



The Impact Of Brand Awareness, Brand Loyalty And Brand Image On Interest In Buying Skintific Skincare Products In The Lazada Marketplace (Case Study Of Lazada Consumer In Cirebon City)

Gery Shishi Adella¹, David Fadzillah², Bayu Lesmana Putra³, Rahmadi^{4*}

^{1,2,3,4} Faculty of Economics and Business, Gunung Jati Swadaya University

Email : geryadella@gmail.com¹, davidfadzillah555@gmail.com²,
bayulesmanaputra123@gmail.com³, rahmadi@ugj.ac.id⁴

corresponding author: rahmadi@ugj.ac.id

Abstract

The objective of this research is to find out if brand image, brand loyalty, and brand awareness impact buyers' interest in buying skincare items on Lazada.com. The research sample for this study consisted of 83 respondents who completed an online Likert scale survey as part of a non-probability sampling technique conducted through Google Forms. With the correlation value (Pearson correlation) for each statement displaying the computed r value $>$ from r table (0.216) or p value $<$ 0.05, the research Report Phrase results prove the validity and reliability of the questionnaire. Traditional hypothesis tests include heteroscedasticity, multicollinearity, which displays tolerance values of 0.343, 0.542, and 0.410 for independent variables, and normality of the normal distribution with a significance value of 0.200 and a significance level higher than 0.05. For data analysis, use the regression equation F , T , and the coefficient of determination.

Keywords: Brand Awareness, Brand Loyalty, Brand Image, Interest in Buying, Skincare, Lazada.

1. INTRODUCTION

A person's lifestyle has changed as a result of the highly developed cosmetics business, which is present in Indonesia as well. It all began with fashion and skin care, which





led to the necessity of numerous beauty care products, especially for women. The beauty care and cosmetics sector is experiencing intense competition due to advancements in the economic, sociocultural, and technological domains. This is brought on by the high volume of goods sold (Suhyar & Pratminingsih, 2023).

According to information from the Central Statistics Agency indicates that there is significant growth in Indonesia's beauty sector. It is predicted that the Indonesian cosmetics market will keep expanding at a rate of 4.59% annually. A popular skincare product right now is called Skintific. The Canadian skincare brand Skintific was established in 2022 by Skintific Ltd. and originated in Canada. Researchers at the Canadian facility created a number of advantages that Skintific skincare offers (Wicaksono et al., 2023).

Selling skincare and cosmetics products on online marketplaces is becoming more and more common in the contemporary digital era. Skintific is among the skincare companies who are utilizing this chance. A local skincare company called Skintific sells facial care products made of safe and natural materials.

One of the biggest online marketplaces in Indonesia, Lazada, is where Skintific goods are offered extensively. There is fierce competition in the skincare sector, particularly online. Largely funded brands are also stimulating the market and challenging Skintific's position. Because of this, Skintific needs to build a strong brand equity to compete and pique consumers' interest in making purchases.

Brand image, brand loyalty, and brand awareness are important variables that can affect consumers' decisions to buy in this context. These three interdependent components shape how consumers view a brand as a whole. Brand awareness is the level of a brand's memorability and recognition among consumers. According to Mutiara Dini and Abdurrahman (n.d.), brand knowledge is another factor to be taken into account when determining purchasing interest. When searching for skin care goods on Lazada, customers with a high brand awareness of Skintific will find it easier to identify and recall the brand. Brand royalty demonstrates a brand-supporting mentality and a long-term, steady purchase behavior for the brand (Astuti, 2023). When choosing and purchasing products from Skintific over other brands, consumers who have brand loyalty to the company will typically prefer and make repeat purchases (Ega Susanto et al., 2022). The way that consumers remember their interactions with a brand are reflected in their view of that brand. This brand image is shaped by the different ways that consumers perceive, interact with, and learn about the company. Customers' purchase interest in Skintific will be bolstered by a positive brand image, but a negative one may decrease it.

