistical value of the F data test, and the statistical value of the t data test are interpreted as follows. The coefficient of determination (R<sup>2</sup>) value obtained was 0.834, which means that the ability of the independent variables (brand awareness, brand associations, perceived quality, brand loyalty and other brand assets) to predict the dependent variable (repurchase interest) was 83.4 percent of the variation. Meanwhile, 16.6 percent was influenced by other variables outside the research model.

For the statistical value of the F test which is used to see the goodness of fit index of the research, it can be seen that the F value is 153,794 with a significance of 0.000 which states that this research is able to describe the actual reality in the field. Then for the t test from the results above, it can be stated that the brand awareness and quality perception variables have no effect on repurchase intention because the sig and t values are greater than 0.05 ( $>0.05$ ). Meanwhile, brand association variables, customer loyalty and other brand assets influence repurchase intention because the sig and t values are below 0.05 ( $<0.05$ ).

Based on the research results above, the results obtained contained two variables that had a negative and insignificant effect on repurchase intention, namely brand awareness and perceived quality. Because the sample criteria in this research are consumers who have used Scarlett products, it can be confirmed that the samples in this research have had experience with Scarlett products. So it does not rule out the possibility of consumers making brand awareness and perceived quality not the main benchmark for repurchasing a product.

Meanwhile, there are three variables that have a positive and significant effect on repurchase intention, namely brand association, brand loyalty and other brand assets. This proves that repurchase interest in Scarlett skincare products is influenced by several indicators, namely brand associations, brand loyalty, and other brand assets, namely product distribution channels that make it easy for consumers to get the products they want.

#### 4. CONCLUSION

From the results of the data and discussions that have been carried out, it can be concluded that there are 2 variables that do not have a positive and significant effect, namely brand awareness and perceived quality. Meanwhile, the other three variables, namely brand association, brand loyalty and other brand assets, have a positive and significant influence on interest in repurchasing Scarlett products. The following are the test results for each variable, for the results of data processing on the brand awareness variable, namely  $\beta = -.017$ , sig = 0.686, which means that the brand awareness variable has a negative and insignificant effect on repurchase interest. The results of data processing on the brand association variable are  $\beta = 0.131$ , sig = 0.042, which means that the brand association variable has a positive and significant effect on repurchase intention. The results of data processing on the quality perception variable are  $\beta = -.029$ , sig = 0.668, which means that the quality perception variable has a negative and insignificant effect on repurchase intention. The results of data processing for the brand loyalty variable are  $\beta = 0.678$ , sig = 0.000, which means that the brand loyalty variable has a positive and significant effect on repurchase intention. The results of data processing on other brand asset variables (distribution channels) are  $\beta = 0.202$ , sig = 0.000, which means that other brand asset variables (distribution channels) have a positive and significant effect on repurchase interest. For future researchers, it is hoped that they can expand the sample used to make it more accurate for a wider population. This can be done by involving more respondents from various backgrounds and different consumer characteristics. Then you can consider other factors besides the variables that have been considered, further research needs to consider other factors that might influence consumers' repurchase interest, such as external, psychological or social factors.

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