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The Effect of Perceived Quality and Brand Awareness on Purchase Intention Mediated by Brand Trust in Tropicana Slim Products

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Abstract: This study aims to determine the effect of perceived quality, brand awareness, and brand trust on buying interest in Tropicana Slim consumers. This study uses a population, namely Tropicana Slim consumers who live in DKI Jakarta and a sample with the criteria of knowing the Tropicana Slim brand and have never bought Tropicana Slim products, live in DKI Jakarta, and are at least 15 years old. The data in this study were processed using the SPSS version 25 application. This study used a sample of 100 respondents who were Tropicana Slim consumers. The results of hypothesis testing with the t-test explain that partially perceived quality and brand awareness have a positive and significant effect on brand trust and brand awareness has a positive and significant effect on purchase intention. Meanwhile, perceived quality and brand trust have no significant effect on purchase intention. Then in the sobel test results perceived quality and brand awareness have a negative and no significant effect on purchase intention mediated by brand trust.

Keyword: Perceived Quality, Brand Awareness, Brand Trust, Purchase Intention.

INTRODUCTION

Human lifestyle in daily activities has changed, especially in living a healthy lifestyle. According to Ahira Anne (2010 cited in Eko & Sinaga, 2018) states that a healthy lifestyle is a lifestyle that pays attention to several things that can have an impact on health. But on the contrary, an unhealthy lifestyle will have a negative impact on health and cause many diseases. Sugar and salt are basic ingredients used in the production of food and beverages, so that the resulting product has a taste that consumers can like. But if the use of sugar and salt in accordance with the needs will not cause problems to health. However, many companies that produce food and beverages contain excessive amounts of sugar and salt. This makes people unconsciously have implemented an unhealthy lifestyle, if consumed in excess and over a long period of time, causing people to be at risk of life-threatening diseases, one of which is diabetes.

Based on Basic Health Research (Riskedas) in 2018, which states that the number of people with diabetes increased from 6.9% to 8.5%, this shows that the food and drinks consumed by the community contain a lot of sugar. Then this is also supported by the Indonesian Ministry of Health, the International Diabetes Federation (IDF) and the Central Statistics Agency (BPS), which states that Indonesia has a prevalence of diabetes number 5 of the 10 highest diabetic countries in the world with a total of 19.5 million sufferers. Then in Indonesia has a percentage of diabetics aged 15 to 24 years of 0.1% and at the age of 25 to 34 years of 0.2%. The above statement shows that diabetics can attack young people not only the elderly, due to an unhealthy lifestyle.

According to Basic Health Research (Riskedas) data in 2018, states that the province that has the highest prevalence of diabetes mellitus in Indonesia is DKI Jakarta, with a value of 3.4%. This figure makes DKI Jakarta in first place as the province with the highest number of people with diabetes mellitus in Indonesia, where the highest prevalence of diabetes mellitus after that is East Kalimantan, DI Yogyakarta, North Sulawesi, East Java, Bangka Belitung Islands, Gorontalo, Aceh, Banten, and Central Sulawesi.

Based on this phenomenon, there is a company engaged in the food and beverage industry, namely PT Nutrifood. PT Nutrifood is a company that produces a variety of health products that can help people maintain a healthy lifestyle, so PT Nutrifood presents one of its products, Tropicana Slim. Tropicana Slim is a product brand name that focuses on preventing diabetes and is known as a sugar-free and low-calorie product, so it can help consumers consume sweet foods or drinks without having to worry about rising blood sugar.

**Table 1. Top Brand Data in Indonesia for 2021-2023
Category Low or Calorie-Free Sweeteners**

Brand Name	2021 (%TBI)	2022 (%TBI)	2023 (%TBI)
Tropicana Slim	63,50%	62,10%	62,60%
Diabetasol	30,50%	28,20%	27,30%
Equal	3,50%	5,40%	5,40%
DiaSweet	2,50%	4,30%	4,50%

Source: Research data

It is proven that Tropicana Slim is always the first top brand award in the low or calorie-free sweetener category based on the top brand index from 2021 to 2023 compared to its competitors, namely Diabetasol, Equal, and DiaSweet. This shows that Tropicana Slim has succeeded in marketing its products well to consumers, but please note that the Top Brand Award measures brand performance based on three criteria or parameters as a reference for Top Brand, namely Mind Share, Market Share, and Commitment Share. It can be seen from table 1 that the Tropicana Slim Top Brand Index numbers from 2021 to 2023 have decreased. This shows that Tropicana Slim products tend to experience a decrease in buying interest by consumers, so it is a serious problem that needs to be faced and handled properly by Tropicana Slim.

