THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED RISK TOWARD CONSUMER PURCHASE INTENTION ON ONLINE STORE (CASE STUDY OF THE CUSTOMER AT FEB UNSRAT MANADO)

PENGARUH KESADARAN MEREK DAN PERSEPSI RESIKO TERHADAPMINATPEMBELIAN KONSUMEN PADA ONLINE STORE (STUDI KASUS PELANGGAN DI FEB UNSRAT MANADO)

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ABSTRACT

The use of internet for online shopping has become phenomena in recent years. OLX is operates as a mediator marketplace for selling product easy and quickly. In this way, brand awareness and perceived risk are the important factors to purchase or buy a product. The study purpose is to find out the influence of brand awareness and perceived risk toward consumer purchase intention on online store (case study of the customer at FEB UNSRAT Manado) simultaneously and partially. 45 students of FEB UNSRAT were surveyed as respondents. The result indicated the significant influence of brand awareness and perceived risk toward consumer purchase intention simultaneously. The recommendation is to Internet-based companies such as olx online store need to pay attention and focus the company's marketing strategy effectively and efficiently. The company should focus on brand awareness and perceived risk to increase purchase intention on the company website.

Keyword: Brand Awareness, Perceived Risk, Consumer Purchase Intention

ABSTRAK

Penggunaan internet untuk belanja online telah menjadi fenomena dalam beberapa tahun terakhir. Dan karena lebih mudah untuk mengakses internet, orang lebih memilih untuk membeli produk melalui online daripada mereka harus pergi toko. OLX beroperasi sebagai mediator untuk menjual produk yang mudah dan cepat. Dengan cara ini, kesadaran merek dan risiko yang dirasakan adalah factor penting untuk membeli suatu produk. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kesadaran merek dan risiko yang dirasakan terhadap niat pembelian konsumen pada toko online (studi kasus pelanggan di FEB Unsrat Manado) secara simultandanparsial. Data dalam penelitian ini dikumpulkan dari 45 responden. Hasil penelitian ini ditunjukkan pengaruh yang signifikan dari kesadaran merek dan persepsi risiko terhadap niat beli konsumen secara bersamaan. Rekomendasi dari penelitian ini adalah untuk perusahaan berbasis internet seperti OLX kebutuhan toko online untuk memperhatikan dan fokus strategi pemasaran perusahaan secara efektif dan efisien. Berdasarkan temuan dari perusahaan harus focus pada kesadaran merek dan persepsi risiko untuk meningkatkan niat pembelian di website perusahaan.

Kata Kunci: Kesadaran Merek, Persepsi Resiko, Minat Pemebelian Konsumen.

1. INTRODUCTION

Research background

The use of internet for online shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. The medium functions as a novel retail patronage mode, wherein products can be sought, inspected, and in many cases sampled and purchased completely online. This unique ability has transformed the social and spatial aspects of shopping for many consumers. Another key feature of the Internet lies in its role of facilitating information search for consumers. The product acquisition process is enhanced by enabling consumers to access a greater amount of detailed information with regard to product attributes, comparative pricing, availability, and overall value proposition, particularly when the Internet is used in conjunction with a search through conventional retail channels. Olx or olx.co.id is one of populer onlineshop in Indonesia at 2015. OLX besides being a global company, also is a merger companies of berniaga.com and tokobagus.com who are leading companies in line advertising that focus on secondary market and C2C or customer to customer transaction. OLX (OnLine eXchange) operates as a national online classifieds marketplace for used goods such as furniture, musical instruments, sporting goods, cars, kids and baby items, motorcycles, cameras, mobile phones, property and much more.

Research Objective

The research objective aims to determine the influence of:
1. Brand awareness and perceived risk to consumer purchase intention simultaneously on OLX Online   Store Case Study of The Customer at FEB Unsrat Manado.
2. Brand awareness to consumer purchase intention partially on OLX Online Store Case Study of The Customer at FEB Unsrat Manado.
3. Perceived risk to consumer purchase intention partially on OLX Online Store Case Study of The Customer at FEB Unsrat Manado.

