

## Analysis of Brand Awareness and Customer Satisfaction on Purchase Interest in Saik Studio Photography Services in Depok city in 2021-2022

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### Abstract

This study aims to determine the effect of brand awareness and customer satisfaction on buying interest in Saik Studio. This type of research is quantitative. The population of this study were Saik Studio consumers. The analysis used is a quantitative technique using simple random sampling technique with a population of 100 and 40 respondents. This research instrument is more aimed at questionnaires. The results of the research instrument test used multiple regression analysis tests, t tests, f tests. The results of the analysis show that brand awareness has no significant effect and customer satisfaction has a significant effect on buying interest with the results of multiple regression analysis tests. The results of the brand awareness t test obtained the results of the t test > t table (-0.230 < 2.026) means that Ho1 is accepted Ha1 is rejected, the customer satisfaction t test obtained the results (3.765 > 2.026) means that Ho2 is rejected and Ha2 is accepted, and the f test results are (125.140 > 3.252) meaning Ho3 is rejected Ha3 is accepted. Based on the results of this data, it can be concluded that brand awareness and customer satisfaction affect the purchase intention of Saik Studio.

**Keyword: Work Motivation, Work Discipline and Employee Performance**

### Introduction

Global competition at this time requires companies to compete with each other in marketing and selling their products or services. Companies must use the right strategy to maintain a brand on their products and services, so that they are still used by consumers continuously. Therefore, the important thing that every company needs to do and pay attention to is creating new customers and retaining old customers.

This phenomenon arises when people like to capture moments, where they feel satisfied if the results of the moment are taken with a professional camera. Not a few people are willing to spend more money to capture photos with family, friends and others. But with innovation and creativity, many people innovate in creative photography businesses with more innovative concepts.

*One of the photography services "Saik Studio" is a photography service located in the Depok City area. "Saik Studio" provides its services with a very interesting concept, which is themed "Family Friendly". The target taken by Saik Studio is from young to old with an age range of 5-45 years. Even not only teenagers but for family photos at Saik Studio provide it.*

Brand Awareness According to Kotler and Keller, (2019: 179). Brand awareness is the ability to identify (recognize or "remember") brands in a category, hear, detailed enough to make a purchase.

In general, purchase interest is present when consumers initially just try to use a number of products (Wee et.al, 2014). This activity is a form of emotional action obtained through the evaluation of all customers on the product, and includes feelings, thoughts, experiences, and external factors before confirming the purchase decision.

Saik Studio is one of the places that provides services engaged in services, namely Photography, Videography services and also provides studio rental. Saik Studio has one administrative staff, one staff, and one staff. editor, three staff photographers, and one staff videographer, the place is located at Kp. Sawah RT 01/02 Kel. Jatimulya, Kec. Cilodong, Depok City. This company has been established since 2019. This business is owned by a man named Maulana Ikhsan. The targets that Saik Studio wants to achieve are increasing the business unit to a large scale, improving the performance of the business unit, increasing maximum profit income every period, and being able to compete with similar businesses.

It can be seen that if you use the Slovin formula from a population of 100 people, and = 5%, you can find a sample of 40 people.

The data used in this research is using the type of Quantitative Data is data that is usually in the form of units of numbers, either obtained from the original source or based on the results of statistical measurements using statistical calculations that have been carried out previously.

In this study the authors used data sources, namely primary data and secondary data: Data Primer

Primary data is data obtained directly from research respondents in the form of interviews and questionnaires with sources.

### **Secondary Data**

Secondary data is data obtained in a finished form, already collected by other parties. Usually it is already in the form of publications such as data obtained from the internet and other data directly related to the object under study.

In this study, the data collection techniques used were interviews, and questionnaires addressed to SAIK STUDIO consumers.

### **Interview**

Interview is a way of collecting data carried out by means of responsibility both with the leadership and with employees to obtain clearer data on any important issues and have something to do with this research.

### **Questionnaire**

By making a list of questions first and then filled in by the party concerned regarding matters that have not been understood after direct interviews. The questionnaire can be given to respondents directly or sent by post or e-mail via the internet.

Population is a generalization area consisting of objects / subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population in question is not only people or living things, but also other natural objects. Population is also not just the number of objects or subjects studied, but includes all the characteristics, properties possessed by these objects or subjects (Siyoto & Sodik, 2015: 63).

The sampling technique used in this study is Simple Random Sampling, meaning that this technique is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be selected as a sample.