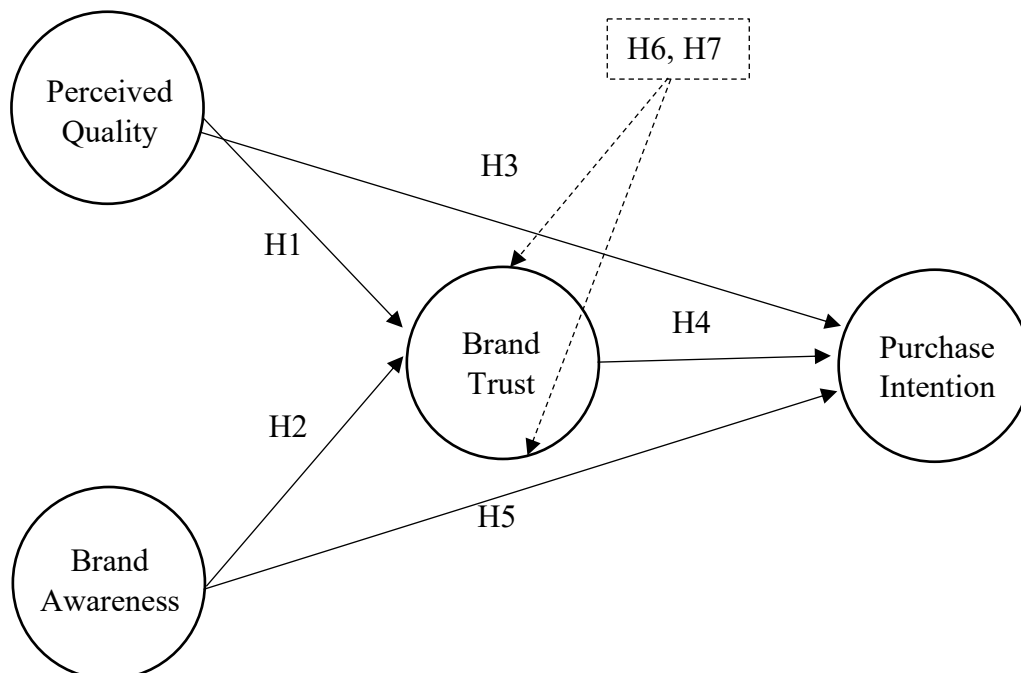
Perceived quality according to Sivaram et al., (2020) states that consumers will have a good perception of the quality of a brand when the brand is considered to meet consumer expectations. Based on the above statement, the perceived quality of a brand can affect consumer assessments of the quality of a product in making purchase intention on Tropicana Slim. This is in line with previous research conducted by Shwastika & Keni (2021) which states that perceived quality has a significant effect on purchase intention, while previous research conducted by Kusumawati & Arrahim (2021) states that perceived quality is not significant to purchase intention. However, perceived quality is also able to influence brand

trust in consumer assessments of a product. This is in line with previous research conducted by Konuk (2021) which states that perceived quality has a positive effect on brand trust, while according to research by Sun et al., (2022) stated that perceived quality has a significant negative effect on brand trust.

Then according to Aaker (1991 cited in Hasan & Sohail, 2020) states that brand awareness is the ability of customers to recognize and recall a brand in different scenarios. So according to S.Knox (2004 cited in Sun et al., 2022) states that the higher the level of brand awareness, the more likely consumers are to form a purchase intention. So based on table 1 above, although Tropicana Slim always ranks first as a top brand, it can be seen that the top brand index number has a tendency to decrease. This shows that consumer purchase intention for Tropicana Slim products has decreased, which can be caused by a lack of consumer awareness of Tropicana Slim. This is in line with previous research conducted by Hasan & Sohail (2020) which states that brand awareness has a positive effect on purchase intention and according to Hameed et al., (2023) state that brand awareness has no significant effect on purchase intention. However, brand awareness is also able to influence brand trust in consumer purchase intentions. This is in line with research conducted by Junarsin et al., (2022) states that brand awareness has a significant effect on brand trust and according to research conducted by Sidharta et al., (2018) states that brand awareness has no significant effect on brand trust.