Indonesia is seeing a rapid advancement in technology, particularly in the areas of communication and information. The growing number of internet users may present a





chance to establish a business. There will be a rise in marketplace transactions in Indonesia as a result of creating new chances for online marketplaces that facilitate buying and selling. This indicates that Indonesia's marketplace purchasing options are expanding and developing annually. By 2022, there will be 530 trillion rupiah worth of e-commerce transactions in Indonesia (Dwipa Premesti et al., 2023). This serves as motivation for Indonesian business owners to keep expanding their markets. Online shopping is a common way for many Indonesians to satisfy their needs and wants. This is demonstrated by the many platforms available for people to shop online, one of which is the Lazada marketplace.

Lazada is a marketplace company originating from Singapore. The increasing phenomenon of marketplace transactions shows that more and more people want to shop online. Lazada is one of the marketplaces that people choose, but the popularity of this marketplace is decreasing, which has an impact on consumers' decisions to shop online at the marketplace.

Lazada saw a drop in its Top Brand Index between 2020 and 2022, according to data from topbrand-awarad.com. Prior to declining to 14.7% in 2022, Lazada's TBI dropped to 31.9% in 2020, 15.2% in the following year, and then 14.9% once again. This indicates that the Top Brand Index for Lazada in Indonesia is declining. People's decisions to buy products online through the marketplace may be influenced by this. Lazada will have cause for concern if the drop persists and the company does not act quickly to raise its brand index.

The objective of this research is to ascertain how consumer interest in buying Skintific skincare products on Lazada is impacted by factors such as brand awareness, brand image, and brand royalty. In order to assist Skintific and other skincare firms in developing successful marketing strategies, it is intended that the research's findings will deepen our understanding of the variables influencing consumer interest in buying.

2. LITERATURE REVIEW

2.1 Interest in buying

According to Kotler and Keller (2012), customers have to take into account a number of factors when making decisions about what to buy. These factors include: (1) product choice, which demonstrates that customers select which products are interesting to buy; (2) brand choice, which demonstrates that customers select which brands or distributors to view; and (4) purchase time, which demonstrates that customers choose when to make a purchase (Purwati & Cahyanti, 2022).





2.2 Brand Awareness

Brand awareness is a customer's capacity to recall the qualities, features, and benefits of certain items. Brand awareness is a marketing goal because having strong brand awareness can influence someone to like, choose, buy and use certain brand goods (Lubar & Rahmadi, 2022). According to Arif & Purwanti in the book "Brand Management", The ability of consumers to remember or recognize certain brands is called brand awareness (Saputra, n.d.). This proves that brand awareness is a special element that is of concern in company strategy. The brand management process is directed at building company equity in the long term. Brand awareness is described as a consumer's capacity to recall or recognize brands associated with product components such as names, images/logos, and slogans. Therefore, brand awareness is very important in strengthening a product which can automatically influence consumer purchasing decisions (Salam & Sukiman, 2021).

2.3 Brand Royalty

According to Schiffman and Kanuk, brand loyalty is referred to as brand loyalty as the preference of consumers who often buy products of the same brand for certain service categories (Daud et al., 2023). Brand loyalty is very important for a company because customer loyalty to a brand results in repeat purchases, which ultimately increases profits for the company. According to Griffin (2010) and Robby (2017:351), customer loyalty is defined as consumers who are loyal when they buy something regularly or at least twice within a certain period of time (Manihuruk et al., 2023). According to Tjiptono (2011), customer loyalty is defined as repeat purchases, which means customers often buy the same brand of product (Putri Sakinah et al., 2022). According to Sudaryono, brand loyalty is purchasing the same product repeatedly with the same brand (Illahi & Andarini, 2022).

2.4 Brand image

When consumers are making purchases, brand image is crucial. Price perception, brand image, and perceived value are major elements influencing purchase intention (Luh et al. 2021) highlight in their analysis of the numerous research that consistently demonstrate the considerable impact of brand image on purchase intention. A brand's image is how people perceive the information they have gathered. The psychological aspects of perception and attitude play a key role in purchasing brand image, as these aspects are used as brand image indicators to gauge customer sentiment toward a product. Brand image, according to Kotler & Keller, is the customer's impression of and faith in a brand that is mirrored in their recollections (Apriliani & Setyawati, n.d. 2023).