Theoritical Framework

Marketing

Marketing means managing markets to bring about exchanges and relationships for the purpose of creating value and satisfying needs and wants., Thus it return to the definition of marketing as a process by which individuals or groups obtain what they need and want by creating and exchanging products and value with others (Kotler and Amstrong, 2001).

Brand

According to Kapferer (2012), A brand is a product, but one that adds other dimensions to differentiate it in some way from other products designed to satisfy the same needs, it means much more than just giving a brand name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization. The permanent factors of this creative process are what give a brand it's meaning and purpose, its content and attributes, (Kapferer, 2012).

Brand Awareness

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers mind, reflecting their ability to identify the brand under different conditions: the

likelihood that a brand name will come to mind and the ease with which it does so (Keller, 2003).

Consumer Perception, consumer perception toward perceived risk research in different purchasing contexts has grown since Bauer's (1960 in Pires *et al*., 2014) advocacy of risk-taking behavior as a possible measure of consumer attitude towards a purchase.

Consumer Behavior

According to Kotler and Keller (2011) customers are value maximizes. They form an expectation of value and act on it. Buyers will buy from the firm that they perceive to offer the highest customer delivered value, defined as the difference between total customer benefits and total customer cost.

Consumer Purchase Intention, Kotler and Amstrong (2013) describe purchase decision or purchase intention as the stage of the buyer decision in which the consumer actually buys the product. They will be buy the most preferred brand but two factors can come between the purchase intention and the purchase decision.

Previous Research

Grewal *et al*., (2007) in article title: Developing A Deeper Understanding of Post-Purchase Perceived Risk and Behavioral Intentions In A Service Setting. Researchers and service providers have realized that a disproportionate share of a firm's sales and profits come from a relatively small number of loyal customers that repeatedly purchase the firm's services. In many service settings, such as health care, repeated interactions between the service provider and the client are necessary for service delivery. While service quality is certainly important, it is also important that customers' perceptions of perceived risk are taken into account and that customers perceive a degree of control over the services provided. We develop a conceptual model of linkages between the physical environment of the service, perceived control over the service and service quality and, demonstrate through two empirical studies, how these factors affect perceived risk and post-purchase behavioral intentions. Both studies were conducted in health care settings. In the first study, we collected data using a mail survey of 192 patients after their treatment from a regional hospital. In the second study, survey data were collected from 101 patients of a specialized clinic providing alternative therapies within a major hospital. Our results provide confirmation that the favorable physical environment of the service setting enhances perceived control and perceptions of service quality. Moreover, perceived control and perceived quality of the service provider reduces post-purchase perceived risk. Finally, post-purchase perceived risk reduces behavioral intentions, while perceived quality of the service provider enhances behavioral intentions.

Pires *at al.,* (2014) in article which is: Influences on the perceived risk of purchasing online. This paper examines whether the perceived risk of online purchasing by consumers varies with the frequency of previous purchases, satisfaction with previous purchase experiences, the good/service orientation of an intended purchase and the level of purchase decision involvement required. No association was found between the frequency of online purchasing and perceived risk, although satisfaction with prior internet purchases was negatively associated with the perceived risk of intended purchases, but only for low involvement products. Differences in perceived risk were associated with whether the intended purchase was a good or service and whether it was a high or low-involvement product. Analysis of consumer perceived risks, disaggregated by type of risk and purchase situation, provides insight into impediments that may hinder the expansion of consumer purchasing using the internet.

Haemon, Oh (2000) in his article: The Effect Of Brand Class, Brand Awareness, And Price On Customer Value And Behavioral Intentions. The author introduces a comprehensive customer

