

## Perceived Quality on Purchase Intention of New Brand: How Do Customers Use Brand Recognition and Brand Familiarity?

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**ABSTRACT:** This research aim to explore a conceptual model regarding how to attract purchase intention of new brand through brand recognition and familiarity, as well as the mediating role of perceived quality factor. This empirical research adopts an explanatory quantitative approach Structural Equation Model (SEM) based on Partial Least Square (PLS) using the SmartPLS 4 program as the data analysis method. The respondents in this study were 267 people selected using purposive sampling technique with the criteria of those who have consumed products of Mako Cake and Bakery in Semarang City. The results indicate that brand recognition, brand familiarity, and perceived quality have a positive and significant impact on purchase intention of new brand. The findings of this research could be benefical for new brand entities as a guideline in determining appropriate strategies to capture consumer hearts or attract purchase intention by establishing brand recognition and familiarity, thus fostering a positive brand perception. As a new brand, brand recognition and familiarity serve as fundamental prerequisites to generate purchasing intention. Consumers also use perceived quality in shaping their purchasing intention towards new brand, where perceived quality can be formed from consumers' recognition and familiarity with the brand. This also related to consumer behavior towards purchase intention on new brand, consumers may opt to purchase on established and popular brands, yet they also have a curiosity to explore new brands influenced by their perception that new brands offer better quality.

**Keywords:** Brand Recognition, Brand Familiarity, Percived Quality, Purchase Intention, New Brand



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## INTRODUCTION

The end of 2022, brand of Mako Cake and Bakery bakery appeared in several shopping centers that occupied the BreadTalk bakery location, so that various speculations arose about the change of BreadTalk's name to Mako Cake and Bakery. Reporting from detikFinance, this name change occurred because the BreadTalk name license expired in 2022. BreadTalk as known as franchise business from Singapore which entering to Indonesia in 2003 brought by Mr Johnny Andrean with his company PT Talkindo Selaksa Anugerah which holds the BreadTalk marketing license in Indonesia.

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According to information from the official website of the Mako Cake and Bakery bakery at <https://www.makobakery.com>, Mako Cake and Bakery actually started opening in 2020 with its first store in Bandung, then expanded to Bekasi, Kudus, Padang, and Pangkal Pinang with the company PT Mako Anugerah Kreasindo managed by Jessica Andrean, none other than Johnny Andrean's daughter. In this case, it is still under the auspices of the Johnny Andrean Group business network (Cake & Bakery, n.d.). In developing its business, at the end of 2022 Mako Cake and Bakery opened branches in various cities in Indonesia, especially in shopping centers by occupying the location of the former BreadTalk bakery along with the end of Johnny Andrean Group's franchise agreement with BreadTalk Group Pte Ltd. From this it appears that Mako Cake and Bakery is a business that has been designed by the Johnny Andrean Group after disengaging from the BreadTalk franchise but wants to continue running a business engaged in bread and cakes, but in terms of management is carried out independently.

Since its inception, Mako Cake and Bakery is often seen as a rebranding of BreadTalk, which it is not. In 2023 the Mako Cake and Bakery appeared in the Top Brand lineup of the bakery category and was ranked at the top. However, this appears to replace the position of BreadTalk which occupied the Top Brand ranks in the previous years. There are indications that in the view of consumers/the general public that Mako Cake and Bakery is the same as BreadTalk or rebranding (Top Brand Award, n.d.). This shows the phenomenon of missed in brand recognition by the public towards Mako Cake and Bakery (Lim & Koo, 2019).

Missed in brand recognition of Mako Cake and Bakery can have a direct impact on consumer purchase intention. If consumers cannot identify the brand well, they may be less likely to choose to buy the brand. If people misrecognize the brand, it makes consumers have a negative view of the brand so that they have no interest in buying. As (H. J. Kim & Lee, 2017) argue that brand recognition is very important to increase purchase intention and supported by Chun et al. (2020) who argue that brand recognition has a positive effect on purchase intention (Chun et al., 2020; J. D. Kim & Lee, 2018). However, there is a difference with what Cho (2019) argues that brand recognition has no significant effect on purchase intention (Cho, 2019).