3. RESEARCH METHODS

This study use a quantitative strategy to conduct descriptive research. This study collects data through a questionnaire that is delivered via a Google Form and includes statements on the topic of the study. The participants in this study were Skintific skincare customers from Cirebon City's Lazada marketplace. There were 83 respondents in this study. A Likert scale ranging from 1 to 5 was used to measure the research, and the SPSS software was then used to process the data.

This study comprises one dependent variable, purchasing interest (Y), and three independent factors: brand awareness (X1), brand loyalty (X2), and brand image (X3). Here's the explanation:

- a. Brand Awareness, brand awareness consists of 4 dimensions: recall, recognition, purchase, consumption.
- b. Brand Loyalty, brand loyalty consists of 3 dimensions: word of mouth, reject another, repeat purchasing.
- c. Brand image consists of five dimensions: identification, personality, affiliation, attitude, benefit, and competence.
- d. Buying Interest, buying interest consists of 4 dimensions: attention, interest, desire, action.

4. RESULTS AND DISCUSSION

Table 1 Respondent Characteristics

Description of Characteristics		Amount	Presentase (%)
Gender	Man	30	36,1
	Woman	53	63,9
Age	17-26	57	68,7
	27-36	22	26,5
	37-46	4	4,8
	46>	0	0





Work	Student	45	54,2
	Civil servants	17	8,4
	Private sector employee	11	20,5
	Self-employed	7	13,3
	Other	3	3,6

1. 53 respondents (63.9%) were female, compared to more than 30 respondents (36.1%) who were male, according to gender data characteristics. This demonstrates the preference of women to utilize skincare products that are purchased on Lazada.
2. Based on age characteristics, they are grouped into four categories: 17-26 years, 27-36 years, 37-46 years and 46> years. The results of the characteristic data obtained showed that there were 57 respondents aged 17-26 years (68.7%), 22 respondents aged 27-36 (26.5%), 4 respondents aged 37-46 (4.8%).), and age 46> as many as 0 respondents (0%). This shows that the majority are liked by the millennial generation.
3. The jobs of the respondents were divided into five categories: students, civil servants, private employees, entrepreneurs, and others, based on certain work characteristics. These job characteristics indicate that student work is more common: 45 respondents (54.2%), 17 respondents (8.4%) who work as civil servants, 11 respondents (20.5%) who work for private companies, and 7 respondents who are entrepreneurs. 13.3%) and 3 additional responses (3.6%).

4.1 Validity Test

A single variable is measured for each statement in this research. There is a relationship between the overall score for that variable and the scores assigned to each item. We used the Pearson Product Moment correlation method to achieve correlation data. This tool is valid if $r_{count} > r_{table}$. The computations from the validity test produced the following outcomes:



Table 1. Validity Test Results of the Brand Awareness Instrument

		Correlations									TOTAL_X1
		X1.P1	X1.P2	X1.P3	X1.P4	X1.P5	X1.P6	X1.P7	X1.P8	X1.P9	
X1.P1	Pearson Correlation	1	.478**	.552**	.526**	.527**	.728**	.485**	.347**	.593**	.798**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P2	Pearson Correlation	.478**	1	.407**	.544**	.418**	.410**	.435**	.453**	.441**	.696**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P3	Pearson Correlation	.552**	.407**	1	.486**	.576**	.449**	.527**	.412**	.409**	.728**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P4	Pearson Correlation	.526**	.544**	.486**	1	.528**	.556**	.375**	.420**	.534**	.750**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P5	Pearson Correlation	.527**	.418**	.576**	.528**	1	.487**	.556**	.507**	.312**	.741**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.004	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P6	Pearson Correlation	.728**	.410**	.449**	.556**	.487**	1	.527**	.373**	.522**	.777**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.001	.000	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P7	Pearson Correlation	.485**	.435**	.527**	.375**	.556**	.527**	1	.616**	.314**	.737**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.004	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P8	Pearson Correlation	.347**	.453**	.412**	.420**	.507**	.373**	.616**	1	.362**	.680**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.001	.000		.001	.000
	N	83	83	83	83	83	83	83	83	83	83
X1.P9	Pearson Correlation	.593**	.441**	.409**	.534**	.312**	.522**	.314**	.362**	1	.678**
	Sig. (2-tailed)	.000	.000	.000	.000	.004	.000	.004	.001		.000
	N	83	83	83	83	83	83	83	83	83	83
TOTAL_X1	Pearson Correlation	.798**	.696**	.728**	.750**	.741**	.777**	.737**	.680**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	83	83	83	83	83	83	83	83	83	83

