Influence of Brand Awareness, Brand Image, and Key Opinion Leaders on Hanasui Product Purchase Decisions

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ABSTRACT

The skincare business in Indonesia is growing very rapidly. In the midst of intense competition for skincare products, skincare manufacturers are competing to offer products that suit consumers' needs and desires with various innovations and advantages. Apart from that, manufacturers are also aggressively promoting their products on social media using various methods to build brand awareness and brand image, which are very important assets because they can influence consumer perceptions and behavior. But currently, there is chaos in the world of skincare in Indonesia. Moreover, it is related to allegations that the ingredients in the product do not necessarily correspond to those listed and reported to BPOM. This problem has gone very viral since the appearance of a doctor known as the "Detective Doctor" who provides education based on laboratory tests of the ingredients in beauty products whether they match what is stated on the packaging or not (overclaim). Detective Doctors can also be considered Key Opinion Leaders (KOL). Key Opinion Leaders (KOL) can be said to be the same as influencers because they have the same influence on consumer behavior. This research aims to determine the influence of Brand Awareness, Brand Image, and Key Opinion Leaders on Hanasui Product Purchasing Decisions. This research is associative research and the type of data used is quantitative data. The population of this research is all the unknown number of Hanasui product users. The sample in this study consisted of 100 respondents. The technique used is multiple linear regression technique. The research results show that the Brand Awareness and Key Opinion Leader variables have a positive and significant effect on purchasing decisions for Hanasuni products. Meanwhile, Brand Image has a positive but not significant influence on the decision to purchase Hanasui products.

Keywords: Brand Awareness, Brand Image, Dokter Detektif, Key Opinion Leader, Purchase Decision.

Pengaruh *Brand Awareness, Brand Image, dan Key Opinion Leader* terhadap Keputusan Pembelian Produk Hanasui

Abstrak

Bisnis skincare di Indonesia berkembang sangat pesat. Di tengah persaingan produk skincare yang ketat, para produsen skincare berlomba-lomba untuk menawarkan produk yang sesuai dengan kebutuhan dan keinginan konsumen dengan berbagai inovasi dan keunggulan. Selain itu, para produsen juga gencar mempromosikan produknya di media sosial dengan berbagai metode guna membangun brand awareness dan brand image yang merupakan aset yang sangat penting karena dapat berpengaruh terhadap persepsi dan tingkah laku konsumen. Namun saat ini, sedang terjadi huru-hara di dunia skincare di Indonesia. Apalagi terkait dugaan ingredients pada produk yang belum tentu sesuai yang tertera dan dilaporkan kepada BPOM. Masalah tersebut sangat viral sejak kemunculan seorang dokter yang terkenal dengan sebutan "Dokter Detektif" yang memberikan edukasi berdasarkan uji labaratorium ingredients pada produk kecantikan apakah sesuai dengan yang tertera di kemasan atau tidak (overclaim). Dokter Detektif bisa juga anggap sebagai Key Opinion Leader (KOL). Key Opinion Leader (KOL) dapat dikatakan sama dengan influencer karena memiliki pengaruh yang sama terhadap perilaku konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh Brand Awareness, Brand Image, dan Key Opinion Leader Terhadap Keputusan Pembelian Produk Hanasui. Penelitian ini adalah penelitian asosiatif dan jenis data yang digunakan adalah data kuantitatif. Populasi dari penelitian ini adalah seluruh pengguna produk Hanasui yang tidak diketahui jumlahnya. Sampel dalam penelitian ini berjumlah 100 responden. Teknik yang digunakan adalah teknik regresi linear berganda. Hasil penelitian menunjukkan bahwa variable Brand Awareness dan Key Opinion Leader berpengaruh secara positif dan signifikan terhadap keputusan pembelian produk Hanasuni. Sedangkan Brand Image berpangaruh positif namun tidak signifikan terhadap keputusan pembelian produk hanasui.

