

# The Influence of Brand Awareness and Product Quality on the Repurchase Intention of Teh Botol Sosro Through Trust

## (A Study on the Residents of Pasuruan Regency)

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### ABSTRACT

This research aims to determine the influence of brand awareness and product quality on repurchase intention through trust. This research is a quantitative study. The population in this research is the residents of Pasuruan Regency who have ever purchased the products of Teh Botol Sosro. There are 202 respondents serving as the sample in this research. The data analysis technique used is Partial Least Square (PLS). The result of the research shows that brand awareness and product quality are influential on trust and repurchase intention. Brand awareness and product quality have indirect influence on repurchase intention through trust.

**Keywords:** Brand Awareness, Product Quality, Trust, Repurchase Intention

### 1. INTRODUCTION

The advancement in industrial sectors cannot be separated from the impact caused by the significant development of technology. There are many new companies trying to enter the market and hoping to outmatch old companies to obtain the market share. Indonesia is a country possessing great market potential in various kinds of product. Moreover, most of the great population in Indonesia are consumptive, causing producers to compete in supplying the best product for their consumers. Therefore, the purchase intention of consumers on a product is extremely high.

[36] define repurchase intention as the probability of consumers to use previous service providers or products in the future. [21] argues that repurchase intention is the act to make purchase due to the continuous intention in the consumer's mind. The emergence of repurchase intention reflects that the product has earned trust and well accepted by its consumers. A product meeting the expectations of consumers will automatically stimulate the repurchase intention of its consumers. The positive impressions in consumers' mind will make them have a commitment due to the satisfaction of a product, causing the repurchase intention of the same product in the future.

According to [12], strong brand awareness can accelerate the mind of consumers to have the brand in mind. In addition, [12] defines brand awareness as a brand of a particular product which is memorable and recognizable by consumers. Brand awareness will be the mediator between the product and consumers' memory. It is impossible to form brand awareness in a short period of time because instilling a brand in consumers' mind requires words repetition and brand strengthening. Brand awareness in consumers' mind

plays an important role in a product because consumers will purchase or repurchase the products they have recognized. Thus, a high repurchase intention can be caused by the high brand awareness of that particular product.

A company should carefully observe its product quality. The quality of a product aims for marketing activities, one of them is consumer satisfaction. Product quality is the idea that the product offered to consumers must have its own characteristics and uniqueness in order to satisfy the intentions and needs of consumers [30]. If a company manages to maintain and improve its product quality, the trust gained for that product will be greater and consumers' repurchase intention will be higher.

[17] defines trust as the consumers' experience on the reliability of a product so that their expectation is met. According to [11], trust is one's belief on the sincerity and honesty of others. The transaction between producers and consumers will not occur if trust is absent. Trust becomes one of the factors attracting consumers to improve their repurchase intention on a product.

Tea is a beverage existing for so long in Indonesia. Recently, Indonesian people are fond of ready to drink instant tea. In this era, people tend to consume effective and efficient products. Therefore, many companies in Indonesia produce ready to drink tea, one of them is PT. Sinar Sosro.

PT. Sinar Sosro is one of the companies producing ready-to-drink bottled tea in Indonesia [26]. One of the products offered is Teh Botol Sosro. It is undoubted that Teh Botol Sosro still exists until recently in the competition of packaged ready-to-drink tea. This beverage is made with high-quality tea leaves,

producing unique and tasty beverage with fragrant jasmine aroma. Moreover, this beverage is well-known for its jargon of “apapun makanannya, minumnya Teh Botol Sosro” (whatever you eat, the drink must be Teh Botol Sosro).

Having dominated the market share for 30 years, Teh Botol Sosro let its guard down in observing the signs of market trend changes. According to the report by A. C. Nielsen, the advertisement expense spent by Teh Botol Sosro in 2016 was only 84 trillion rupiahs, while the advertisement expense spent by its competitor, Teh Pucuk Harum, was four times greater than that of Teh Botol Sosro, which was 336 trillion rupiahs [38]. Another source (swa.co.id) states that Teh Botol Sosro suffered from 7% sales drop in 2016, while its main competitor gained a great amount of sales rise of 39.6%. This issue may cause Teh Botol Sosro to lose its position as the market leader.