Mako Cake and Bakery bakeries are currently spread in various regions throughout Indonesia. In Semarang City, there are four Mako Cake and Bakery stores, namely at Java Mall, Paragon Mall, Central City and The Park Mall Semarang. Three of them occupy the same location as the previous BreadTalk bakery, those located at Java Mall, Paragon Mall, and Central City. Mako Cake and Bakery bakery was present in Semarang City at the end of 2022. Based on the results of interviews with store managers and employees and also observations at four stores, in 2023 the four stores have not shown consistent sales. In terms of visitors or consumers who come to the store, it is also not as crowded as the previous BreadTalk bakery. This indicates that there is consumer purchase intention in the Mako Cake and Bakery which is still weak. The challenges that Mako Cake and Bakery is facing after breaking away from the shadow of the BreadTalk franchise, are managed independently within the Johnny Andrean Group business network. As a new brand entity, will it be successful in captivating consumers or attracting consumer interest in buying products so that the business will be successful and last long. By knowing consumer behavior

related to purchase intention in new brands (new brand purchase intention), companies can determine the right actions in meeting consumer desires or tastes. Companies that are sensitive to consumer behavior will of course be able to determine the right strategy to help understand what consumers want.

The strategy can be done by building brand familiarity with consumers as a crucial step for new brands to have a strong relationship. Brand familiarity refers to the extent to which consumers feel familiar or emotionally connected to the brand. (J. H. Kim & Kim, 2015) argue that consumers increase brand familiarity with various experiences with the brand. Research conducted by (H. N. Kim et al., 2016) studied the relationship between brand familiarity and purchase intention, as a result consumer preferences are more likely to have a high purchase intention in products with high brand familiarity among various product choices. However, this is different from Agila & Anthony (2020), consumers are intended in buying a brand without considering whether they are familiar or not with the brand, this shows that brand familiarity has no influence on purchase intention (Agila & Anthony, 2020).

From several gaps in previous research, it encourages researchers to conduct further research on purchase intention in new brands which are influenced by brand recognition and brand familiarity factors, and add perceived quality factors which act as mediator. This is based on the consumers also have a tendency to use perceived quality considerations that can attract their purchase intention.

Intention shows how strong a person's desire to do a behavior, in this case purchase intention is closely related to consumer behavior (Keller, 2001). There is irrational consumer behavior that allows consumers to choose products just because they want to try them out, such as new brand products or well-known branded products (Firmansyah, 2018). Studies on consumer behavior are also revealed by Kohli S. (2023) that consumer behavior can change rapidly, today's consumers may buy old and well-known brands, but also have a curiosity drive to explore new brands (Kohli, 2023). This can be influenced by their perception that new brands come with better quality offerings.

Perceptions of quality can be formed from consumer recognition and familiarity with the brand. Therefore, it is suspected that brand recognition and brand familiarity have an influence on perceived quality. Alvino and Bakkers (2019) suggest that brand recognition has a significant effect on perceived quality, where high brand recognition can increase perceived quality. Then Saputri et al. (2024) suggest that consumers who have good familiarity or familiarity with the brand will have a good perception of product quality.

Perceived quality is thought to mediate the relationship between brand recognition and brand familiarity to purchase intention. Perceived quality is considered a parameter that can shape consumer views of a brand and is a factor that can influence purchase intention. According to Sihombing et al. (2021) the perceived quality dominantly has significant and positive effect on

purchase intention (Sihombing et al., 2021). When consumers have a positive perception of the quality of a brand, it can shape attitudes and purchase intention (Lee & Kim, 2020).

### **Effect of Brand Recognition on Purchase Intention**

Brand recognition is at the core of an effective marketing strategy, as explained by experts in various perspectives. Brand recognition is not only about consumers' knowledge of the existence of a brand, but also about the level of awareness and recognition they have of the brand identity. For example, Coaker (2021) and Aaker (2020) emphasize the importance of elements such as name, logo, and product design in forming a brand image that is recognized by consumers (Coaker, 2021). Meanwhile, (Hamid et al., 2012) highlight the quality of the message contained in the brand as a major factor in influencing brand recognition by consumers. The view of (P. T. Kotler et al., 2019) which emphasizes consumer recall of the distinctive features of brands in a particular product category as an indicator of effective brand recognition. Coupled with the contribution of Hanna, K.T (2023) which highlights that brand recognition refers to the ability of consumers to identify brands only from visual characteristics such as logos, taglines, packaging and advertisements. Overall, brand recognition is a vital cornerstone in building consumers' knowledge, recognition and preference for a brand, which in turn can influence their purchase intention.