Kata kunci : Brand Awareness, Brand Image, Dokter Detektif, Key Opinion Leader, Keputusan Pembelian.

INTRODUCTION

The skincare business in Indonesia is currently growing very rapidly. Manufacturers are competing to create products that are able to meet the diverse needs of consumers. Apart from that, manufacturers are also aggressively promoting their products on social media using various methods to build brand awareness and brand image, which are very important assets because they can influence consumer perceptions and behavior.

But currently, there is chaos in the world of skincare in Indonesia. Moreover, it is related to allegations that the ingredients in the product do not necessarily correspond to those listed and reported to BPOM. This problem has gone very viral since the appearance of a doctor known as the "Detective Doctor" who provides education based on laboratory tests of the ingredients in beauty products whether they match what is stated on the packaging or not (overclaim). Detective Doctors can also be considered Key Opinion Leaders (KOL). Key Opinion Leaders (KOL) can be said to be the same as influencers because they have the same influence on consumer behavior. This is because people tend to trust the review of laboratory test results carried out by a doctor who is considered competent.

Hanasui is a local cosmetic brand founded in 2016 and produced by PT Eka Jaya Internasional. All Hanasui products have obtained Production Permit certificates, Good Cosmetic Manufacturing Methods (CPKB) certificates, BPOM certificates, and are Halal so that the products produced comply with quality and safe quality standards. Hanasui beauty products consist of facial, body and makeup care products to support appearance. Apart from that, Hanasui carries a cruelty free concept, so it does not involve animals in the product testing process.

Hanasui utilizes e-commerce in its marketing to make it easy for consumers to reach it. Apart from that, Hanasui also uses the social media platforms Instagram, TikTok, YouTube, Facebook to build and increase brand awareness. Hanasui can also be found in many cosmetic shops and minimarkets.

Hanasui is also building a brand image as a beauty product that has gone through a rigorous testing process and meets safety standards at an affordable price. This is also supported by a review of Doctor Detective's laboratory test results which have recently gone viral on social media, where Hanasui products are proven to contain ingredients that are in line with what was campaigned for. Some more expensive branded products from other companies actually get "overclaimed" results. This of course breaks the stigma of "there is a price and there is an appearance", because Hanasui is quality even though the price is affordable. The following is sales data for Hanasui products in market places (Shopee, Tokopedia, and Blibi) after being reviewed by Doctor Detective.

Diagram 1. Sales of Several Skincare Products October 2024

HANASUI	+252%
AVOSKIN	+14%
TRUEVE	+11%
BRAND A	-45%
BRAND B	-82%
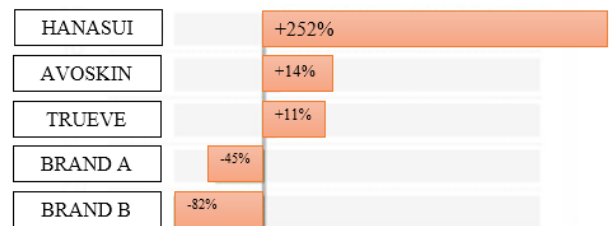
Source: www.kompas.co.id

Based on the phenomenon above, the aim of this research is to determine the influence of Brand Awareness, Key Opinion Leaders, and Brand Images on Hanasui Product Decisio

Buying Decision

Kotler and Keller (2016) explain that purchasing decisions are a process consisting of several stages that consumers carry out before purchasing a product. Indicators in purchasing decisions consist of: 1. Stability of a product, 2. Habits in purchasing products; 3. Provide recommendations to other people; 4. Make a repeat purchase.

Brand Awareness

Brand awareness is the consumer's ability to identify a brand in different conditions which is reflected in brand recognition or recall performance. Kotler and Keller (2016: 482). The indicators used to measure Brand Awareness are based on Sadrabadi et al. (2018), namely: 1. Ease of consumers in recognizing a brand; 2. Ease of consumers remembering a brand; 3. Consumer awareness of the existence of a product. 4. How often consumers see advertisements for a brand in various media.