Recently, it is quite difficult to find Teh Botol Sosro at small vendors in Pasuruan Regency. Moreover, the restaurants and stalls which used to cooperate with Teh Botol Sosro do not sell Teh Botol Sosro as their main beverage. It causes the consumers to question the existence of Teh Botol Sosro in Indonesia. Therefore, consumers also start doubting the product quality which will lower the trust on that product. Based on the explanation above, the selection of Teh Botol Sosro as the research object is due to its sales drop every year, causing Teh Botol Sosro to lose in the competition with its competitors.

This research aims to develop the research conducted by [7]; [39]; [20]. There is a difference between this research and those research, namely the research object which is Teh Botol Sosro. Besides, this research uses indicators of brand awareness (recall and recognition), product quality (performance, features, reliability, durability, serviceability, aesthetics, and perceived quality), and repurchase intention (transactional, referential, preferential, and explorative intention).

## **2. THEORETICAL REVIEW**

### **Repurchase Intention**

According to Saputri (2016), repurchase intention is a form of commitment after consumers have purchased a product. Additionally, [21] defines repurchase intention as consumers’ behavior of making purchase based on the continuous intention in their mind. Repurchase intention is highly necessary for the success of a product. It can be measured from consumers’ behavior of repurchasing a product and the company’s ability to maintain the existence of the offered products. [25] explained that repurchase intention has four important indicators, namely transactional intention, referential intention, preferential intention, and explorative intention.

### **Brand Awareness**

[35] defines brand awareness as the consumers’ ability of recalling and recognizing a brand belonging to a category of that brand. Moreover, [3] state that

brand awareness is the ability to recall, recognize, and identify a brand in the consumers’ mind. Brand awareness ideally includes quality to differentiate the product with that of competitors. A product successfully maintaining high level of brand awareness tends to generate more sales. It can provide benefits for the company of that brand. Based on the elaboration above, brand awareness is important to be noticed by a brand to make it recognizable by consumers. [4] also add that there are two indicators of brand awareness, namely recall and recognition.

### **Product Quality**

According to [28], product is a need or intention offered to consumers in order to gain attention. Moreover, [31] argue that a product which usage function does not exceed the limit can be considered that it has good quality. Qualified products have particular standards to meet their customers’ expectation. [34] states that there are seven indicators to measure product quality, namely performance, features, reliability, durability, serviceability, aesthetics, and perceived quality.

### **Trust**

Trust is the attitude of consumers on a product or service. Trust can be one of the determining factors in building commitment between consumers and company. [31] argues that trust will be formed if the attribute of a product is excellent. Furthermore, [5] add that brand trust is consumers’ trust in a particular brand which will produce positive outcome on that product with all of its risks. [37] state that there are three indicators of trust, namely ability, integrity, and benevolence.

### **Influence of Brand Awareness on Trust**

Trust is highly necessary because it is able to reduce the risks on the perception of a brand in a consumer’s mind. [5] state that by avoiding the risks on a product, consumers will feel safe in consuming the product. Brand trust can reduce the consumer’s time in the product selection product, minimizing the probability of the consumer to buy uncertain things. It is in line with the result of the research conducted by [15] and [5] showing that the existence of brand awareness will build a trust on that brand.

**H1: There is a direct, positive, and significant influence of brand awareness on the trust of Teh Botol Sosro products.**

### **Influence of Product Quality on Trust**

A company that can consistently provide qualified product quality is able to build a positive relationship with its consumers, nurturing the trust of its consumers. [28] state that companies producing good product quality are able to make their consumers trust their products even more. Additionally, [23] states that the trust of consumers on a product will emerge when a product offers its good qualities. It is in line with the result of the research conducted by [28] & [23], showing that high product quality will earn the trust of customers on a product.

**H2: There is a direct, positive, and significant influence of product quality on the trust of Teh Botol Sosro products.**

**Influence of Brand Awareness on Repurchase Intention**

The high level of brand awareness can cause a product to be stuck in consumers' mind. According to [33] & Pradhita (2015), consumers are more interested in the products they have known than in foreign products. Thus, it can be concluded that the response from the well-built brand awareness in consumers will improve their repurchase intention. It is supported by the result of the research conducted by Riptono (2013) and [9] concluding that high brand awareness will result in continuous purchase of the same product by consumers.