### Reliability Test

To test the extent to which the expertise of the reliability test measuring device is used, this reliability test can be done by using the Cronbach Alpha analysis technique.

**Table 11**  
**Reability Test Results**

Variable	Alpha	Description
Brand Awareness	0,907	Realiabel
Kepuasan Pelanggan	0,927	Realiabel
Minat Beli	0,955	Realiabel

Source: Spss data processing results, 2023

Based on the results of the reliability test data in the table above, it can be ascertained that the variable brand awareness, customer satisfaction, and purchase intention have an Alpha coefficient with a magnitude of 0.312 so that it can be said that each measurement concept in the variable brand awareness, customer satisfaction, and purchase intention used in this study is realiablel.

### Classical Assumption Test

When testing hypotheses, the classical assumption test has the aim of providing certainty that if the regression equation that has been obtained has accuracy when estimating, is unbiased and consistent. There are testing steps that really have to be done first, namely:

### Normality Test

Normality test is a test with the aim of assessing the distribution of data in a group of variable data, whether the data can be well distributed or not (Anwar Hidayat: 2013). The results of the normality test with the Kolmogrov Smirnov method are as follows:

**Table 15**  
**Normality Test**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,53374825
Most Extreme Differences	Absolute	,169
	Positive	,070
	Negative	-,169
Test Statistic		,169
Asymp. Sig. (2-tailed)		,005 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Spss data processing results, 2023

The Kolmogrov Smirnov normality test has a basis for decision making that it is declared normally distributed if:

1. Significant value > 0.05 then the value of the residuals is normally distributed.

- If the significant value  $<0.05$  then the residual value is not normally distributed. So the data in the table above is seen as abnormal, the Kolmogorov Smirnov value gets a significant value of 0.04, so it can be concluded that of the three variables that have been tested, Brand Awareness (X1), Customer Satisfaction (X2), and Purchase Intention (Y) are distributed abnormally, because it is known that the significant value of 0.04  $<0.05$ .

### Multicolonierity Test

This mutikolonieritas test is used in testing whether the regression model found a correlation with the independent variables, the correct regression model will definitely not occur correlation with the independent variables. The multicolonierity test uses the tolerance value and its opposite.

**Table 16**  
**Multicollinearity Test**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1,142	3,192		,358	,723		
TotallyX1	-,367	,253	-,356	-1,449	,156	,058	17,313
TotallyX2	1,189	,229	1,275	5,193	,000	,058	17,313

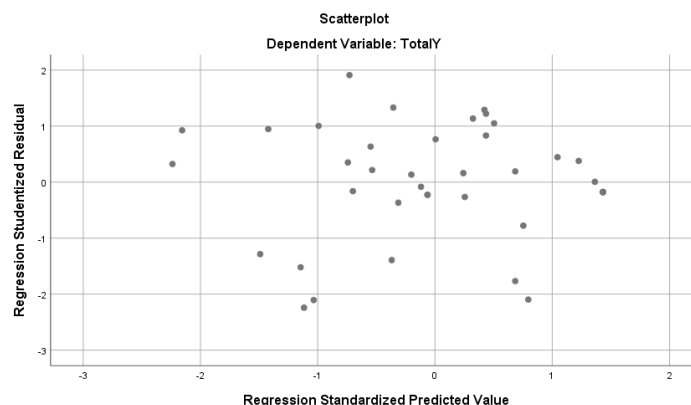
a. Dependent Variable: Totally

Source: Spss data processing results, 2023

From the calculation using the tolerance value, it shows that there are no independent variables that have a tolerance value of less than 0.10. Which means that there is no correlation between the independent variables of multicolonierity.

### Hiterokedatisitas Test

**Scatterplot**  
**Dependent Variabel: Buying interest**  
**Regression Standardized Predicted Value**



Source: Spss data processing results, 2023

Based on the results of the heteroscedasticity test, it can be seen in the scatterplot image above that it looks randomly spread and spread well above or below, and spreads the average to -1, the number 0 on the Y axis

indicates that there is no heteroscedasticity in the regression, which states that this is suitable for use as a prediction of buying interest and other variables, namely brand awareness and customer satisfaction.