Brand Image

Brand image is a consumer's perception of a brand as a reflection of the brand associations that exist in the consumer's mind (Kotler and Keller, 2012, p. 235). Brand image can be measured based on: 1. The superiority of brand associations; 2.Strength (Familiarity) of brand association (Strength of brand association); 3.Uniqueness of brand associations)

Key Opinion Leader (KOL)

Beauty educator doctor review is one of the Key Opinion Leaders. Key Opinion Leader (KOL) is someone who has skills, knowledge or abilities in a particular field whose influence is quite large. Every opinion will be listened to by the public. In short, KOLs can also be called experts, professionals or specialists who are trusted by many people.

Indicators of a Key Opinion Leader (KOL) include 1. Familiarity, namely the closeness or closeness between a Key Opinion

Leader (KOL) and his target audience; 2. Trustworthiness, namely the ability to be trusted; 3. Expertiseness, namely the knowledge, experience or skills possessed by Key Opinion Leaders (KOL) in the digital world.

Briefly, the framework for thinking in research is depicted in the Diagram 2.

Diagram 2. Research Framework
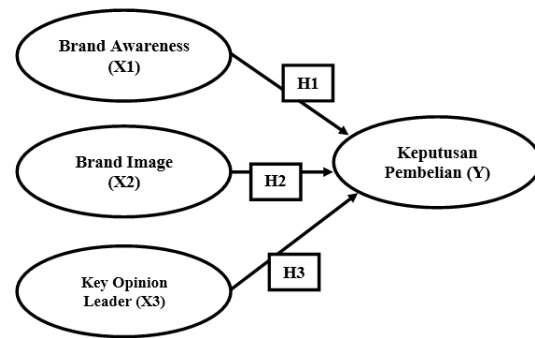
From the results of previous literacy and research, in this research the hypothesis obtained is as follows:

H1: The brand awareness variable (X1) has a positive effect on purchasing decisions.

H2: The brand image variable (X2) has a positive effect on purchasing decisions.

H3: The key opinion leader variable (X3) has a positive effect on purchasing decisions.

RESEARCH METHODS

The population in this study is all Hanasui products whose numbers are unknown (infinite population). The sampling technique is by accidental sampling, namely a technique for determining samples based on chance, namely anyone the author meets by chance and can be used as a sample and is deemed suitable as a data source. Therefore, in this study, 100 respondents were used as samples.

The data collection technique in this research is to use a questionnaire containing closed questions according to the research indicators with a rating scale using a Likert scale of 1 (one) to 5 (five). All questions are tested for validity and reliability to obtain valid results.

This research uses quantitative analysis methods because the data used is in the form of numbers. Data processing uses SPSS. The data analysis technique uses multiple linear regression.

RESULTS AND DISCUSSION

Validity Test

Validity Test is used to measure how effective a questionnaire is in obtaining data, more precisely for the questions asked in the questionnaire.

Table 1. Validity Test Results

Variabel	Item	r hitung	r tabel (n=100)	Kriteria
BRAND AWARENESS (X1)	X1.1	0,628	0,195	Valid
	X1.2	0,563	0,195	Valid
	X1.3	0,673	0,195	Valid
	X1.4	0,726	0,195	Valid
BRAND IMAGE (X2)	X2.1	0,686	0,195	Valid
	X2.2	0,786	0,195	Valid
	X2.3	0,621	0,195	Valid
KEY OPINION LEADER (X3)	X3.1	0,415	0,195	Valid
	X3.2	0,422	0,195	Valid
	X3.3	0,439	0,195	Valid
	X3.4	0,422	0,195	Valid
	X3.5	0,352	0,195	Valid
KEPUTUSAN PEMBELIAN (Y)	Y1	0,628	0,195	Valid
	Y2	0,786	0,195	Valid
	Y3	0,726	0,195	Valid
	Y4	0,673	0,195	Valid
	Y5	0,786	0,195	Valid

Source: Data processed using SPSS

From table 1, it can be seen that all question items are declared valid.