**H3: There is a direct, positive, and significant influence of brand awareness on repurchase intention of Teh Botol Sosro.**

**Influence of Product Quality on Repurchase Intention**

Product quality becomes a factor that must be observed by companies. [1] states that consumers will be interested in repurchasing a product if that product provides maximum quality, making them satisfied because it meets their expectation. Attractiveness of a product which will be bought by consumers can be observed through its product quality because product quality will influence consumers' purchase intention [23]. It is in line with the findings of the research conducted by [2]; [1]; [29] revealing that the better the quality of the product is, the higher the consumers repurchase intention will be.

**H4: There is direct, positive, and significant influence of product quality on repurchase intention of Teh Botol Sosro.**

**Influence of Trust on Repurchase Intention**

Trust on a product is able to influence repurchase intention. [15] state that consumers' trust can generate repurchase intention of a particular brand. Therefore,

repurchase intention supported by consumers' convenience and satisfaction results in the trust of a product. In other words, the instillation of brand trust in consumers' mind is extremely important to be done by companies. It is in line with the research conducted by [16]; [6] summarizing that great consumer trust can generate consumers' intention to repurchase a product.

**H5: There is direct, positive, and significant influence of trust on repurchase intention of Teh Botol Sosro.**

**Influence of Brand Awareness on Repurchase Intention through Trust**

Trust will be formed when a potential customer feels that the brand awareness of a product sticks in his/her mind. According to [8], high brand awareness has a strong correlation with trust, meaning that through brand awareness, trust will be formed in a consumer's mind and generate repurchase intention of that product. Moreover, [39] state that brand awareness has significant influence on repurchase intention. Therefore, it can be concluded that brand awareness will have indirect influence on repurchase intention through trust.

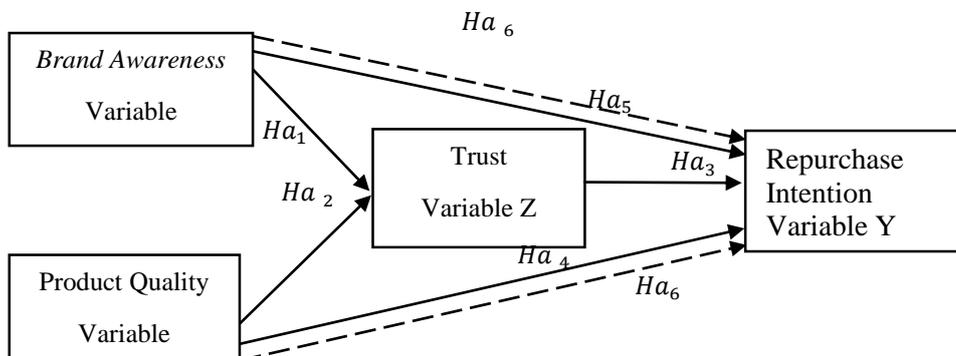
**H6: There is indirect influence of brand awareness on repurchase intention of Teh Botol Sosro through trust.**

**Influence of Product Quality on Repurchase Intention through Trust**

Trust becomes a key factor when a consumer will make a purchase. [23] state that companies must produce good product quality in order to gain consumers' trust, generating repurchase intention on their products. In addition, Hakim (2018) states that trust has significant influence on repurchase intention. Based on the discussion above, it can be summed up that product quality has indirect influence on repurchase intention through trust.

**H7: There is indirect influence of product quality on repurchase intention of Teh Botol Sosro through trust**

**3. RESEARCH METHOD**



This research is a descriptive and explanatory research describing the variables of brand awareness, product quality, trust, and repurchase intention as well as elaborating the correlation or influence of two or more variables with quantitative approach.

The residents of Pasuruan Regency who have ever purchased products of Teh Botol Sosro are the population in this research. The sampling technique used is purposive sampling. [32] defined purposive

sampling as a technique requiring particular consideration in determining samples.

Based on the sampling calculation, it is determined that the minimum sample is 185 and it is increased by 10% to 204 respondents. Moreover, questionnaires were distributed for two weeks and 202 respondents were obtained.

The instrument used in this research is closed-ended questionnaire divided into several statements and each statement has five alternative answers. The data analysis techniques applied in this research are descriptive statistics and Partial Least Square (PLS).