value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Chi et al, (2009) with article title: The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention. The samples are collected from cellular phone users living in Chiyi, and the research adopts regression analysis and mediating test to examine the hypotheses. The results are: (a) the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, (b)perceived quality has a positive effect on brand loyalty, (c) perceived quality will meditate the effects between brand awareness and purchase intention, and (d) brand loyalty will mediate the effects between brand awareness and purchase intention. The study suggests that cellular phone manufacturers ought to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will evaluate perceived quality of a product from their purchase experience. As a result, brand loyalty and brand preference will increase and also purchase intention.
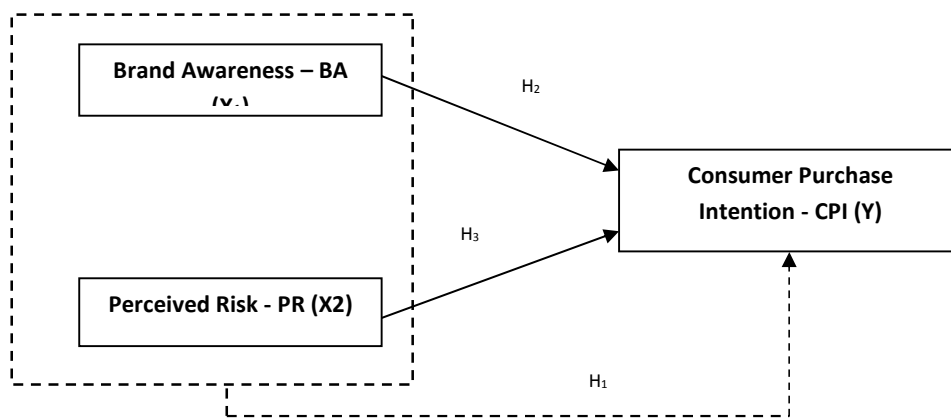
Conceptual Framework

Figure 1. Conceptual Framework
Source: Field research, 2015

Research Hypothesis
H$_1$ There are significant influence of brand awareness and perceived risk toward consumerpurchase intention on online store simultaneously.
H$_2$ There is significant influence of brand awareness toward consumer purchase intention on online store partially.
H$_3$ There is significant influence of perceived risk toward consumer purchase intention on online store partially.

2. RESEARCH METHOD

This research type is causal uses quantitative type of research in which to investigate the influence of brand awareness and perceived risk toward consumer purchase intention on olx online store (case study of the customer at FEB Unsrat manado).

Place and time of research

This study is conducted in the Faculty of Economic and Business, Sam Ratulangi University. This research had doneon June 2015.

3.1. Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009). The population in this research is people in Manado. People ini Manado which are focused on university students in Faculty of Economic and Business (FEB) University of Sam Ratulangi (Unsrat) Manado.FEB is a leading economic and business faculty in Noth Sulawesi with approximately 1.200 new students every year and 500 graduate per year. FEB consists of bachelor, master and doctoral programs in three departements which are: management, accouting ,and economic and development.

According to Sekaran (2009) sample is a subset of a population that comprises some members selected from it. The sampling method that is use is purposive sampling. The sample in this research students in FEB who are already had accounts and/or had experience with olx.co.id site. According to Kuncoro (2009) states that corelational study minimum 30 respondents to examine relation between variables. Also amount of sample according to Kuncoro (2009) must concern about resources threat especially in time, money, and people.

The samples in this research taken are 45 respondents.This respondents consist of FEB students who are using olx.co.id and they are willing to participate with this reserach during survey process especially in data collection through questionnaire.

Data collection method

The source of data that used is primary data which is the information that obtained first-hand by there searcher on the variables of interest for the specific purpose of the study (Sekaran&Bougie, 2010) in this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire. Questionnaires are distributed to the costumers of OLX at FEB Unsrat Manado.

Operational Definition of Research Variables

1. Brand Awareness (X1) is the ability of a consumer can recognize and recall a brand in different situations especially in olx online store
2. Perceived Risk (X2) is the consideration of pre-decision consumer choice and information search in olx online store
3. Purchase Intention (Y) is a consideration of the attitude criterion to indicate the willing purchase in the olx online store, deciding to purchase and means the scale purchase it is defined practically as the possibility of shopping.

This research uses Likert Scale as a measurement. (Sekaran and Bougie, 2009), stated that the end points of a Likert Scale are typically "strongly disagree" and "strongly agree".

Data analysis method

Validity and reliability test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. The validity of testing can use the Product-Moment Correlation Pearson techniques. Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2009).