** Correlation is significant at the 0.01 level (2-tailed).

Table 1 demonstrates that all of the indicator elements in the brand awareness variable contain accurate data. Based on positive individual correlation values, when p value < 0.05 or estimated r > r table (0.216), this is the basis. This indicates that the validity test is trustworthy and that the indicator structure employed in the study was applied appropriately to gauge brand awareness.

Table 2. Validity Test Results of the Brand Loyalty Instrument

		Correlations						TOTAL_X2
		X2.P1	X2.P2	X2.P3	X2.P4	X2.P5	X2.P6	
X2.P1	Pearson Correlation	1	.323**	.244**	.335**	.466**	.303**	.573**
	Sig. (2-tailed)		.003	.026	.002	.000	.005	.000
	N	83	83	83	83	83	83	83
X2.P2	Pearson Correlation	.323**	1	.391**	.348**	.301**	.321**	.600**
	Sig. (2-tailed)	.003		.000	.001	.006	.003	.000
	N	83	83	83	83	83	83	83
X2.P3	Pearson Correlation	.244**	.391**	1	.693**	.394**	.730**	.804**
	Sig. (2-tailed)	.026	.000		.000	.000	.000	.000
	N	83	83	83	83	83	83	83
X2.P4	Pearson Correlation	.335**	.348**	.693**	1	.597**	.618**	.831**
	Sig. (2-tailed)	.002	.001	.000		.000	.000	.000
	N	83	83	83	83	83	83	83
X2.P5	Pearson Correlation	.466**	.301**	.394**	.597**	1	.515**	.753**
	Sig. (2-tailed)	.000	.006	.000	.000		.000	.000
	N	83	83	83	83	83	83	83
X2.P6	Pearson Correlation	.303**	.321**	.730**	.618**	.515**	1	.811**
	Sig. (2-tailed)	.005	.003	.000	.000	.000		.000
	N	83	83	83	83	83	83	83
TOTAL_X2	Pearson Correlation	.573**	.600**	.804**	.831**	.753**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	83	83	83	83	83	83	83

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).



Table 2 shows that all of the data for the brand loyalty variable indicator is accurate. Since each calculated $r > r$ table (0.216) or p value < 0.05 , this indicates that each individual correlation value is positive and the validity test is dependable.

Table 3. Validity Test Results of the Brand Image Instrument

Correlations														
	K3.P1	K3.P2	K3.P3	K3.P4	K3.P5	K3.P6	K3.P7	K3.P8	K3.P9	K3.P10	K3.P11	K3.P12	TOTAL_X3	
K3.P1	Pearson Correlation	1	.529**	.423**	.467**	.471**	.386**	.395**	.533**	.539**	.445**	.487**	.472**	.712**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P2	Pearson Correlation	.529**	1	.442**	.496**	.397**	.404**	.516**	.456**	.434**	.577**	.571**	.358**	.713**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P3	Pearson Correlation	.423**	.442**	1	.587**	.380**	.458**	.573**	.504**	.610**	.619**	.573**	.516**	.779**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P4	Pearson Correlation	.467**	.496**	.587**	1	.324**	.213**	.603**	.655**	.382**	.423**	.501**	.488**	.713**
	Sig. (2-tailed)	.000	.000	.000		.003	.053	.000	.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P5	Pearson Correlation	.471**	.397**	.380**	.324**	1	.552**	.276**	.682**	.290**	.554**	.234**	.580**	.673**
	Sig. (2-tailed)	.000	.000	.000	.003		.000	.012	.000	.008	.000	.033	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P6	Pearson Correlation	.386**	.404**	.458**	.213**	.552**	1	.429**	.429**	.300**	.564**	.372**	.451**	.644**
	Sig. (2-tailed)	.000	.000	.000	.053	.000		.000	.000	.006	.000	.001	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P7	Pearson Correlation	.395**	.516**	.573**	.603**	.276**	.429**	1	.412**	.359**	.428**	.481**	.352**	.672**
	Sig. (2-tailed)	.000	.000	.000	.000	.012	.000		.000	.001	.000	.000	.001	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83
K3.P8	Pearson Correlation	.533**	.456**	.504**	.655**	.682**	.429**	.412**	1	.339**	.509**	.422**	.724**	.778**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.002	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83	83	83	83	83