**4. RESEARCH RESULT**

Based on the result of the research on 202 respondents (residents of Pasuruan Regency) who have ever purchased Teh Botol Sosro can be generally illustrated as follows:

**Description of Respondent Data**

The respondent description based on sex shows that 111 respondents (55%) are women. The respondent description based on age shows that 84 respondents (41.6%) are 18-22 years old. The respondent description based on residence (subdistrict) shows that 61 respondents (30.2%) live in Purwosari. The respondent description based on monthly expense show that 53 respondents (26.2%) have the monthly expense of Rp1.010.000.00-Rp1.500.000.00. The respondent description based on education background shows that 85 respondents (40.1%) are high school graduates.

**Result of Descriptive Statistics TesBrand Awareness**

**Table 1. Frequency Distribution of Brand Awareness Variable**

Item no.	Respondent's Answer					Mean	
	SS (5)	S (4)	CS (3)	TS (2)	ST (1)		
Teh Botol Sosro is the first packaged ready-to-drink tea in Indonesia							
BA1	F	77	109	15	1	0	4.3
	%	38.1	54%	7.4%	0.5	0%	
The brand of Teh Botol Sosro is recognizable							
BA2	F	80	110	10	2	0	4.33
	%	40%	54.5	5.0%	1%	0%	
The brand of Teh Botol Sosro is familiar for consumers							
BA3	F	78	98	22	4	0	4.24
	%	38.6	49%	10.9	2%	0%	
BA4	The brand of Teh Botol Sosro is memorable					3.83	

F	35	100	64	3	0	
	17.3		31.7	1.5		
%	%	50%	%	%	0%	
<b>GRAND MEAN</b>						<b>4.18</b>

**Product Quality**

**Table 2. Frequency Distribution of Product Quality Variable**

Item no.	Respondent's Answer					Mean	
	SS (5)	S (4)	CS (3)	TS (2)	ST (1)		
The products of Teh Botol Sosro have met consumers' expectation							
KP5	F	33	121	47	1	0	3.92
	%	16.3	59.9	23.3	0.5	0.0	
Teh Botol Sosro has many variant							
KP6	F	25	91	85	1	0	3.69
	%	12.4	45.0	42.1	0.5	0.0	
The quality of Teh Botol Sosro is appropriate with what is offered							
KP7	F	36	114	52	0	0	3.92
	%	17.8	56%	25.7	0.0	0.0	
The products of Teh Botol Sosro have several months of shelf life							
KP8	F	50	171	21	0	0	4.14
	%	24.8	85%	10.4	0.0	0.0	
The products of Teh Botol Sosro are reasonable							
KP9	F	51	122	28	1	0	4.10
	%	25.2	60.4	13.9	0.5	0.0	
The color of Teh Botol Sosro packaging is interesting							
KP10	F	28	116	57	1	0	3.9
	%	13.9	57%	28.2	0%	0.0	
The products of Teh Botol Sosro are satisfying							
KP11	F	35	111	55	1	0	3.89
	%	17.3	55%	27.2	0.5	0.0	
<b>GRAND MEAN</b>						<b>3.93</b>	

**Trust**

**Table 3. Frequency Distribution of Trust Variable**

Item no.	Respondent's Answer					Mean	
	SS (5)	S (4)	CS (3)	TS (2)	ST (1)		
The products of Teh Botol Sosro are more dependable than other ready-to-drink beverages							
KEP12	F	34	89	72	5	2	3.73
	%	16.8	44.1	35.6	2.5	1%	

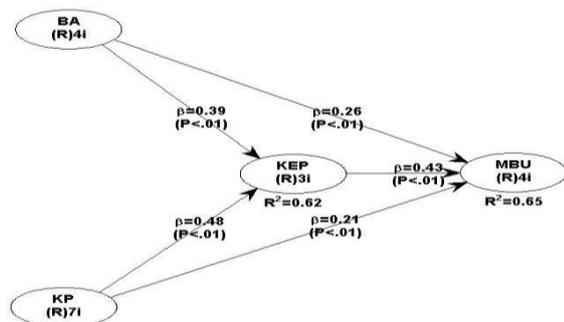
		The products of Teh Botol Sosro have appropriate composition as displayed					
KEP1 3	F	67	115	19	1	0	4.23
		33.2	56.9		0.5		
	%	%	%	9.4%	%	0%	
		The products of Teh Botol Sosro are suitable for any occasion					
KEP1 4	F	37	99	59	7	0	3.82
		18.3	49.0	29.2	3.5		
	%	%	%	%	%	0%	
<b>GRAND MEAN</b>						<b>3.93</b>	

