Analysis Of The Impact Of Brand Awareness On Brand Loyalty In The Use Of E-Wallets Through Purchase Intentions

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ABSTRACT

The development of non-cash transactions in Indonesia has received a fairly positive response especially with the presence of e-wallets in Indonesia, the majority of which are local products. E-wallet is a stored value or prepaid product where a record of funds or "value" available to the consumer is stored on the consumer's electronic device. OVO, GO-PAY, and DANA are present in Indonesia which incidentally they cover the majority of the e-wallet market in Indonesia. Therefore, consumer brand awareness of the three brands is quite potential, as evidenced by the e-wallet market coverage they have gained, but the loyalty of using e-wallets to the three brands is still not clearly known, the purpose of this study is to determine whether the brand awareness possessed by the three e-wallet brands affects brand loyalty through purchase intentions. Researchers collected a sample of 120 data and the sample obtained in this study was obtained through distributing questionnaires. Research is a quantitative type of research using descriptive type, and the scale used is a Likert scale, in this study also uses SEM analysis. In testing this research, researchers used 2 types of goodness of fit testing, namely measurement outer, and inner models and conducted mediation testing with the VAF method, this study used the SMARTPLS 3 Professional 3.3.2 tool. The results of this study indicate that the brand awareness variable has a significant effect on the brand loyalty and purchase intention variables, but the purchase intention variable is only able to carry out the mediation function partially. In further research, it can be expected to conduct a more in-depth discussion by modifying the variables so that the research can be more in-depth.

Keywords: Brand Awareness, Purchase Intention, Brand Loyalty, E-Wallet

BACKGROUND

In the current era, there have been many changes that have occurred from something difficult to easy, and from something complex to a unity that looks simple. In addition to some of these things, there are also many changes that are evenly distributed as a whole, both culturally, economically, and politically and technology in the internet field, one of which greatly impacts the lives of the wider community in general, namely in terms of the economy, as well as technological developments in the internet field. From some of these changes, it can be said that the role in the internet field has changed everything related to human habits.

The development of technology in the field of internet, especially in Indonesia, is quite fast and also very good in recent years. This development has also made changes in several vital sectors that affect the behaviour of people in Indonesia in their daily activities. When compared, the development that occurred before was quite far when in the past where people could only rely on everything with conventional things.Today, we can see the significant difference, and many of them have even made it a new trend in people's lives. Starting from work, economic activities (buying and selling), health, education, telecommunications, and others. This has become an inevitable situation at this time. That is what makes the development of the internet quite rapid because there is an obligation in every element of society to implement it and also learn it in fulfilling their daily needs.

In 2020, research conducted by HOOTSUITE and We Are Social entitled "Global Digital Reports 2020" states that almost 64% of Indonesia's population already has full access to the internet. The research states that the number of internet users in Indonesia as of January 2020 has reached 175.4 million people out of a total population of Indonesia of around 272 million. Then when compared to 2019, it increased by around 17% or around 25 million users. During 2019, Indonesians accessing the internet aged 16 years to 64 years had an average access time of around 7 hours 59 minutes, which shows that Indonesia surpasses global internet users who have an internet usage time of around 6 hours 43 minutes.
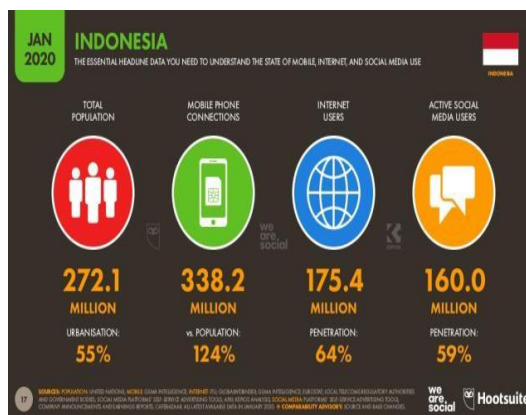

Figure 1. 1 Statistics Data HOOTSUITE dan We Are Social (Hasil Survey 2020)
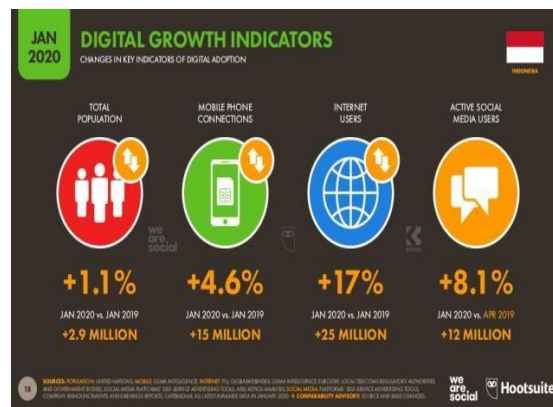(We Are Social, 2020)

Figure 1. 2 Statistics Data HOOTSUITE dan We Are Social (Hasil Survey 2020)
(We Are Social, 2020)

Due to the increasing number of internet users in line with developments and innovations in economic activities, there is a surprising innovation in Indonesia, namely the emergence of digital payment methods or commonly known as e-wallets. This innovation is clearly a new thing for all Indonesian people in the order of public spending, especially in payment methods. An e-wallet is a stored value or prepaid product in which a record of funds or "value" available to the consumer is stored on an electronic device belonging to the consumer. The electronic value is purchased by the consumer (for example, in the way that other prepaid instruments such as traveller's cheques might be purchased) and is deducted each time the consumer uses the device for a purchase transaction. Traditional electronic payment transactions such as with debit or credit cards typically require online authorisation and involve debiting the consumer's bank account after making the transaction (Usman, 2017).