Table 3 shows that each indicator component in the Brand Image variable has valid information if the individual correlation value is positive. If each estimated $r > r$ table (0.216) or p value < 0.05 , the validity test on the Brand Image variable can be considered reliable.

Table 4. Validity Test Results of the Purchase Intention Instrument

Correlations										
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL_Y1	
Y1	Pearson Correlation	1	.392**	.550**	.238**	.278**	.320**	.402**	.319**	.615**
	Sig. (2-tailed)		.000	.000	.030	.011	.003	.000	.003	.000
	N	83	83	83	83	83	83	83	83	83
Y2	Pearson Correlation	.392**	1	.535**	.485**	.331**	.414**	.390**	.452**	.701**
	Sig. (2-tailed)	.000		.000	.000	.002	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83
Y3	Pearson Correlation	.550**	.535**	1	.517**	.479**	.376**	.525**	.421**	.776**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83
Y4	Pearson Correlation	.238**	.485**	.517**	1	.558**	.443**	.321**	.382**	.695**
	Sig. (2-tailed)	.030	.000	.000		.000	.000	.003	.000	.000
	N	83	83	83	83	83	83	83	83	83
Y5	Pearson Correlation	.278**	.331**	.479**	.558**	1	.386**	.386**	.385**	.679**
	Sig. (2-tailed)	.011	.002	.000	.000		.000	.000	.000	.000
	N	83	83	83	83	83	83	83	83	83
Y6	Pearson Correlation	.320**	.414**	.376**	.443**	.386**	1	.526**	.455**	.698**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000	.000	.000
	N	83	83	83	83	83	83	83	83	83
Y7	Pearson Correlation	.402**	.390**	.525**	.321**	.386**	.526**	1	.601**	.741**
	Sig. (2-tailed)	.000	.000	.000	.003	.000	.000		.000	.000
	N	83	83	83	83	83	83	83	83	83
Y8	Pearson Correlation	.319**	.452**	.421**	.382**	.385**	.455**	.601**	1	.728**
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000	.000		.000
	N	83	83	83	83	83	83	83	83	83
TOTAL_Y1	Pearson Correlation	.615**	.701**	.776**	.695**	.679**	.698**	.741**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	83	83	83	83	83	83	83	83	83

Based on table 4, it is known that because the person correlation value is positive and each r count $>$ r table (0.216) or p value $<$ 0.05, the validity test of the purchasing interest variable indicator can be trusted to be true.

4.2 Realibity Test

Table 5. Data Reliability Test Results

Variable	Cronbach's Alpha Value (count)	Cronbach's Alpha Value (table)	Information
Brand Awarness	0,891	0,60	Reliable
Brand Royalty	0,829	0,60	Reliable
Brand Image	0,912	0,60	Reliable
Interest in buying	0,854	0,60	Reliable

Based on table 5, it shows that there is reliable information because the calculated alpha value $>$ table alpha value. All instruments used in this research have reliable measurements and show consistency in answering statements from time to time (Ghozali, 2016).

4.3 Descriptive Analysis Test

Table 6. Descriptive Analysis Test

	Descriptive Statistics													
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	Skewness	Kurtosis				
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error	
Brand Awarness	83	20	25	45	3114	37.52	.602	5.480	30.033	-.229	.264	-.920	.523	
Brand Royalty	83	16	14	30	1830	22.05	.384	3.495	12.217	-.115	.264	-.300	.523	
Brand Image	83	25	35	60	4256	51.28	.724	6.597	43.520	-.368	.264	-.448	.523	
Minat Beli	83	19	21	40	2547	30.69	.475	4.328	18.730	-.255	.264	-.258	.523	
Valid N (listwise)	83													

Based on table 6, It reveals that the total number of respondents was 83, with the lowest score of 16 and the maximum score of 60 for the Brand Image variable. The variables for brand awareness and purchase interest are 45 and 40, respectively. The total value of the four variables is 11,747.