Multiple Regression Analysis Model

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for model and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables (Armstrong, 2012). Multiple regression analysis using computer programming with the latest programs which is IBM SPSS 22 version. Hypothetical testing model with multiple regression analysis which are:

$$Y = b_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon_t$$

Notes:

b_0	=	Constanta
β_1	=	X_1 regression coefficient
β_2	=	X_2 regression coefficient
ε	=	Standard of error
Y	=	Purchase intention

3.   RESULT AND DISCUSSION

Validity and reliability

The value of *Measures of Sampling Adequacy* (MSA) of the indicators are all above the acceptance limit 0.5, therefore the research instrument is valid. The Reliability test is done by looking at the *Alfa Cronbach* value, in this research the value of Alfa Cronbach is 0.881, which is above the acceptance limit of 0.6, therefore the research instrument is reliable.

Table. 1. Validity and Reliability test result

Variables	Indicators	Correlation (r)			Coefficients	
		R	Sig	Explanation	Alpha Cornbach	Explanation
Brand Awareness (X_1)	X1.1	0.950	0.000	Valid	0.905	Reliable
	X1.2	0.804	0.000	Valid		
	X1.3	0.924	0.000	Valid		
	X1.4	0.920	0.000	Valid		
	X1.5	0.515	0.000	Valid		
	X1.6	0.788	0.000	Valid		

Perceived Risk (X₂)	X2.1	0.912	0.000	Valid		
	X2.2	0.847	0.000	Valid		
	X2.3	0.815	0.000	Valid	0.870	Reliable
	X2.4	0.879	0.000	Valid		
	X2.5	0.469	0.000	Valid		
	X2.6	0.682	0.000	Valid		
Purchase Intention (Y)	Y1.1	0.856	0.000	Valid		
	Y1.2	0.912	0.000	Valid	0.881	Reliable
	Y1.3	0.933	0.000	Valid		

Source: Data Processed, 2015

Classical Assumption

Table 2. Multicolinearity Test

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Brand Awareness	.321	3.114
	Perceived Risk	.321	3.114

Source: Data Processed, 2015

VIF value for the variable X1 is 3.114 , and the VIF value for the variable X2 is 3.114. All the VIF value smaller than 10. It can be concluded that no symptoms of multicolinearity between independent variables.

Heteroscedasticity

Heteroscedasticity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation (Ghozali, 2007). A good regression model is that not happen heteroscedasticity or referred happen homoscedasticity.
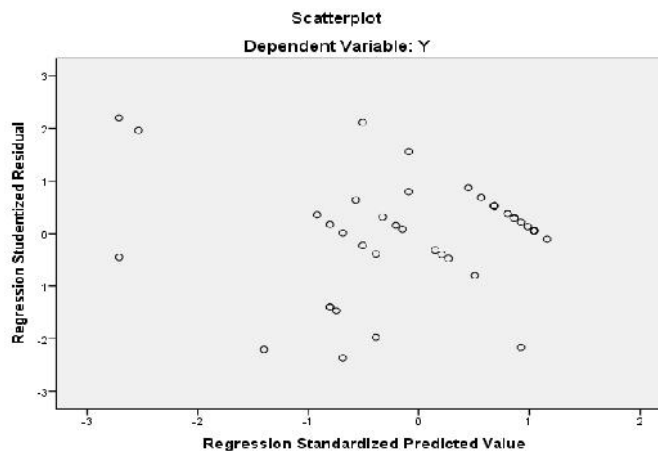
Graph 1. Heteroscedasticity
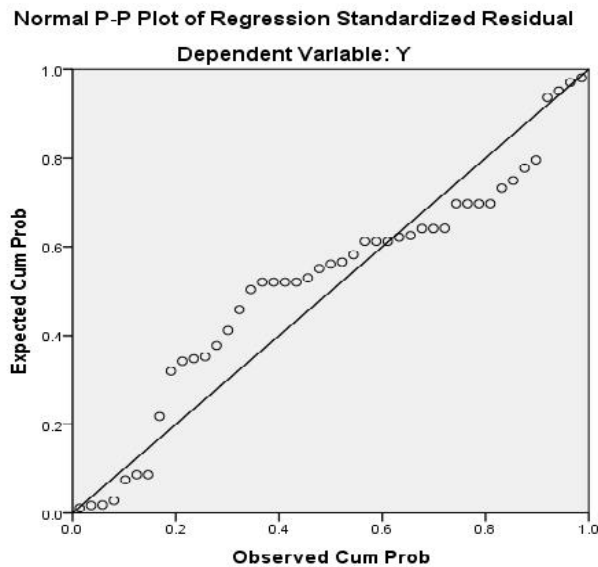*Source: Data Processed, 2015*