**Repurchase Intention**

**Table 4.** Frequency Distribution of Repurchase Intention Variable

Item no.	Respondent's Answer					Mean	
	SS (5)	S (4)	CS (3)	TS (2)	STS (1)		
Having intention to repurchase Teh Botol Sosro							
MBU1 5	F	53	90	54	4	1	3.94
		26.2	44.6	26.7	2.0	0.5	
	%	%	%	%	%	%	
Teh Botol Sosro deserves to be recommended to others							
MBU1 6	F	40	95	60	6	1	3.83
		20%	47%	30%	3%	0%	
	%	20%	47%	30%	3%	0%	
Choosing to keep consuming Teh Botol Sosro							
MBU1 7	F	32	89	65	12	4	3.66
		15.8	44.1	32.2	5.9	2.0	
	%	%	%	%	%	%	
Teh Botol Sosro is different from other packaged ready-to-drink tea from the aspect of taste and volume							
MBU1 8	F	36	94	64	6	2	3.77
		17.8	46.5	31.7	3.0	1.0	
	%	%	%	%	%	%	
<b>GRAND MEAN</b>						<b>3,8</b>	

**Partial Least Square (PLS)**



**Figure 2.** Result of PLS Analysis

**5. DISCUSSION**

**Description of Brand Awareness**

The grand mean score of brand awareness is 4.18. It means that the consumers of Teh Botol Sosro products consider that the brand awareness is good. The item BA2 has the highest mean (4.33) compared to other items. It means that item BA2 with the statement “Teh Botol Sosro brand is recognizable” shows that the consumers consider that the products of Teh Botol Sosro can be found easily. Therefore, this item has the greatest contribution on brand awareness. [10] state that a good brand awareness enables a person to mention a particular brand of a product. The high level of brand awareness will influence the purchase intention of consumers (Octaviyah, 2019). Hence, if brand awareness has been instilled in the mind of Teh Botol Sosro consumers, it will be difficult for them to choose other products.

**Description of Trust**

The grand mean score of trust is 3.93. It is categorized as good, meaning that the consumers of Teh Botol Sosro have trusted its products. Item KEP13 has the highest mean score (4.23) compared to other items. Thus, item KEP13 with the statement “The brand of Teh Botol Sosro is trusted” shows that consumers consider that the products of Teh Botol Sosro has been trusted by consumers, making this item has the greatest contribution on trust. [22] states that high level of trust is able to provide convenience, satisfaction, and responsibility on particular product. In this case, trust is extremely important to build and maintain the existence of Teh Botol Sosro products in a long period. Therefore, trust can encourage consumers to make continuous purchase in the future.

**Description of Repurchase Intention**

The grand mean score of repurchase intention is 3.8. It means that the consumers of Teh Botol Sosro products consider that repurchase intention is categorized as good. Item MBU15 has the highest mean score (3.94) compared to other items. Hence, item MBU15 with the statement “having intention to repurchase Teh Botol Sosro” shows that consumers consider that the products of Teh Botol Sosro deserve to be repurchased, making this item has the greatest contribution on repurchase intention. Purchase behavior of consumers can be seen from the suitability of the product expected by the consumers with what is given by that product. Therefore, it can make consumers interested in making repurchase of that product in the future [40]. It can be seen when the consumers of Teh Botol Sosro recommend the beverage to their colleagues or relatives.

### **Influence of Brand Awareness on Trust**

The result of Partial Least Square analysis shows that the score of direct influence is 0.386, meaning that H1 is accepted. It is in line with the research of [19]; [5] concluding that brand awareness has positive and significant influence on trust. In those research, it is also stated that brand awareness is an important factor in improving the trust of consumers. The consumers of Teh Botol Sosro consider that brand awareness can make them trust the product. Hence, consumers will keep choosing Teh Botol Sosro when it comes to purchasing packed ready-to-drink tea. Automatically, through high level of brand awareness in consumers' mind, consumers' trust on Teh Botol Sosro will improve.