Reality Test

Reliability aims to find out whether the related instrument can be used to collect data.

Table 2. Reality Test Results

Variabel	Alpha hitung	Alpha Standar	Kriteria
Brand Awareness (X1)	0,881	0,80	Valid
Brand Image (X2)	0,879	0,80	Valid
Key Opinion Leader (X2)	0,891	0,80	Valid
Keputusan pembelian (Y)	0,878	0,80	Valid

Source: Data processed using SPSS

From table 2, it can be seen that all question items are declared reliable.

Classical Assumption Test

The classical assumption test is carried out before carrying out regression analysis. This is done in order to obtain unbiased and efficient estimates, so classical assumptions are tested which must be met.

Normality Test

The normality test is used to determine the spread of data distribution, whether the data is distributed normally or not.

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	.96254011
Most Extreme Differences	Absolute	,075
	Positive	,060
	Negative	-,075
Kolmogorov-Smirnov Z		1,053
Asymp. Sig. (2-tailed)		,179

Source: Data processed using SPSS

Based on table 3, it can be seen that the Asymp.sig (2 - tailed) value is 0.179> 0.05, in other words the residual variable has a normal distribution.

Multicollinearity Test

The multicollinearity test is carried out with the aim of finding out whether a correlation is found in a regression model between independent variables

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	BrandAwareness	,484	2,066
	BrandImage	,987	1,013
	Key Opinion Leader	,482	2,077

Source: Data processed using SPSS

Based on Table 4, it can be seen that the tolerance value for each independent variable is > 0.1 and the VIF value is < 5 so it can be concluded that in the regression model used there are no symptoms of multicollinearity between the independent variables.

Heteroscedasticity Test

The benefit of this test is to determine whether there are deviations from the classical assumption requirements in linear regression, where the regression model must fulfill the condition of the absence of heteroscedasticity.

Table 5.Heteroscedasticity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	-.003	.532		-.005	.996
Brand Awareness	.013	.036	.052	.368	.714
Brand Image	-.027	.042	-.090	-.632	.529
Key Opinion Leader	.043	.016	.258	2.599	.011

Source: Data processed using SPSS

Based on table 5, all variables have a Sig value greater than 0.05 (not significant), so it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Model

Table 6.Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2,086	,906		-2,303	,023
BrandAwareness	,885	,062	,641	14,252	,000
1 BrandImages	,011	,028	,012	0,394	,694
KeyOpinionLeader	,609	,072	,380	8,430	,000

Source: Data processed using SPSS

Based on the results of multiple regression processing shown in Table 6, the following multiple regression equation is obtained:

$$Y = -2.086 + 0.885X1 + 0.011X2 + 0.609X3$$

Hypothesis Testing

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments and (uncontrolled) observations. Hypothesis testing is a procedure carried out to accept or reject a hypothesis.

Table 7. Partial Significant Test (T-Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2,086	,906		-2,303	,023
BrandAwareness	,885	,062	,641	14,252	,000
BrandImages	,011	,028	,012	,394	,694
KeyOpinionLeader	,609	,072	,380	8,430	,000

a. Dependent Variable: Purchase Decision

Based on Table 7, the following conclusions can be drawn:

Brand Awareness (X1): The brand awareness variable has a positive and significant effect on purchasing decisions, this can be seen from the value of tcount (14.252) > ttable (1.984) with a significance level of 0.000 < 0.05. This means that brand awareness is one of the factors that encourages people to purchase Hanasui products.

Based on these results, H1 is accepted. The results of this research are in line with research conducted by Nggilu, Tumbel and Djemly (2019), research by Rahmawan and Suwitho (2020), and research by Dewi, Edyanto, & Siagian (2020) which shows that Brand Awareness has a significant and positive influence on purchasing decisions.