Then according to Sirdeshmukh et. al. (2002 cited in Konuk, 2018) states that brand trust is defined as the hope held by consumers that the company as a producer is reliable. So that if consumers have a high sense of trust in a brand, consumers will form a purchase intention. This is in line with previous research conducted by Tan et al., (2022) states that brand trust has a positive effect on purchase intention, while according to Wijaya & Keni (2022) states that brand trust has a negative effect on purchase intention. According to DAM (2020), purchase intention is a consumer intention for a product which is considered a combination of consumer interest and ability to buy a product.

Conceptual Framework



Source: Research Results
Figure 1. Conceptual Framework

Hypothesis:

- H1** : Perceived quality has a significant positive effect on brand trust.
- H2** : Brand awareness has a significant positive effect on brand trust.
- H3** : Perceived quality has a significant positive effect on purchase intention.
- H4** : Brand awareness has a significant positive effect on purchase intention.
- H5** : Brand trust has a significant positive effect on purchase intention.
- H6** : Perceived quality has a significant positive effect on purchase intention which is mediated by brand trust.
- H7** : Brand awareness has a significant positive effect on purchase intention which is mediated by brand trust.

METHOD

This study aims to determine the effect of perceived quality, brand awareness, and brand trust on buying interest in Tropicana Slim consumers. This study uses a population, namely Tropicana Slim consumers who live in DKI Jakarta and a sample with the criteria of knowing the Tropicana Slim brand and have never bought Tropicana Slim products, live in DKI Jakarta, and are at least 15 years old. The data in this study were processed using the SPSS version 25 application. This study used a sample of 100 respondents who are Tropicana Slim consumers. So that this type of research is quantitative.

RESULTS AND DISCUSSION

This Customers who became respondents were 41% male and 59% female. 42% aged 15-24 years, 34% aged 25-34 years, and 24% aged > 35 years. Then 22% of respondents currently domiciled in West Jakarta, 19% are domiciled in East Jakarta, 17% are domiciled in Central Jakarta, 22% are domiciled in North Jakarta, and 20% are domiciled in South Jakarta. 30% worked as students or college, 25% work as self-employed, 23% work as public or private employees and 22% work as other. Based on the results of the validity, and reliability test using SPSS software, it is declared valid and reliable. Based on the normality test, it can be seen that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line, so it can be said that the residual data in the regression model between the variables of perceived quality, brand awareness, brand trust, and purchase intention are normally distributed. Based on the heteroscedasticity test, it can be seen that the points spread randomly or do not form a certain regular pattern, both above and below the number 0 on the Y axis, so it can be said that this test does not occur heteroscedasticity and the regression model is feasible to use. Based on the multicollinearity test, it can be seen that the VIF value of all independent variables is less than 10. So it can be said that this regression model is feasible to use because there is no multicollinearity between the independent variables. Based on the autocorrelation test, it can be seen that the durbin watson value of 1,700 is between -2 and 2 so it can be concluded that there is no autocorrelation.

**Table 2. Coefficient of Determination (R²)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,967 ^a	,935	,933	1,04463

a. Predictors: (Constant), Brand Trust, Brand Awareness, Perceived Quality

b. Dependent Variable: Purchase Intention

Source: Research data

Based on the table above, it can be seen that the R² value is 0.935, which means that the ability of the independent variables, namely Perceived Quality, Brand Awareness, and Brand Trust in explaining the dependent variable, namely Purchase Intention is 93,5% and the remaining 6,5% is influenced by factors not examined in this study.

