

The Influence of Brand Awareness and Brand Attitude on Purchase Intention of Riau Malay Woven Products “Puteri Mas” in Bengkalis City

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Abstract. The purpose of this study is to examine the influence of brand awareness and brand attitude on purchase intention towards Riau Malay woven products "Puteri Mas" in Bengkalis Regency. Specifically, this research aims to determine whether brand awareness and brand attitude have a positive and significant effect on purchase intention. A quantitative approach with a descriptive method was employed, where the research is systematic, planned, and structured from the initial stage to the research design. Data were collected through field surveys using observations, questionnaires, interviews, library research, and documentation. The results from regression analysis show that brand awareness has a positive and significant effect on consumer purchase intention with a coefficient of 0.369 and a significance value of 0.032, while brand attitude also has a positive and significant effect with a coefficient of 0.654 and a significance value of 0.001. Additionally, t-test results confirm the significant impact of both brand awareness and brand attitude on consumer purchase intention, as indicated by t-values greater than the critical t-table values. Therefore, brand awareness and brand attitude are crucial factors in influencing the purchase intention of "Puteri Mas" products in Bengkalis City.

Keywords: Brand awareness, brand attitude, purchase intention, Riau Malay woven

INTRODUCTION

Indonesia boasts a rich cultural heritage that spans across its many islands, from Sabang to Merauke, creating a diverse tapestry of traditions and customs. This diversity, which originates from the various ethnic groups that inhabit the archipelago, serves as the inspiration behind Indonesia's national motto, "*Bhinneka Tunggal Ika*," meaning "Unity in Diversity." Despite the variety of ethnicities, cultures, religions, and communities, Indonesia remains united as a single entity. This motto emphasizes that the country's diversity is a unique wealth and beauty, unmatched by any other nation.

One of Indonesia's cultural products is the traditional woven fabric known as *songket*, which has its own distinctive qualities. Songket weaving is a complex cultural expression that incorporates visual symbolism and aesthetic values, achieved through skilled craftsmanship. Weaving involves a process where threads are interlaced longitudinally and transversely to produce a fabric after several stages. Weaving as a craft that results in fabric made from threads like cotton or silk, woven by inserting horizontal threads across vertical threads. Traditional Indonesian weavings come from many regions, and each reflects the local culture, customs, and daily life, resulting in various patterns and motifs, sometimes similar across regions.[1]

In the Bengkalis Regency, particularly in Sebauk and surrounding villages, songket weaving is a common practice. The products crafted by local artisans are well-known not only within the Riau province but also across the neighboring country, Malaysia. One of the small and medium enterprises (SMEs) producing *songket* in Bengkalis is the Putri Mas weaving business. The songket fabrics created by this enterprise feature a wide variety of motifs and designs, each with its own pricing structure. The prices, as displayed in a table, reflect the range of motifs available, including patterns such as "*Siku Awan*" and "*Siku Keluang*."

In today's highly competitive business environment, companies strive to win over customers' hearts, a challenge that applies to both large-scale businesses and SMEs. The similarity of products available on the market requires businesses to provide clear differentiation through product branding. A brand, as defined by the American Marketing Association (AMA) (2023), is a name, term, sign, symbol, or design that distinguishes one seller's goods or services from others. Brand awareness and brand attitude play crucial roles in shaping consumers' purchasing intentions, influencing their preferences for one product over another.[2] The Putri Mas weaving business recognizes the importance of offering added value to ensure customer satisfaction, which has inspired this study on the impact of brand awareness and brand attitude on the purchase intention of traditional Malay Riau *songket*, specifically Putri Mas products in Bengkalis.

Marketing management is an effort to plan and implement activities that include organizing, directing, and supervising marketing activities within a company to achieve its goals efficiently and effectively. According to Kotler and Keller (2022), marketing management is viewed as the art and science of attracting, retaining, and growing customers by identifying target markets and delivering superior customer value.[3] Similarly, marketing management as the analysis, planning, and implementation of various programs designed to form, maintain, and develop customer relationships.[4] From these expert definitions, it can be stated that marketing management is a process that starts from analyzing, planning, and implementing products or services to support the company in achieving its objectives.

One form of product marketing is branding, the process of introducing a brand to consumers or potential consumers. A brand is a name, symbol, sign, design, or a combination thereof used as the identity of an individual, organization, or company for their goods or services, distinguishing them from other products or services.[5] One of the functions of a brand is to serve as the "face" of a company, differentiating it from other businesses. A brand also gives a name to the goods or services offered by a company as an "identifier." Brands aim to make products or services easier to remember for customers, thus increasing their sales value. The purpose of branding, as Building brand awareness, creating emotional connections, distinguishing products, and establishing credibility and trust.[6]