The results of previous research show that brand recognition in franchise companies forms a positive brand attitude and then increases purchase intention, with brand recognition having a positive influence on purchase intention. Also supported by Chun et al. (2020) who argue that brand recognition has a positive effect on purchase intention. Furthermore, according to Ilyas et al. (2020) argue that brand recognition is very important to increase buying interest (Ilyas et al., 2020).

H1 : Brand recognition has a positive effect on purchase intention.

### **Effect of Brand Familiarity on Purchase Intention**

Brand familiarity is a fundamental concept in understanding consumer behavior and marketing strategies. According to Chun et al. (2020) and Kusumasondjaja (2014), brand familiarity is not only related to consumers' knowledge about the brand but also to the amount of time they allocate to process information about the brand (Kusumasondjaja, 2014). This is reflected in consumers' tendency to prefer brands that are familiar to them, thereby reducing the time needed for purchase decision-making. Consumers tend to spend less time shopping for familiar brands compared to unfamiliar ones (Chinomona & Popoola, 2017). Kim & Kim (2015) suggest that brand familiarity can be enhanced through various experiences with the brand, which accumulate in consumers' memories. Brand familiarity can develop from activities involving individuals who have previously used the brand (Reginaldo & Chairy, 2017). This highlights the importance of consumer experiences in building strong brand relationships. Thus, the level of brand familiarity reflects how familiar consumers are with the brand and the depth of their experiences and knowledge with the brand.

Brand familiarity is one of the factors that significantly influences purchase intention, as stated by (Vo & Nguyen, 2015). When someone is familiar with a brand, the tendency to choose it in the purchasing process becomes stronger. This is because brand familiarity creates emotional and

cognitive bonds that trigger consumer loyalty to the brand, as explained by (Naseem & Yaprak, 2023). Consumers tend to prefer brands that are known and have closeness to them over brands that are less familiar. Research by Lee & Kim (2020) also confirms that brand familiarity directly influences consumer purchase intention. Their preference tends to be directed towards products with high brand familiarity among the available options. Thus, brand familiarity not only fosters consumer loyalty but also enhances their purchase intention.

H2: Brand familiarity has a positive influence on purchase intention.

### **Effect of Brand Recognition on Perceived Quality**

Perceived quality is a crucial element in influencing consumer purchasing behavior, as stated by (P. Kotler & Keller, 2016). It reflects consumers' views on the overall quality or superiority of a product or service compared to others, and how it aligns with their expectations. The process of forming quality perception involves observation, interpretation, and direct experience with the product or service, as explained by Sulthana & Vasanth (2021). It's not just about the quality observed physically but also about the values expected by consumers from the product or service they choose.

Perceived quality can be shaped by consumers' recognition of the brand. Therefore, it is presumed that brand recognition and brand familiarity influence perceived quality. Alvino and Bakkers (2019) suggest that brand recognition significantly affects quality perception, where high brand recognition can enhance perceived quality.

H3: Brand recognition has a positive influence on perceived quality.

### **Effect of Brand Familiarity on Perceived Quality**

Perceived quality is a crucial element in influencing consumer purchasing behavior, as stated. It is a reflection of consumers' views on the overall quality or superiority of a product or service compared to others, and how it aligns with their expectations. The process of forming quality perception involves observation, interpretation, and direct experience with the product or service, as explained by Sulthana & Vasanth (2021). It's not just about the quality observed physically but also about the values expected by consumers from the product or service they choose.

Perceived quality can be shaped by consumers' familiarity with the brand. Therefore, it is presumed that brand familiarity influences Perceived quality. Saputri et al. (2024) suggest that consumers who have good familiarity or brand familiarity with a brand will also have a positive perception of the quality.

H4: Brand familiarity has a positive influence on perceived quality.

### **Effect of Perceived Quality on Purchase Intention**

Consumers also tend to use perceived quality in forming purchase intention. Perceived quality is considered a parameter that can shape consumers' views of a brand and is a factor that can influence purchase intention. When consumers feel that the quality of the products offered by a brand meets their needs, they become more interested in making a purchase (Azzari & Pelissari, 2020). When consumers have a positive perception of a brand's quality, this not only reduces the

risk in making purchase decisions but also strengthens their trust in the brand, as suggested by Sihombing et al. (2021).