Decision base for heteroscedasticity are (Ghozali, 2007):
1. If there is a specific pattern such as dots that no particular form regular patterns (wavy, widened and then narrowed) , it indicates that there has been a heteroscedasticity.
2. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, it does not happened heteroscedasticity.

Graph 1 can be seen all the data spread on top and in that the number 0 indicates the Y axis does not occurred heteroscedasticity. This suggests that the multiple regression models meet the requirements for classical assumption test.

Normality Test

Normality test can be identified by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. In this research, the dots are spreading near the diagonal line and follow the direction of the diagonal line.

Graph 2. Normality Test
Source: Data Processed, 2015

From graph 2, shows that the graph Normal P-Plot of Regression Standardized Residual describe the distribution of data around a diagonal line and spread in the direction of the diagonal line graph, then the regression model used in this study meet the assumption of normality .

Multiple Regression Analysis

Table 3. Multiple Regression Test

	Regression Coefficient (b)	Std. Error	Beta	t_{count}	Sig.	Description
Constanta	-0.107	1.581		-0.068	0.946	
X_1	0.204	0.090	0.370	2.265	0.029	Significant
X_2	0.304	0.106	0.468	2.868	0.006	Significant
R (*Multiple* R)		=	0.801			

R *Square*	=	0.641
Adjusted R *Square*	=	0.624
F count	=	37.465
t table	=	1.679
α	=	0.05 (5%)

Source: Data Processed, 2015

Based on Table 3 can be written in the form of regression equation Coefficients Standardized forms obtained by the following equation:

$$Y = -0.107 + 0.204X_1 + 0.304X_2$$

Explanations:

  X1 = Brand awareness
  X2 = Perceived risk
  Y = Purchase intention

The regression equation can be explained as follows:

1. Constanta value of -0107 independent variables consist of brand awareness or X1 , X2 or perceived risk , increased by 1 scale , purchase intention will be increased by -0107 units .
2. The regression coefficient of 0.204 means brand awareness , if brand awareness increased by 1 scale in the answers of respondents will increase purchase intention by 0204 .
3. The regression coefficient of 0.304 means the perceived risk , if perceived risk increases by 1 scale in the answers of respondents will increase purchase intention by 0304

Correlation Coefficient and Determination Coefficient Test Results

The influence of brand awareness , and perceived risk can be seen via the correlation coefficient is mainly used to purchase intention to consumers in olx.co.id. The correlation coefficient R is 0.801 or this suggests that the influence of brand awareness , and perceived risk to the consumer purchase intention olx.co.id, have a positive effect for 0.801 , or 80.1 % . Coefficient of Determination results, or R square (r^2) is 0.641 which showed that 64.1 % of consumers purchase intention on olx.co.id , influenced by brand awareness , and perceived risk while the balance of 0.359 or 35.9 % (1-.641 = 0.359 or 100 % - 35.9 % = 64.1 %) influenced by other causes are not examined in this study .

Autocorrelation Test

Table 4. Autocorrelation Test
Model Summaryᵇ

Model	Durbin-Watson
1	2.185

Source: Data Processed, 2015

From the results of statistical calculations that can be seen in Table 4.4 , the value of Durbin - Watson = 2.185 means that DW is in the range 1.65 < DW < 2:35 Then it can be concluded there is no autocorrelation .

Hypotesis Testing

Table 5. Hypotesis Testing

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	128.105	2	64.053	37.465	.000[b]
	Residual	71.806	42	1.710		
	Total	199.911	44			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

(Source: Data Processed, 2015)

The test results for the overall regression model variables indicate the value of F count = 37.465 with 0.000 significance. By using the 0.05 limit (5 per cent). The results found that the significance value less than 0.05 (<5 per cent). With the direction of the positive coefficients, thus found that the hypothesis that the variable brand awareness, and perceived risk together have a significant effect on purchase intention is accepted or proven . Thus H_1 is accepted.