Table 3. t test on mediation Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,546	1,417		-,385	,701
Perceived Quality	,408	,073	,459	5,601	,000
Brand Awareness	,320	,065	,403	4,921	,000

a. Dependent Variable: Brand Trust

Source: Research data

Table 4. Multiple Linear Regression Analysis and t test on Purchase Intention Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,898	,818		-2,321	,022		
Perceived Quality	,030	,048	,024	,627	,532	,455	2,196
Brand Awareness	1,088	,042	,974	25,969	,000	,482	2,074
Brand Trust	-,046	,059	-,032	-,778	,438	,393	2,546

a. Dependent Variable: Purchase Intention

Source: Research data

Table 5. Sobel Test Results Hypothesis 6 dan 7

Variable	Sobel Test	Sig	Kesimpulan
PQ-BT-PI	-0,7722	0,2200	Negative dan not mediating
BA-BT-PI	-0,7700	0,2206	Negative dan not mediating

Source: Research data

- Based on the results of multiple linear regression analysis for a t-test and sobel test:
- Based on table 3 above, it can be seen that the perceived quality variable has a B value of 0.408 and a significance value of 0.000. So it can be interpreted that the B value has a positive number and a significance value of 0.000 < 0.05. So it can be concluded that hypothesis 1 is supported, this shows that the perceived quality variable has a positive and significant effect on brand trust. So this study proves that the first hypothesis which states that the effect of perceived quality has a significant positive effect on brand trust. So that the results of this study are in line with previous research conducted by Izzati (2019) which states that perceived quality has a positive and significant effect on brand trust.
 - Based on table 3 above, it can be seen that the brand awareness variable has a B value of 0.320 and a significance value of 0.000. So it can be interpreted that the B value has a

- positive number and a significance value of $0.000 < 0.05$. So it can be concluded that hypothesis 2 is supported, this shows that the brand awareness variable has a positive and significant effect on brand trust. So this study proves that the second hypothesis which states that brand awareness has a significant positive effect on brand trust. So that the results of this study are in line with previous research conducted by G. Hasan (2023) which states that brand awareness has a positive and significant effect on brand trust.
3. Based on table 4 above, using two tailed probability in the calculation, in the table above it can be seen that the perceived quality variable has a B value of 0.030 and a significance value of 0.532. So that the significance value must be divided by 2 in order to become a one tailed probability because the hypothesis that is built has a directional relationship, then the result of the perceived quality significance value becomes 0.266. Therefore, it can be interpreted that the B value has a positive number and a significance value of $0.266 > 0.05$. So it can be concluded that hypothesis 3 is not supported, this shows that the perceived quality variable has a positive and insignificant effect on purchase intention. So this study does not prove that the third hypothesis which states that perceived quality has a significant positive effect on purchase intention. So that the results of this study are not in line with research conducted by Shwastika & Keni (2021). However, the results of this study are in line with previous research conducted by Kurniawan & Indriani (2018) which states that perceived quality has a positive and insignificant effect on purchase intention.
 4. In table 4 above, using a two tailed probability in the calculation, the table above can be seen in the brand trust variable has a B value of -0.046 and a significance value of 0.438. So that the significance value must be divided by 2 so that it becomes a one tailed probability, then the result of the significance value of brand trust becomes 0.219. Therefore, it can be interpreted that the B value has a negative number and a significance value of $0.219 > 0.05$. So it can be concluded that hypothesis 4 is not supported, this shows that the brand trust variable has a negative and insignificant effect on purchase intention. So this study does not prove that the fourth hypothesis which states that brand trust has a significant positive effect on purchase intention. So that the results of this study are not in line with previous research conducted by Tan et al., (2022). However, the results of this study are in line with previous research conducted by Hafidz & Rahma (2023) which states that brand trust has a negative and insignificant effect on purchase intention.
 5. In table 4 above, it can be seen that the brand awareness variable has a B value of 1.088 and a significance value of 0.000. So it can be interpreted that the B value has a positive number and a significance value of $0.000 < 0.05$. So it can be concluded that hypothesis 5 is supported, this shows that the brand awareness variable has a positive and significant effect on purchase intention. So this study proves that the fifth hypothesis which states that brand awareness has a positive and significant effect on purchase intention. So that the results of this study are in line with previous research conducted by Adquisiciones et al., (2019) which states that brand awareness has a negative and insignificant effect on purchase intention.
 6. Based on table 5 above, it can be seen that the indirect effect of the perceived quality variable on purchase intention mediated by brand trust has a sobel test value of -0.7722 and a significance value of 0.2200, it can be concluded that there is a negative effect and there is no partial mediation relationship. This is evident from the sobel test value which has a negative number and a significance value > 0.05 , so it can be stated that hypothesis 6, namely perceived quality has a positive and significant effect on purchase intention mediated by brand trust, is not supported. So this study does not prove that hypothesis 6 which states that perceived quality has a significant positive effect on purchase intention mediated by brand trust. So that the results of this study are in line with previous research conducted by Sun et al., (2022) which states that perceived quality has a negative and insignificant effect on purchase intention mediated by brand trust.