H5: Perceived quality has a positive influence on purchase intention.

### **The Influence of Brand Recognition and Brand Familiarity on Purchase Intention through Perceived Quality**

Purchase intention refers to the inclination of an individual to buy after obtaining information about a product or service. Consumer's desire to purchase and own a product or service based on various predetermined considerations (P. Kotler & Keller, 2021; Prayoga, 2017; Samuel & Setiawan, 2019). Purchase intention consists of three aspects: being able to purchase (can purchase), wanting to purchase (want to purchase), and considering purchasing.

Interest can be used to predict someone's tendency to do or not do something, in this case, purchase intention is closely related to purchase decision. Purchase intention is part of the consumer decision-making process that emerges as a result of perceived needs. Interest indicates how strong someone's desire to perform a behavior is, the stronger someone's desire, the more likely a behavior will occur. In this case, purchase intention is closely related to consumer behavior. According to Kotler & Keller (2021), consumer behavior is the study of how individuals or groups choose to buy, use, and dispose of goods, services, or experiences to meet their needs and desires.

According to Firmansyah M. A. (2018), there is consumer behavior that is irrational which allows consumers to choose products just because they want to try them out, such as new brand products or well-known branded products. Kohli S. (2023) states that consumer behavior can change rapidly, contemporary consumers may choose to purchase well-known brands and also driven by a curiosity to explore new brands, this can be influenced by their perception that new brands offer better quality.

Quality perception can be formed from consumers' recognition and familiarity with the brand. Therefore, it is presumed that brand recognition and brand familiarity influence perceived quality. Alvino and Bakkers (2019) suggest that brand recognition significantly affects perceived quality, where high brand recognition can enhance quality perception. Then Saputri et al. (2024) suggest that consumers who have good familiarity or brand familiarity with a brand will also have a positive perception of the product's quality. Brand recognition and brand familiarity can directly influence purchase intention and indirectly influence purchase intention through perceived quality.

H6: Brand recognition has a positive influence on purchase intention through perceived quality.

H7: Brand familiarity has a positive influence on purchase intention through perceived quality.

## **METHOD**

This empirical research adopts an explanatory quantitative approach Structural Equation Model (SEM) based on Partial Least Square (PLS) using the SmartPLS 4 program as the data analysis method (Sugiyono, 2019, 2022). The respondents in this study were 267 people selected using

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purposive sampling technique with the criteria of those who have consumed products of Mako Cake and Bakery in Semarang City (Riyanto & A, 2020; Santoso, 2018; Sugiyono, 2022).