4.4 Classic Assumption Test Results

4.4.1 Normality Test Results

Based on table 7, The test K-S value of 0.078 and a significance level of 0.200 indicate that the data is distributed normally. This can be deduced from the fact that the 0.200 K-S significance value is greater than 0.05, meaning that H_a is rejected and H_o is accepted.

Table 7. Normality Test Results with Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.99827227
Most Extreme Differences	Absolute	.078
	Positive	.064
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The data are normally distributed according to the Kolmogorov-Smirnov normality test result with a significance value of 0.200 and a level larger than 0.05. As a result, these findings can be compared with other standard assumptions.

4.4.2 Multicollinearity Test

Table 8. Multicollinearity Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.423	2.752		2.334	.022		
Brand Awareness	.016	.105	.021	.156	.876	.343	2.918
Brand Loyalty	.570	.131	.460	4.344	.000	.542	1.846
Brand Image	.216	.080	.330	2.708	.008	.410	2.439

a. Dependent Variable: Purchase Interest

The brand awareness, brand loyalty, and brand image variables that were included in the regression model do not exhibit multicollinearity, as Table 8 showed. The values of 0.343, 0.542, and 0.410 correspond to the tolerance for the independent variables. It follows that since there isn't a perfect relationship or correlation between every variable and the other variables in the study, the variable data does not demonstrate multicollinearity.

4.4.3 Uji Heteroscedasticity

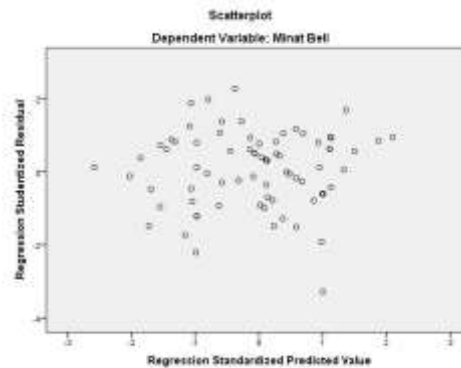


Figure 1. Heteroskedasticity Test Results

Based on Figure 1, The scatterplot graph's dots are randomly distributed above and below the number 0 on the Y axis (Regression Studentized Residual) and do not exhibit any discernible pattern. There is no heteroscedasticity, hence this regression model is suitable for usage.

4.5 HYPOTHESIS TESTING

Table 9. F test ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Say.
1 Regression	798.705	3	266.235	28.532	.000 ^b
Residual	737.150	79	9.331		
Total	1535.855	82			

- a. Dependent Variable: Purchase Interest
- b. Predictors: (Constant), Brand Image, Brand Royalty, Brand Awarness

Based on Table 9, it shows that the confidence level is 95%, $\alpha = 5\%$, the df 1 value is obtained from the number of variables-1 or $4-1=3$, and the df 2 value is obtained from $n-k-1$, where n is the number of data and k is the number of independent variables, then the result is $82-3-1=79$. Therefore, the F value from table 2.720 is obtained. The table results show that the calculated F value is 28.532, which is greater than the F table value of 2.720, or with a significance of 0.000, far below the probability value of 0.05. Therefore, there is very strong evidence that the independent variables (brand awareness, brand royalty, and brand image) are independent variables.