Brand Image (X2): The brand image variable has a positive and insignificant effect on purchasing decisions, this can be seen from the value of tcount (0.398) < ttable (1.984) with a significance level of 0.00> 0.05. This means that the brand image does not have a big impact on people purchasing Hanasui products.

Based on the research results, hypothesis 2 (two) is rejected. The results of this research are in line with research by Hariyanto and Wijaya (2021) that brand image has a positive but not significant effect on purchasing decisions.

Key Opinion Leader (X3): The Key Opinion Leader variable has a positive and significant influence on purchasing decisions, this can be seen from the value of tcount (8.430) > ttable (1.984) with a significance level of 0.000 < 0.05. This means that the Key Opinion Leader is the most dominant factor encouraging the people to purchase Hanasui products.

Based on these results, H3 is accepted. The results of this research are in line with research by Permana, Wulandari, Fadilah, and Syamsurizal (2024) that Key Opinion Leaders have a significant positive effect on purchasing decisions.

Simultaneous Significant Test

This test aims to find out whether the independent variables together (simultaneously) influence the dependent variable.

Table 7. Simultaneous Significant Test
(F Test)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	883,028	3	294,343	38,072	,000ᵇ
	Residual	91,722	96	,955		
	Total	974,750	99			

a. Dependent Variable:Purchase Decisiom
b. Predictors: (Constant), Key Opinion Leader, Brand Image, Brand Awareness

Source: Data processed using SPSS

Based on Table 7, it is known that the Fcount value is 38.072 and the Ftable value is 2.70. Because the Fcount value is greater than Ftable, namely 38.072> 2.70 and the significance value is 0.000 <0.005, this means that the brand awareness, brand image and key opinion leader variables together have a significant influence on purchasing decisions.

Coefficient of Determination Test

The coefficient of determination (R2) is used for find out how big the percentage influence of the independent variable to dependent variable (Sugiyono, 2017).

Table 8. Coefficient of Determination Test (R2)

Source: Data processed using SPSS

Model Summary.b

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	,952ᵃ	,906	,903	,977

a. Predictors: (Constant), Key Opinion Leader, Brand Image, Brand Awareness

b. Dependent Variable:Purchase Decision

The coefficient of determination essentially measures how far the model's ability on the independent variable (X) is to explain the dependent variable (Y), (Ghozali, 2018). Based on Table 8, it can be concluded that the Adjusted R Square value is 0.903, meaning that 90.3% of the variation in purchasing decision variables can be explained by variations in brand awareness, brand image, and key opinion leader variables. Meanwhile, the other 9.7% is explained by other variables not discussed in this study.

CONCLUSION

Based on the research results, several conclusions were drawn as follows:

1. Brand awareness has a positive and significant effect on purchasing decisions for Hanasui products. This is because people are quite familiar with the Hanasui brand. Available in almost all market places and easy to find in offline shops such as minimarkets and cosmetics shops.

2. Brand image has a positive but not significant effect on purchasing decisions for Hanasui products. Image Hanasui is safe and affordable. However, many types of consumers are still experimenting with using Hanasui products. Many types of consumers often change skincare brands.

3. Key Opinion Leader has a positive and significant influence on purchasing decisions for Hanasui products. This is because Detective Doctors are considered to have knowledge in reviewing beauty products based on laboratory tests so they are trustworthy and able to influence consumer perceptions regarding the products

being reviewed. A further impact is being able to give an impression of a product and inspire consumers to use it. This is of course because Hanasui does not overclaim and the prices are affordable.

Suggestion

Based on the results and discussion, suggestions that can be made are as follows:

1. To improve company purchasing decisions, researchers recommend that Hanasui maintain quality so that if one day it is re-tested by a competent doctor/party, Hanasui is proven not to overclaim.

2. Brand Awareness is a variable that has the most significant and positive influence on purchasing decisions. With strong brand awareness, consumer choices will immediately focus on Hanasui.

3. Companies need to improve their company image, brand image and product image in order to encourage consumers to be loyal to these products.

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