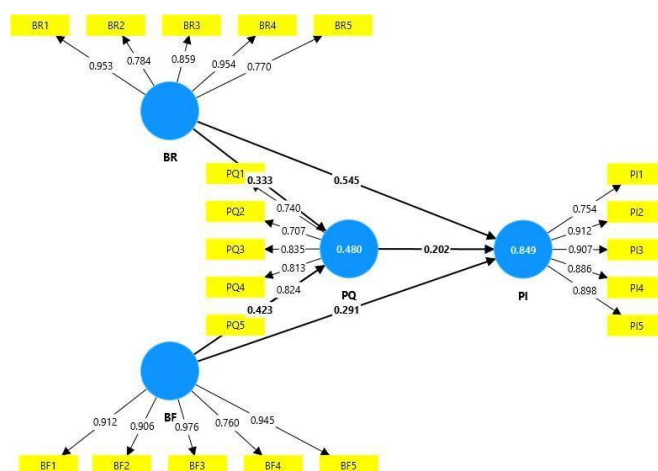
**Table 1. Variables and Measurements**

No	Variables	Dimentions	Indicators	References
1	Brand Recognition: The consumer process involves recognizing or identifying a brand based on various elements of identity and specific characteristics inherent to the brand	1) Recognized identity 2) Aware	1. Recognizing the brand by its visual identity 2. Recognizing the brand by its product 3. Being aware of the brand's existance 4. Easy recalling the brand 5. Distinguish from other brand	Hamid dkk. (2012), Kotler, et al. (2019), Cho (2019), (Aaker, 2020, 2021), Coaker (2021), (Hanna, 2023)
2	Brand Familiarity: The closeness consumers to a brand, whether directly or indirectly, with a high level of understanding	1) Familiar with 2) Experience with 3) Deeper Understanding	1. Had heard of before 2. Familiar 3. Experience 4. Knowledgeable of brand 5. Loyalty	Vo & Nguyen (2015), Kim & Kim (2015), Viddy et al. (2019), Naseem & Yaprak (2023)
3	Purchase Intention: The intention or desire to purchase products from a specific brand based on prior considerations	1) Possible to buy 2) Interest to buy 3) Preferences	1. Seeking information about the brand 2. Desire to own/consume 3. Consider to purchase 4. Interest and prefer to buy 5. Recommending to others	(Ferdinand, 2014; Nurhandayani et al., 2019; Viddy et al., 2019a)
4	Perceived Quality: Consumer perception of a brand regarding the quality of the products and/or services provided	1) Differentiation 2) Perception 3) Value	1. Differentiated characteristics product 2. Well made with standard of quality 3. Has good reputation 4. Functionality 5. Service ability	Kotler & Keller (2016), Yoo et al. (2000) in, Sweeney (2001), (Adriano & Cahyaningratri, 2020; Durianto et al., 2017; Firmansyah, 2019; Viddy et al., 2019b)

Source: Data processed by the author (2024)

RESULT AND DISCUSSION

Picture 1. Outer Model



Source: Result of data processed on SmartPLS 4 (2024)

Validity Assesment

To assess the validity of the research indicators, a convergent validity test and discriminant validity test were conducted using SmartPLS Version 4.0. The convergent validity test indicates that all indicators have outer loadings > 0.70 and AVE values > 0.50, meeting the criteria for validity, indicating that the convergent validity of all variables meets the standard. Overall, all measurement items are valid in reflecting the measurement of variables in this study.

The discriminant validity test, as shown in the following table, indicates that all Fornell-Larcker values for each indicator are greater than the values of other constructs (correlations), thus meeting the criteria for discriminant validity. This indicates that the measurement items of each focal variable measure that variable and poorly measure other variables.

Table 2. The discriminant validity test by Fornell-Larcker value

Variable	BF	BR	PI	PQ
BF	0,903			
BR	0,675	0,868		
PI	0,790	0,866	0,873	
PQ	0,648	0,618	0,727	0,786

Source: Result of data processed on SmartPLS 4 (2024)

Realibility Assesment

A realiability test is conducted to measure the extent to which measurements are consistent and reliable, producing consistent data in the same measurement. To test reliability, Cronbach's alpha, Composite reliability (rho\_a), and Composite reliability (rho\_c) values are examined, where all values should be > 0.70 to be considered consistent or reliable.

The reliability test, as shown in the following table, indicates that all indicators have Cronbach's alpha, Composite reliability (rho\_a), and Composite reliability (rho\_c) values > 0.70, meeting the consistency criteria. This demonstrates the excellent level of instrument consistency in measuring constructs.



**Table 3. The Realiability**

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Note
Brand Recognition	0,918	0,945	0,938	Realiabile
Brand Familiarity	0,942	0,953	0,956	Realiabile
Perceived Quality	0,843	0,842	0,889	Realiabile
Purchase Intention	0,921	0,923	0,941	Realiabile

Source: Result of data processed on SmartPLS 4 (2024)

**Determinant Coefficient (R<sup>2</sup>)**

The coefficient of determination (R<sup>2</sup>) indicates how much variation in the dependent variable can be explained by all independent variables. Generally, to describe the strength of a model based on the R<sup>2</sup> value, a value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. Therefore, the higher the R<sup>2</sup> value, the better the predictive power of the model, and the better the proposed research model. Here are the results of the R<sup>2</sup> values:

**Table 4. R-Square Value**

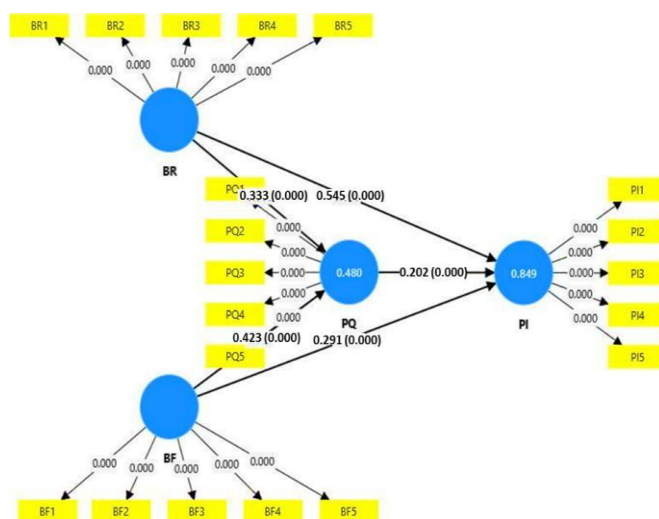
Variable	R-square	Note
Perceived Quality	0,480	Moderate
Purchase Intention	0,849	Strong

Source: Result of data processed on SmartPLS 4 (2024)

In this reseacrh, there are variables of Purchase Intention influenced by Brand Recognition and Brand Familiarity, as well as the mediating variable of Perceived Quality. Based on Table 3, it shows that the R-square value of the Perceived Quality variable is 0.480, approaching a moderate criterion, indicating that 48% of Perceived Quality can be explained by Brand Recognition and Brand Familiarity. Furthermore, for the Purchase Intention variable with an R-square value of 0.849, indicating a strong criterion, 84.9% of Purchase Intention can be explained by Brand Recognition and Brand Familiarity mediated by Perceived Quality. The remaining 15.1% is explained by other variables outside of this research model.

Hypothesis Testing

Picture 2. Inner Model



Source: Result of data processed on SmartPLS 4 (2024)

Hypothesis Testing of Direct Effect

Hypothesis testing of direct effects is evaluated by examining the original sample values and t-statistics for direct effects. The test is conducted using bootstrapping procedures in SmartPLS 4.0. Significance is considered achieved if the t-statistic value > 1.96 and p-value < 0.05.

Table 5. Hypothesis testing of direct effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics	P-values	Note
Brand Recognition -> Purchase Intention	0,545	0,548	0,051	10,660	0,000	Accepted
Brand Familiarity -> Purchase Intention	0,291	0,292	0,046	6,262	0,000	Accepted
Brand Recognition -> Perceived Quality	0,333	0,334	0,055	6,048	0,000	Accepted
Brand Familiarity -> Perceived Quality	0,423	0,425	0,051	8,282	0,000	Accepted
Perceived Quality -> Purchase Intention	0,202	0,197	0,046	4,392	0,000	Accepted

Source: Result of data processed on SmartPLS 4 (2024)

Hypothesis Testing of Indirect Effect

Hypothesis testing of indirect effects is conducted to test the mediation effect, using bootstrapping distribution test to examine the indirect relationship between independent and dependent variables after including the mediating variable.

**Table 6. Hypothesis testing of indirect effects**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics	P-values	Note
Brand Recognition -> Perceived Quality -> Purchase Intention	0,067	0,065	0,017	4,059	0,000	Accepted
Brand Familiarity -> Perceived Quality -> Purchase Intention	0,085	0,084	0,022	3,966	0,000	Accepted

Source: Result of data processed on SmartPLS 4 (2024)

Based on Table 4, the values resulting from the direct influence test can be described as follows:

- a. Hypothesis 1: The influence of Brand Recognition on Purchase Intention has a coefficient value (original sample) of 0.545 (positively valued), a t-statistic value of 10.660 (>1.96), and a p-value of 0.000 (<0.05). This indicates that the Brand Recognition variable has a positive and significant effect on the Purchase Intention variable (H1= Accepted). Brand recognition is the core of an effective marketing strategy. Brand recognition is not only about consumers' knowledge of the existence of a brand, but also about the level of awareness and recognition they have of the brand identity. The results of this research show that brand recognition influence on the purchase intention of new brand. Brand recognition is a vital cornerstone in building consumers' knowledge, recognition and preference for a brand, which in turn can influence their purchase intention.

The positive influence of brand recognition on purchase intention of new brand for the Mako Cake and Bakery brand is attributed to its high brand recognition, facilitated by the ability to distinguish the brand from others, recognizing the brand from its products and visual identity, and the brand's ease of recall and awareness. This is supported by the analysis of the Brand Recognition variable in the outer model, which can be seen through five indicators showing loading factor values >0.7 as shown in picture 1. Two indicators, namely "Recognizing the brand from visual identity (BR1)" and "Easy brand recall (BR4)", have the most dominant values, reflecting the measurement of brand recognition. Meanwhile, the other three measurement items are already good but still require acceleration for improvement, namely "Recognizing the brand from its products (BR2)", "Being aware of the brand's existence (BR3)", and "Distinguishing it from other brands (BR5)".