Table 10. T test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.423	2.752		2.334	.022		
Brand Awarness	.016	.105	.021	.156	.876	.343	2.918
Brand Royalty	.570	.131	.460	4.344	.000	.542	1.846
Brand Image	.216	.080	.330	2.708	.008	.410	2.439

a. Dependent Variable: Purchase Interest

Based on the data in table 10 it can be explained as follows:



1. It may be concluded that H1, or the first hypothesis, is rejected since it shows that brand awareness (X1) has no effect on purchasing interest (Y). The t-table value is 0.156, which exceeds the estimated t-value of 1.990 ($\alpha = 5\%$, $df = 79$). Aside from that, the significance value is 0.876, which is more than 0.05.
2. The calculated t-value is smaller than the t-table value, suggesting that the second hypothesis (H2) is accepted, namely $4,344 < 1,990$ ($\alpha = 5\%$, $df = 79$) and the significance value is $0.000 > 0.05$. brand royalty (X2) influences purchasing interest (Y).
3. It is plausible to conclude that H3, or the third hypothesis, is adopted because the estimated t value is greater than the t table value, namely $2,708 > 1,990$ ($\alpha = 5\%$, $df = 79$) and the significance value is $0.008 < 0.05$. brand image (X3) influences purchasing interest (Y).

4.5.1 Coefficient of Determination

Table 11. Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.502	3.055

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

b. Dependent Variable: TOTAL_Y

Table 11 indicates that the coefficient of determination is 0.520, or 52%, Brand awareness, loyalty, and image are independent factors that account for 48% of purchase interest. This model's independent variables may explain 52% of the variation in the dependent variable, The remaining 48% is influenced by factors not considered in the model.

4.5.2 Multiple Linear Analysis Test

Table 12. Multiple Linear Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.423	2.752		2.334	.023
TOTAL_X1	.016	.105	.021	.156	.876
TOTAL_X2	-.570	.131	-.460	-4.344	.000
TOTAL_X3	.216	.080	.330	2.708	.008

a. Dependent Variable: TOTAL_Y

Based on Table 12, it is known that the regression equation formed is:

$$Y = 6.423 + 0.016 X1 + 0.570 X2 + 0.216 X3$$

Information:

- Y = Interest in Buying
- X1 = Brand Awareness
- X2 = Brand Loyalty
- X3 = Brand Image

From this equation it can be explained that:

1. If the independent variable is zero (constant), the dependent variable is 6.423.
2. Variable X1 has a positive (+) regression coefficient of 0.016, indicating that as variable X1 grows, so does variable Y, and vice versa.
3. The regression coefficient value for variable X2 is positive (+) at 0.570, As a result, variable Y will drop while variable X2 increases, and vice versa.
4. The positive (+) regression coefficient value for variable X3 is 0.216, As a result, variable Y will drop while variable X3 increases, and vice versa.

5. CONCLUSION

The goal of this study is to determine how brand image, brand royalty, and brand awareness influence customers' willingness to purchase skincare items on Lazada. The research's conclusions are as follows:

1. The calculated t value is greater than the t table value, namely 0.156 greater than 1.990 ($\alpha = 5\%$, $df = 79$). As a result, H1, or the first hypothesis, is disproved, demonstrating that





brand awareness (X1) has no bearing on purchase interest (Y). As a result, H1 is approved and H0 is refused. We can conclude that interest in making a purchase is positively impacted by brand awareness (X1).

2. The calculated t value is smaller than the t table value, namely $4,344 < 1,990$ ($\alpha = 5\%$, $df = 79$) and the significance value is $0.000 < 0.05$. It can be concluded that H2 or the second hypothesis is rejected and H0 is accepted, which means there is no influence of Brand Loyalty (X2) on buying interest (Y). Therefore, it can be concluded that there is no influence of brand loyalty on interest in purchasing synthetic skincare at Lazada.
3. The calculated t value is greater than the t table value, namely $2,708 > 1,990$ ($\alpha = 5\%$, $df = 79$) and the significance value is $0.008 < 0.05$. It can be concluded that H3 or the third hypothesis is accepted. the positive influence of brand image (X3) influences purchasing interest (Y).