7. In table 5 above, it can be seen that the indirect effect of the brand awareness variable on purchase intention mediated by brand trust has a sobel test value of -0.7700 and a significance value of 0.2206, so it can be concluded that there is a negative effect and there is no partial mediation relationship. This is evident from the sobel test value which has a negative number and a significance value > 0.05 , so it can be stated that hypothesis 7, namely brand awareness has a positive and significant effect on purchase intention mediated by brand trust, is not supported. So this study does not prove that hypothesis 7 which states that brand awareness has a significant positive effect on purchase intention mediated by brand trust. So that the results of this study are in line with previous research conducted by Nurjanah & Jerico (2022) which states that brand awareness has a negative and insignificant effect on purchase intention mediated by brand trust.

CONCLUSION

Based on the discussion of research results and data analysis that has been carried out from the influence of perceived quality, brand awareness, and brand trust on purchase intention Tropicana Slim, by, Therefore, the following conclusions have been summarized:

1. Perceived quality has a positive and significant effect on brand trust. This is evidenced by the results of the t test that has been carried out by looking at the B value of 0.408 and a significance value of 0.000. So it can be concluded that hypothesis 1 is supported, based on the above statement, the results of the hypothesis in this study are in line with previous research conducted by (Izzati, 2019).
2. Brand awareness has a positive and significant effect on brand trust. This is evidenced by the results of the t test that has been carried out by looking at the B value of 0.320 and a significance value of 0.000. So it can be concluded that hypothesis 2 is supported. then the results of the hypothesis in this study are in line with previous research conducted by (G. Hasan, 2023).
3. Perceived quality has a positive and insignificant effect on purchase intention. This is evidenced by the results of the t test that has been carried out by looking at the B value of 0.030 and a significance value of 0.266. So it can be concluded that hypothesis 3 is not supported. So the results of this study are not in line with research conducted by (Shwastika & Keni, 2021). However, the results of this study are in line with previous research conducted by (Kurniawan & Indriani, 2018).
4. Brand trust has a negative and insignificant effect on purchase intention. This is evidenced by the results of the t test that has been carried out by looking at the B value of -0.046 and a significance value of 0.219. So it can be concluded that hypothesis 4 is not supported. So the results of this study are not in line with previous research conducted by (Tan et al., 2022). However, the results of this study are in line with previous research conducted by (Hafidz & Rahma, 2023).
5. Brand awareness has a positive and significant effect on purchase intention. This is evidenced by the results of the t test that has been carried out by looking at the B value of 1.088 and a significance value of 0.000. So it can be concluded that hypothesis 5 is supported. So the results of this study are in line with previous research conducted by (Adquisiciones et al., 2019).
6. Perceived quality has a negative effect and does not mediate purchase intention through brand trust. This is evidenced by the results of the t test that has been carried out by looking at the sobel test value of -0.7722 and a significance value of 0.2200. So it can be concluded that hypothesis 6 is not supported, because there is a negative effect and there is no partial mediation relationship. So the results of this study are in line with previous research conducted by (Sun et al., 2022) which states that perceived quality has a negative and insignificant effect on purchase intention mediated by brand trust.

7. Brand awareness has a negative effect and does not mediate purchase intention through brand trust. This is evidenced by the results of the t test that has been carried out by looking at the sobel test value of -0.7700 and a significance value of 0.2206. So it can be concluded that hypothesis 7 is not supported, because there is a negative effect and there is no partial mediation relationship. So the results of this study are in line with previous research conducted by (Nurjanah & Jerico, 2022) which states that brand awareness has a negative and insignificant effect on purchase intention mediated by brand trust.

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