This empirical research findings contribute to the conceptual model about purchase intention of new brand. The results of research supported the study conducted by Cho (2019) recognition in franchise companies forms a positive brand attitude and then increases purchase intention, with brand recognition having a positive influence on purchase intention. And supported by Chun et al. (2020) who argue that brand recognition has a positive effect on purchase intention. Furthermore, according to Ilyas et al. (2020) argue that brand recognition is very important to increase buying interest.

- b. Hypothesis 2: The influence of Brand Familiarity on Purchase Intention has a coefficient value (original sample) of 0.291 (positively valued), a t-statistic value of 6.262 (>1.96), and a p-value of 0.000 (<0.05). This indicates that the Brand Familiarity variable has a positive and significant effect on the Purchase Intention variable (H2= Accepted). Brand familiarity has a positive and

significant influence on purchase intention towards a new brand. Enhancing brand familiarity plays a crucial role in increasing purchase intention towards a new brand. Boosting brand familiarity is the key to stimulating purchase interest in a new brand. Brand familiarity creates a closer relationship between the brand and consumers. When consumers feel familiar with a brand, it can drive higher purchase intent. Therefore, marketing strategies that focus on increasing brand familiarity through various means such as branding campaigns, social media interactions, and positive customer experiences are crucial to strengthening the position of a new brand in the market and expanding their market share.

This empirical research findings contribute to the conceptual model about purchase intention of new brand. The results of research supported the study conducted by Vo & Nguyen (2015) Brand familiarity is one of the factors that significantly influences purchase intention, as stated When someone is familiar with a brand, the tendency to choose it in the purchasing process becomes stronger. This is because brand familiarity creates emotional and cognitive bonds that trigger consumer loyalty to the brand, as explained by Naseem & Yaprak (2023). Consumers tend to prefer brands that are known and have closeness to them over brands that are less familiar. Research by Lee & Kim (2020) also confirms that brand familiarity directly influences consumer purchase intention. Their preference tends to be directed towards products with high brand familiarity among the available options. Thus, brand familiarity not only fosters consumer loyalty but also enhances their purchase intention.

- c. Hypothesis 3: The influence of Brand Recognition on Perceived Quality has a coefficient value (original sample) of 0.333 (positive), a t-statistic value of 6.048 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This indicates that the Brand Recognition variable has a positive and significant effect on the Perceived Quality variable (H3= Accepted). Brand recognition has a positive and significant influence on perceived quality. Enhancing brand recognition plays a crucial role in increasing perceived quality. When consumers have good knowledge about a brand, they tend to associate it with quality. Strong brand recognition gives the impression that the brand has a good reputation. As a result, consumers become more confident in the products or services offered by the brand, and they are more likely to perceive them as high-quality choices. Thus, efforts to enhance brand recognition through appropriate marketing strategies can help improve perceived quality overall.

Perceived quality can be shaped by consumers' recognition of the brand. Therefore, it is presumed that brand recognition and brand familiarity influence perceived quality. Alvino and Bakkers (2019) suggest that brand recognition significantly affects quality perception, where high brand recognition can enhance perceived quality.

- d. Hypothesis 4: The influence of Brand Familiarity on Perceived Quality has a coefficient value (original sample) of 0.423 (positive), a t-statistic value of 8.282 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This indicates that the Brand Familiarity variable has a positive and significant effect on the Perceived Quality variable (H4= Accepted). Brand familiarity has a positive and significant influence on perceived quality. Enhancing brand familiarity plays a crucial role in increasing perceived quality. When consumers feel familiar with a brand, they tend to associate the brand with positive attributes, including good quality. Brand familiarity creates trust and comfort in the minds of consumers, making them more inclined to choose products or services from that brand. This implies that brands that are more recognized and familiar are perceived

to have higher quality by consumers. Therefore, efforts to strengthen brand familiarity through effective and consistent marketing strategies can directly enhance perceived quality, which in turn will positively impact consumer purchase intention and loyalty.