### Analisis Linier Berganda

Multiple linear regression analysis used in this study aims to determine whether or not there is an influence of the independent variable on the dependent variable. This study in managing multiple liner analysis data with the help of the SPSS version 25.0 program with the full analysis as follows:

**Table 17**  
**Multiple Linear Analysis**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1,142	3,192		,358	,723
	TotallyX1	-,367	,253	-,356	-1,449	,156
	TotallyX2	1,189	,229	1,275	5,193	,000

a. Dependent Variable: TotallyY

Source: Spss data processing results, 2023

From the results of multiple linear analysis testing in the table above, it can be interpreted as follows:  $Y = 1.142 - 0.367 (X1) + 1.189 (X2)$

The Constant value of 1.142 is the state of a turnover variable (Y) that has not been influenced by the brand variable (X1), and the customer satisfaction variable (X2). From the test results in the table above, the regression equation can be obtained as follows:  $Y = 1.142 - 0.367 (X1) + 1.189 (X2)$ .

1. The regression coefficient of work motivation (X1) is -0.356, so each change of one unit in the brand awareness variable will result in a decrease in purchase intention (Y), which is 0.367 points.
2. The result of the regression coefficient of customer satisfaction (X2) is 1.275, so each change of one unit in the work discipline variable results in an increase in purchase intention (Y), which is 1.189 points.

### Hypothesis Test

#### Partial Test (t Test)

In finding a partial test (t test), the following formula is needed:

T table =  $t (a/2; n-k-1)$

Description:

t = t table

a = 0,005

n = respondent

k = -2

l = -1

T =  $(0.05/2; 37) = 2, 026$  (t-table)

Table at the level a = 5%

In this study, researchers used a significant level of 0.05 based on the formula above, the researchers could determine the value of r table with the following results:

**Table 18**  
**Partial Test (Uji t)**  
**Coefficients<sup>a</sup>**

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1,142	3,192		,358	,723
	TotallyX1	-,367	,253	-,356	-1,449	,156
	TotallyX2	1,189	,229	1,275	5,193	,000

a. Dependent Variable: TotalY

Source: Spss data processing results, 2023

From the results of the table above, the testing of the independent variables is explained as follows:

1. The t-test results show that the significant value of brand awareness has no effect t-count  $-0.230 < 2.026$  t-table, so H<sub>0</sub> is accepted and H<sub>a1</sub> is rejected.
2. The t-test results show that the significant value of customer satisfaction has a t-count of  $3.765 > 2.026$  t-table, so H<sub>a1</sub> is accepted and H<sub>0</sub> is rejected.

**Partial Test (Test f)**

Simultaneous test (f test) aims to find whether independent variables simultaneously (simultaneously) can affect the dependent variable. Simultaneous tests are carried out to see the effect of each variable simultaneously on the dependent variable.

Anova statistical testing is a form of hypothesis testing, which can draw conclusions based on the data concluded. Decision making can be seen from this test by looking at the F value contained in the Anova table, with the significance level used being 0.05.

The following is an Anova table to see whether the variables brand awareness (X1) and customer satisfaction (X2) together have an effect or not on buying interest (Y):

**Table 17**  
**Simultaneously Test (Uji f)**

Model		ANOVA <sup>a</sup>				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1693,625	2	846,812	125,140	,000 <sup>b</sup>
	Residual	250,375	37	6,767		
	Totally	1944,000	39			

a. Dependent Variable: TotalY

Source: Spss data processing results, 2023

Based on the table above, it can be seen that the significant value proves that H<sub>03</sub> is rejected and H<sub>a3</sub> is accepted, which means that there is an influence of Brand awareness (X1) and Customer satisfaction (X2) together (simultaneously) on buying interest (Y)  $.000b < 0.05$ , and the calculation of the simultaneous testing of Brand Awareness and Customer Satisfaction is  $125.140 > F$  table 3.252. That H<sub>0</sub> is rejected and H<sub>3</sub> is accepted, which means that there is an influence of Brand Awareness (X1) and Customer Satisfaction (X2) together (simultaneously) on Purchase Intention (Y).



### Coefficient of Determination

To see the effect of brand awareness (X1) and customer satisfaction (X2) simultaneously on buying interest. The test results that have been obtained by researchers are as follows:

**Table 18**  
**Coefficient of Determination Test**

Model Summary <sup>b</sup>				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,933 <sup>a</sup>	,871	,864	2,601

a. Predictors: (Constant), TotalX2, TotallyX1

b. Dependent Variable: TotalY

Source: Spss data processing results, 2023

Based on the results of the table above, the adjusted R Square (coefficient of determination) value of 0.864 has been obtained, which means that the brand awareness variable (X1) and customer satisfaction (X2) have an effect on buying interest (Y) with a magnitude of 86.4% and the remaining 13.6% is influenced by other factors outside of this discussion.



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