REFERENCES

- Astuti, W. T. (2023). The Influence of Brand Image, Brand Love, And Brand Trust On Brand Loyalty In Local Coffee Shop Brand Names. *Journal Research of Social Science, Economics, and Management*, 2(12). <https://doi.org/10.59141/jrssem.v2i12.512>
- Dwipa Premesti, A., Aminah, S., Pembangunan, U., Veteran, N. ", & Timur, J. (2023). The Influence of Brand Image and Online Customer Review on Purchasing Decisions in the Lazada Marketplace Pengaruh Brand Image dan Online Customer Review Terhadap Keputusan Pembelian di Marketplace Lazada. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 5).
- Ega Susanto, S., DaengToto, H., Krisnanto, B., & We Tenri Fatimah Singkeruang, A. (2022). Point of View Research Management The Influence of Brand Loyalty and Brand Image on Customer Satisfaction. In *Point of View Research Management* (Vol. 3, Issue 1). <https://journal.accountingpointofview.id/index.php/povrema>
- Mutiara Dini, A., & Abdurrahman, A. (n.d.). The Influence Of Social Media Marketing On Purchasing Decisions Is Influenced By Brand Awareness In Avoskin Beauty Products. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- <https://www.watsons.co.id/id/blog/skincare-id/manfaat-skincare-series-skintific-5x-ceramide-untuk-kulit-wajah>
- Apriliani, H. N., & Setyawati, H. A. (n.d.). Pengaruh Electronic Word of Mouth, Brand Image, dan Brand Trust terhadap Keputusan Pembelian Produk Moisturizer Skintific (Studi pada Masyarakat Kabupaten Kebumen). In *Jurnal Ilmiah Mahasiswa Manajemen* (Vol. 5, Issue 3). <https://jurnal.universitaspurabangsa.ac.id/index.php/jimmba/index>





- Daud, I., 1✉, C., Hayat, M., & Pakpahan, A. (n.d.). Perceived Quality dan Brand Trust pada Konsumen Produk Olahraga. *INNOVATIVE: Journal Of Social Science Research*, 3, 4607–4620. <https://j-innovative.org/index.php/Innovative>
- Illahi, S. K., & Andarini, S. (2022). Pengaruh Brand Image terhadap Brand Equity melalui Brand Loyalty Provider Telkomsel di Surabaya. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(2), 653–663. <https://doi.org/10.47467/alkharaj.v5i2.1250>
- Lubar Prastowo, S., Studi Manajemen, P., & Ekonomi dan Bisnis, F. (n.d.). Apakah brand awareness mampu memoderasi promosi, kualitas produk dan inovasi terhadap keputusan pembelian? In *Jurnal Inspirasi Bisnis dan Manajemen* (Vol. 6, Issue 2). <http://jurnal.unswagati.ac.id/index.php/jibm>
- Luh, N., Sari, G., Astuti, D., Gde, I., Surya, D., Widhyadanta, A., Sari, R. J., Kunci, K., Merek, C., Merek, K., & Pembelian, K. (2021). E-JURNAL EKONOMI DAN BISNIS UNIVERSITAS UDAYANA. 10(10), 897–910. <https://ojs.unud.ac.id/index.php/EEB/>
- Manihuruk, B. K., Kunci, K., Produk, K., Pelanggan, K., & Pelanggan, L. (2023). Analisis Kualitas Produk Dan Promosi Terhadap Loyalitas Pelanggan Dengan Kepuasan Sebagai Variabel Intervening Pada Pt Shopee Indonesia (Vol. 1, Issue 1). https://ejournal.uhn.ac.id/index.php/business_management
- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 11(1), 32–46.
- Salam, A., & Sukiman, S. (2021). Pengaruh Green Marketing dan Brand Awareness Terhadap Keputusan Pembelian Konsumen Produk Merek Aqua. *Jurnal Ilmu Manajemen*, 11(1), 69. <https://doi.org/10.32502/jimn.v11i1.3427>
- Saputra, A. (n.d.). Pengaruh brand awareness dan promosi online media sosial instagram terhadap minat beli konsumen di kota batam.
- Suhyar, S. V., & Pratminingsih, A. (2023). The Influence of Live Streaming and Trust on Impulsive Buying in The Purchase Of Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintificid 2 *Corresponding Author. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 2). <http://journal.yrpiaku.com/index.php/msej>
- Wicaksono, R. A., Ayu,) ;, Octavia, N., Moch,) ;, & Aprianto, S. (2023). pengaruh harga, kualitas produk, dan citra merek terhadap keputusan pembelian indomie di semarang. *jurnal ilmiah bidang ilmu ekonomi*, 21(1), 423–432.