Perceived quality can be shaped by consumers' familiarity with the brand. Therefore, it is presumed that brand familiarity influences Perceived quality. Saputri et al. (2024) suggest that consumers who have good familiarity or brand familiarity with a brand will also have a positive perception of the quality.

- e. Hypothesis 5: The influence of Perceived Quality on Purchase Intention has a coefficient value (original sample) of 0.202 (positive), a t-statistic value of 4.392 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This indicates that the Perceived Quality variable has a positive and significant effect on the Purchase Intention variable (H5= Accepted). Perceived Quality has a positive and significant influence on the purchase interest of a new brand. Enhancing perception plays a crucial role in boosting purchase interest in a new brand. When consumers perceive a brand to have good quality, they are more inclined to purchase products or services from that brand. High-quality perception creates trust that the product or service will deliver value and meet consumer expectations. Therefore, efforts to enhance quality perception through marketing strategies that strengthen brand image, communicate product superiority, and provide positive consumer experiences are crucial to stimulating purchase interest in a new brand. By establishing a strong quality perception, new brands can attract consumer attention, expand market share, and build sustainable consumer loyalty. When consumers feel that the quality of the products offered by a brand meets their needs, they become more interested in making a purchase (Azzari & Pelissari, 2020). When consumers have a positive perception of a brand's quality, this not only reduces the risk in making purchase decisions but also strengthens their trust in the brand, as suggested by Sihombing et al. (2021).
- f. Hypothesis 6: The influence of Brand Recognition on Purchase Intention through Perceived Quality has a coefficient value (original sample) of 0.067 (positive), a t-statistic value of 4.059 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This indicates that the Brand Recognition variable has a positive and significant effect on the Perceived Quality variable through Perceived Quality (H6 = Accepted). Brand recognition has a positive and significant influence on the purchase intention of a new brand through perceived quality. Perceived Quality plays a mediating role in the relationship between brand recognition and purchase intention of a new brand. When consumers are familiar with a brand, they tend to associate it with good quality. High-quality perception then influences purchase intention because consumers believe that products or services from that brand will meet or even exceed their expectations. In this context, quality perception acts as a link between brand recognition and purchase intention, confirming consumers' beliefs about the value and excellence of the brand. Therefore, marketing strategies focused on enhancing brand recognition and strengthening perceived quality can help new brands attract consumer attention and stimulate sustainable purchase intention. This empirical research findings contribute to the conceptual model about purchase intention of new brand.
- g. Hypothesis 7: The influence of Brand Familiarity on Purchase Intention through Perceived Quality has a coefficient value (original sample) of 0.085 (positive), a t-statistic value of 3.966 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This indicates that the Brand Familiarity variable has a positive and significant effect on the Perceived Quality variable through Perceived Quality

(H7 = Accepted). Brand familiarity has a positive and significant influence on the purchase intention of a new brand through quality perception. Perceived Quality plays a mediating role in the relationship between brand familiarity and purchase intention of a new brand. When consumers feel familiar with a brand, they tend to associate the brand with good quality attributes. High-quality perception then reinforces purchase intention because consumers believe that products or services from that brand will provide satisfaction and good value. In this context, perceived quality acts as a link between brand familiarity and purchase intention, strengthening consumer beliefs about the brand's excellence and motivating them to choose products or services from that brand. Therefore, marketing strategies prioritizing brand familiarity building and strengthening quality perception can help new brands gain consumer attention and trust, ultimately stimulating sustainable purchase intention. This empirical research findings contribute to the conceptual model about purchase intention of new brand.

## **CONCLUSION**

Based on the research findings, it can be concluded that to enhance purchase intention towards a new brand, it can be achieved through brand recognition and brand familiarity, along with the mediating role of perceived quality factor. The hypothesis testing conducted indicates that all hypotheses in this study can be answered and accepted.

Based on the research conducted, there are limitations focusing on the object and location of the study, namely Mako Cake and Bakery in Semarang City. Additionally, limitations exist in exploring the conceptual model of how to attract purchase intention towards a new brand, which are still restricted to the research variables related to brand recognition and brand familiarity, as well as the mediating role of perceived quality factor. The research findings reveal an R-Square value of 84.9%, indicating that the remaining 15.1% is explained by other variables outside of this research model. Future research can explore various categories of new brands as research subjects. Additionally, other variables can be added to explore the model to produce a better empirical study.

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