Brand awareness refers to the ability of a brand to remain present in the minds of consumers, making it easy to recognize the product. Brand awareness as the ability of a potential buyer to recognize or recall a brand as part of a specific product category. People are more likely to prefer or purchase a well-known brand because they feel safer with something familiar.[7] Most assume that a familiar brand is more reliable, stable in business, and offers accountable quality. Brand awareness is one of the basic dimensions of brand equity and is often regarded as a prerequisite for consumer purchasing decisions, as it plays a crucial role in product consideration.[8] Brand awareness exists on a spectrum, ranging from unawareness to top-of-mind awareness, where the brand occupies a dominant position in the consumer's mind.[9]

Brand attitude refers to customers' opinions about a product or service, derived from market research conducted by a company. Through brand attitude, companies can easily identify the unique qualities of their products that are accepted in the market. Brand attitude as a consumer's reaction to a brand based on their beliefs, which emerge from evaluations made during or after using a specific brand, where consumers express feelings of liking or disliking the brand.[2] According to Irene (2019), brand attitude comprises four key components: product quality, product attitude, price, and in-store promotions. Product quality relates to how well a product meets or exceeds customer expectations, while product attitude reflects how customers perceive the product's exclusivity.[10] Price, plays a significant role in the overall evaluation of a product, and in-store promotions are crucial for attracting consumers.[11]

TABLE 1. Types and Price of Tenun

No.	Type of Tenun	Price (IDR)
1	Siku Awan	450,000
2	Pucuk Paku	650,000
3	Pucuk Rebung	700,000
4	Sentorak	800,000
5	Siku Bunga	900,000
6	Siku Bintang	1,000,000
7	Tampuk Manggis	1,300,000
8	Bunga Mawar	1,350,000
9	Siku Keluang	1,500,000

Purchase intention refers to the action of buying something to fulfill a desire, with the process influencing future buying decisions.[12] Purchase intention as the stage in which a consumer decides to buy a product or service based on marketing, sales, and advertising aspects. The higher the purchase intention, the more likely consumers are to be ready to buy a product. Purchase intention indicates the level of consumer interest and confidence in buying a product or service, where strong trust leads to a higher likelihood of purchase.[13] Before making a purchase, consumers often gather information to ensure they are making the right decision based on their needs and desires.[14]

Several indicators of purchase intention: transactional interest, which reflects the consumer's desire to obtain a product; referential interest, which shows the consumer's willingness to recommend the product to others; existentialism interest, which describes a consumer's priority toward a particular product; and exploratory interest, which represents a consumer's tendency to gather information about a product before deciding.[15] These factors contribute to a comprehensive understanding of a consumer's purchasing behavior.

Purchase intention plays a critical role in understanding consumer behavior, as it bridges the gap between desire and action. It refers not only to a consumer's current desire to buy but also to the process of gathering information, evaluating alternatives, and making a final decision based on marketing stimuli. For businesses, understanding the nuances of purchase intention can offer valuable insights into how to tailor strategies to meet consumer needs, and increase the likelihood of conversion from interest to purchase. High purchase intention typically correlates with strong marketing campaigns, positive brand perception, and customer trust in the product's quality and value.[16][17][18]

In the context of consumer decision-making, purchase intention is often influenced by several key factors, such as product features, brand reputation, price, and external marketing efforts. Consumers tend to rely on their perception of these factors when deciding whether to buy a product, especially for high-involvement purchases. Effective advertising and positive word-of-mouth can elevate a consumer's intent to purchase, as they reinforce confidence in the product's ability to satisfy their needs.[19][20] Companies can measure purchase intention through surveys, focus groups, and sales data to predict future buying patterns and adjust their offerings accordingly.

Additionally, transactional interest, as an indicator of purchase intention, reflects the immediate desire of a consumer to acquire a product, which is usually triggered by promotional efforts or the perception of a product's value.[21] Referential interest, on the other hand, is essential in shaping a product's market presence through recommendations. Consumers who exhibit referential interest not only make purchases but also influence others in their social network to do the same. This phenomenon is particularly powerful in the digital age, where social media and online reviews can significantly amplify consumer influence.[22]

Existentialism interest describes a consumer's deep-seated connection to a product or brand, where the product becomes a central part of their lifestyle or identity. This type of interest often leads to brand loyalty, as consumers who prioritize a specific brand or product are more likely to repurchase and advocate for it over time. Companies that cultivate strong existentialism interest among consumers can create long-lasting relationships that contribute to sustained revenue and brand equity.

Lastly, exploratory interest highlights a consumer's curiosity and willingness to research products before committing to a purchase. This stage often involves comparing alternatives, reading reviews, and seeking expert opinions. Companies can leverage this interest by providing detailed product information, ensuring transparent communication, and offering comparisons that help consumers make informed decisions. By addressing these key indicators of purchase intention, businesses can more effectively cater to the varied motivations and behaviors of their target market, ultimately driving higher sales and customer satisfaction.

METHODS

The stages of this research include several key steps. First, a proposal is prepared and submitted, followed by the development of research questions. Next, data collection is conducted, which is subsequently processed for analysis. The final stages involve analyzing results and compiling a comprehensive research report. Lastly, a scientific article is prepared for dissemination through seminars or publication in a national journal.