### **Influence of Product Quality on Trust**

The result of Partial Least Square analysis shows that the score of direct influence is 0.480, meaning that H2 is accepted. It is in line with the research of [23]; [28], stating that product quality has positive and significant influence on trust. In those research, it is also stated that one of the factors causing the improvement of consumers' trust is product quality. If the product quality offered by Teh Botol Sosro meets the consumers' expectation, the product indirectly will be trusted by consumers. This finding indicates that the higher the quality of a product, the higher the trust on that product will be.

### **Influence of Product Quality on Trust**

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### **Influence of Brand Awareness on Repurchase Intention**

The result of Partial Least Square analysis shows the direct score of 0.256, meaning that H3 is accepted. It is supported by the research by Pradhita, (2015); [33] stating that brand awareness has positive and significant influence on repurchase intention. In those research, it is also stated that brand awareness is an important factor in improving repurchase intention of consumers. When making a purchase, consumers will purchase the products they have recognized instead of

other new products of similar category. This finding indicates that the better the brand awareness is, the higher the repurchase intention of consumers on Teh Botol Sosro will be.

### **Influence of Trust on Repurchase Intention**

The result of Partial Least Square analysis shows the direct influence score of 0.433, meaning that H5 is accepted. It is supported by the research by [6]; [16] stating that trust has positive and significant influence on repurchase intention. In those research, it is also mentioned that the improvement of repurchase intention of consumers is influenced by trust factor. Hence, if consumers have trusted Teh Botol Sosro, there will be small probability for consumers to turn to other products. This finding indicates that the higher the consumers' trust on Teh Botol Sosro is, the higher the repurchase intention on that product will be.

### **Influence of Brand Awareness on Repurchase Intention through Trust**

The result of Partial Least Square analysis shows the indirect influence score of 0.167, meaning that H6 is accepted. It is in line with the research by [14] stating that brand awareness is the consumers' willingness to determine whether a brand can be recognized and remembered when the brand belongs to a particular brand. Hence, when consumers have recognized a product well, it can be stated that the product has succeeded in attracting potential customers. Moreover, [5] explain that trust is a condition when a person trusts that a product will give positive benefits and knows the risks of that product. That factor can make consumers loyal on that product. Besides, [27] state that repurchase intention is a condition when a consumer makes repurchase based on the satisfaction on that product. Based on the elaboration, it is concluded that brand awareness and trust can support consumers' behavior in repurchase process. Thus, a strong trust is built from good brand awareness, encouraging repurchase behavior of consumers on Teh Botol Sosro. However, the result of indirect influence of brand awareness on repurchase intention through trust is less than the result of direct influence of brand awareness on repurchase intention. This finding is produced probably due to the partial mediation nature of this research.

### **Influence of Product Quality on Repurchase Intention through Trust**

The result of Partial Least Square analysis shows the indirect influence score of 0.208, meaning that H7 is accepted. The product quality of Teh Botol Sosro can influence consumers' trust, improving their repurchase intention on the products of Teh Botol Sosro. If the products of Teh Botol Sosro have good product quality

or meet the expectation of consumers, they will easily earn consumers' trust. It is supported by the research of [24], proving that the positive and significant indirect influence of product quality on repurchase intention through trust of the partners of Go-Food SMEs in Surakarta. This finding shows that the higher the quality of a product is, the higher the trust of consumers' will be, encouraging the repurchase behavior on Teh Botol Sosro. However, the result of indirect influence of brand awareness on repurchase intention through trust is equal with the result of direct influence of brand awareness on repurchase intention. It may be caused by the partial mediation nature of this research.

## 6. CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the elaboration above, it is concluded that the condition of brand awareness, product quality, trust, and repurchase intention variable on Teh Botol Sosro can be categorized as good. Brand awareness and product quality are proven to have positive and significant influence on trust of Teh Botol Sosro. Brand awareness, product quality, and trust are proven to have positive and significant indirect influence on repurchase intention through the trust of Teh Botol Sosro.

### Suggestions

Based on the discussion above, there are several matters which must be observed by Teh Botol Sosro in order to make its consumers keep making repurchase continuously. Firstly, Teh Botol Sosro can produce new variant products. Secondly, Teh Botol Sosro also can change its design and style of its products' packaging. For future research, it is expected that it will be able to cover all twenty-four subdistricts in Pasuruan Regency, using other products as research object, and adding more respondents in the research in order to be able to represent more population in Pasuruan Regency.

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