Partial Hypothesis Testing (t Test)

Table 6. Partial Hypothesis Testing (t Test)

Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients			Colinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.107	1.581		-.068	.946		
	X1	.204	.090	.370	2.265	.029	.321	3.114
	X2	.304	.106	.468	2.868	.006	.321	3.114

a. Dependent Variable: Y

(Source: Data Processed, 2015)

Based on Table 6:
1. Brand awareness variable, T count 2.265 > T table 1.679 , thereby Ha accepted , and reject Ho who claim there is no influence of brand awareness to purchase intention. Thus the second hypothesis which states there is the influence of brand awareness to purchase is accepted or proven.Thus H_2 is accepted.
2. Perceived risk variable, T count 2.868> T table 1.679 , thereby Ha accepted , and reject Ho who claim there is no influence of perceived risk to purchase intention. Thus the third hypothesis which states there is theinfluence of perceived risk to purchase is accepted or proven. Thus H_3 is accepted.

Discussion

Impact of Brand Awareness and Perceived Risk To Intention

Based on the results of statistical tests found that simultaneous brand awareness, and perceived risk influence on purchase intention in olx consumers at FEB Unsrat Manado. The results of this study indicate that the model is suitable or fit for the selected F test and test results showed that brand awareness, and perceived risk influence on consumer purchase intention simultaneously and significant on olx consumers at FEB Unsrat Manado.

For consumers olx online store in this study, simultaneous variable brand awareness and perceived risk also influence the intention to buy a particular intention in olx online store. This is because the results that consumers olx online store in particular on students in the Faculty of Economics and Business, University of Sam Ratulangi simultaneously perceive that the brand awareness and perceived risks associated with buying intentions in olx online store.

Impact of Brand Awareness To Intention

Based on the test that the t test statistics can be explained that the effect on consumer brand awareness on olx online store at FEB Unsrat Manado with a significant coefficient. Results of this study together and support previous research from research Oh (2000) and Chi et al., (2009) in which the study found that brand awareness variables affect the purchase intention. In this study also found to brand awareness influenced to purchase intention. These results prove or reinforce previous research that. This indicates that the consumer olx online store and brand awareness variable impact on consumer purchase intention on olx online store particularly in the area at FEB Unsrat Manado

Impact of Perceived Risk To Intention

Based on the test that the t test statistics can be explained that the effect on consumer perceived risk on olx online store at FEB Unsrat Manado with a significant coefficient.
Based on the results of research, especially by looking at indicators of research that financial risk, performance risk, physical risk, social risk, convenience risk, and the risk of total general influence on consumer buying intention on students in FEB Unsrat both bachelor and magister school.

Results of this study together and support previous research from research Pires et al., (2014) and Grewal et al. , (2007) in which the study found that perceived risk variables affect the purchase intention . In this study also found to perceived risk influenced to purchase intention . These results prove or reinforce previous research that .This indicates that the consumer of olx online store perceived risk variable impact on consumer purchase intention on olx online store at FEB Unsrat Manado.

5. CONCLUSION AND RECOMMENDATION

Conclusion

Conclusion of this research are:
1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: brand awareness, and perceived risk has a positive and significant influence on purchase intention. This model applies to olx o consumers in Manado
2. Based on the results of hypothesis testing found that brand awareness has significant and positive impact on purchase intention on olx.co.id consumer in Manado.
3. Based on the results of hypothesis testing found that perceived risk has significant and positive impact on purchase intention on olx.co.id consumer in Manado.

Recommendation

Recommendations of this research are:
1. Internet-based companies such as olx online store need to pay attention and focus the company's marketing strategy effectively and efficiently. This can be achieved through

the identification of factors that can motivate consumers to make a favorable exchange value of the company. It is , among others, through the identification of consumer purchase intention . Based on the findings of the company should focus on brand awareness and perceived risk to increase purchase intention on the company website

2. Other researchers are focusing on the research field of management science and the science of marketing management needs to pay attention to these findings by replicating the results of this research on the object of other research in other Internet-based companies.

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