This research was conducted in Desa Sebauk, Kabupaten Bengkalis, Riau Province, employing a quantitative research approach with a descriptive method. Quantitative research is systematic, planned, and clearly structured from the beginning to the design phase. Quantitative research is based on positivism philosophy, targeting specific populations or samples, and often employing random sampling techniques. Data is collected through research instruments and analyzed quantitatively or statistically to test established hypotheses.[23] Descriptive research, aims

to describe, or depict the research object through collected data or samples as they are, without general analysis or broad conclusions.[24]

The study's population consists of *songket* weaving artisans, relevant informants, and innovations or variations in motifs from the Tenun Putri Mas business. The sample includes these artisans and informants specifically related to the woven cloth. The research uses a saturated sampling method, meaning all population members are included as samples due to the small population size. Data collection methods include field surveys, such as observations, questionnaires, and interviews, as well as library research and documentation techniques to record relevant field sources or institutional publications.[25]

RESULTS AND DISCUSSION

The discussion in this research focuses on the results of descriptive statistics and hypothesis testing using multiple linear regression analysis and t-tests. These findings are detailed below. First, the influence of brand awareness (X1) on purchase intention (Y) is analyzed. Based on the descriptive analysis results shown in Table 1, it is evident that the brand awareness of the Tenun Khas Melayu Riau Puteri Mas product is categorized as good, with a variable mean value of 4.04. The indicators include recall, recognition, purchase, and consumption. From the multiple regression analysis using SPSS 25, the coefficient of brand awareness on consumer purchase intention is 0.369, with a significance value of 0.032, which is less than 0.05. The t-test results show a t-value of 2.170, which is greater than the t-table value of 1.985. This demonstrates that brand awareness has a positive and significant effect on consumers' purchase intentions for Tenun Khas Melayu Riau Puteri Mas products. The better the consumer's brand awareness, the higher their purchase intention for these products.

TABLE 2. Hypothesis Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.990	2.766		5.419	.000
	Brand Awareness	.369	.170	.226	2.170	.032
	Brand Attitude	.654	.185	.369	3.540	.001

a. Dependent Variable: Purchase Intention

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Brand awareness refers to a consumer's ability to recognize or recall a brand as part of a specific product category. The role of brand awareness in overall brand equity depends on the level of awareness a brand can achieve. The study's findings indicate that brand awareness significantly influences purchase intention because the t-value exceeds the t-table value. Therefore, the hypothesis that brand awareness partially affects consumer purchase intention for Tenun Khas Melayu Riau Puteri Mas products is accepted. This suggests that as consumers' awareness of a brand increases, their intention to purchase products associated with that brand also rises, reinforcing the importance of maintaining strong brand recognition.

Next, the influence of brand attitude (X2) on purchase intention (Y) is examined. Based on the descriptive analysis results in Table 1, brand attitude towards Tenun Khas Melayu Riau Puteri Mas is also categorized as good, with a variable mean value of 4.01, and indicators such as interest, trust, opinion, and positive impression. The multiple regression analysis using SPSS 25 reveals that the coefficient of brand attitude on consumer purchase intention is 0.654, with a significance value of 0.001, which is less than 0.05. The t-test results show a t-value of 3.540, greater than the t-table value of 1.985. This suggests that brand attitude positively and significantly affects consumers'

purchase intentions for Tenun Khas Melayu Riau Puteri Mas products, meaning that the more favorable the brand attitude, the more likely consumers are to purchase these products.

Brand attitude is a consumer's consistent response to a brand based on their level of satisfaction with their choices when consuming a product (Octaviasari, 2011). A positive attitude toward a particular brand increases the likelihood of a consumer making a purchase, while a negative attitude may deter them. The research findings indicate that brand attitude significantly influences consumer purchase intention, as the t-value exceeds the t-table value. Thus, the hypothesis that brand attitude partially affects consumer purchase intention for Tenun Khas Melayu Riau Puteri Mas is accepted. This further emphasizes the importance of cultivating a positive brand attitude to enhance consumer interest and drive purchasing behavior.

In conclusion, both brand awareness and brand attitude significantly affect consumer purchase intention. Brand awareness enhances consumers' familiarity and trust in a product, while brand attitude reflects their emotional and cognitive responses, which can lead to higher purchase intentions. These findings underscore the need for businesses to focus on building and maintaining strong brand awareness and positive brand attitudes to improve consumer engagement and drive sales. The research also highlights the importance of further exploring how different aspects of brand perception influence consumer behavior across different market segments.

CONCLUSIONS

In conclusion, the research findings indicate that both brand awareness and brand attitude significantly and positively influence consumer purchase intention for Tenun Khas Melayu Riau Puteri Mas. Higher brand awareness, characterized by recognition and recall, enhances consumer familiarity, leading to stronger purchase intentions. Similarly, a favorable brand attitude, which includes trust and positive impressions, increases consumer confidence and likelihood to purchase. Therefore, maintaining strong brand awareness and cultivating positive brand attitudes are essential strategies for businesses to enhance consumer engagement and drive sales growth.

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