In this case Proximity Mobile Payment (PMP) requires the proximity of consumers to be close to merchants (Humbani and Wiese, 2017) where transaction credentials are stored on mobile phones and exchanged in close proximity using barcode scanning or radio frequency identification (RFID) technology . That is, there is a direct interaction between buyers and sellers who are physically close to each other. Here, the consumer holds a smartphone at the checkout terminal to pay with one of their digital valuables.

Each e-wallet provider in Indonesia applies different mechanisms. However, when viewed in general, these e-wallet providers have characteristics that tend to be the same. For example, when someone wants to make a payment, they must first deposit some money into their e-wallet provider. Only then can make the desired transaction, either payment through a QR code or using a machine from the e-wallet provider to enter a mobile phone number. This is because the provider connects the e-wallet owned to the user's mobile phone number which is certainly connected to the internet network (Qasim et al., 2020).

From several e-wallet providers, researchers chose 3 of the several providers in Indonesia. In this study, researchers chose OVO, GO-PAY, and DANA. The reason why researchers chose these three providers when compared to other providers is because these products are quite popular. In the GO-PAY market absorption, it has the highest absorption rate, which is around 60% of the overall e-wallet market in Indonesia with repeated use of around 53% in addition to the use of GO-PAY as the first choice of around 55%. Meanwhile, OVO obtained a market absorption rate of 29% of the overall e-wallet market in Indonesia with recurring use of 53% and use as the first choice of 55%. In DANA, the numbers obtained are not as large as its competitors due to its relatively new existence in the e-wallet market in Indonesia. The number

they get is 9% of the overall e-wallet market in Indonesia, around 11% of people choose DANA as their first choice and 11% are also used repeatedly by the public (Devita, 2020).

Starting from OVO is an e-wallet application provider in Indonesia. OVO is a smart application that makes it easy for people to make transactions (OVO Cash) and also provides greater opportunities to collect points in many places (OVO Points). OVO is the only one that implements this point system, where, every shopping that supports OVO has an OVO cashback mark and the cashback can be spent on the next shopping activity (OVO, 2020).

OVO was founded in 2006 with PT Visionet Internasional which was formed by PT Multipolar Tbk whose purpose was to fulfil the needs of EDC (Electronic Data Capture). OVO started its journey in 2016 as an e-wallet provider application that offers an integrated payment system and loyalty points with the full support of the lippo group, but they only received permission from Bank Indonesia in 2017 (bi.go.id, 2020) Then then GO-PAY is an e-wallet application that is systematically different from the majority of e-wallet providers, namely gopay is not a stand-alone application but GO-PAY is integrated with GO-JEK, an application that offers online transportation services in the form of motorbikes and taxis. GO-PAY has always been integrated with the gojek application but in practice it is no different from the e-wallet provider.

GO-PAY is basically a service product from gojek in the context of GO-JEK wanting to improve its integration with other GO-JEK services, with the existence of GO-PAY consumers feel at ease with the existence of GO-PAY and support the cashless programme that was being discussed at the beginning of 2017, but it can be said that GO-PAY is a pioneer in this e-wallet provider application. It is proven that GO-PAY has received a licence from Bank Indonesia since 2014 (Devita, 2020).

DANA is an e-wallet application provider, DANA is a new form of payment. DANA can perform various kinds of electronic transactions through various available services, such as DANA balances, bank transfers, credit cards, and also cash deposits to minimarkets. (dana.id, 2020) DANA was founded in 2017 which is a business startup in Indonesia whose services allow people to make transactions non-cash and also not with cards like the majority of other cashless payment providers. The concept of DANA is more or less similar to other e-wallet providers, which can be used offline and online, which they call an open platform.

In 2016 DANA received permission from Bank Indonesia and also OJK to operate as an e-wallet provider in Indonesia (Catriana & Setiawan, 2020). In addition to brand awareness of e-wallets, what is interesting to examine more deeply is the factor of brand loyalty, because of the many promos provided by e-wallet providers in Indonesia, many consumers are quite tempted to try to use between providers with each other in transactions.

The selection of this brand loyalty variable in the e-wallet sector is based on the curiosity of researchers about how loyal consumers of e-wallet users from these three platforms are and is supported by the results of previous research showing that brand loyalty is very well influenced by perceived quality, brand image, and brand trust (Gunadi et al., 2017).

In other studies, there are several variables that affect this brand loyalty variable, the differences that occur from this study are theoretical due to differences between the indicators of brand loyalty used (Sugiama et al., 2017). In addition, in other studies there are also conceptual differences. When viewed from the framework, there are differences in the placement of the variables used in previous studies with this study (Suwanto, 2019). Then in previous research (Agatha & Widiartanto, 2020) there were differences from the theoretical differences in brand loyalty which stated that "brand loyalty is a measure of consumer loyalty" while in this study brand loyalty is a process that consumers go through with repeated purchasing behaviour.

The reason why researchers choose brand awareness variables from the many independent variables that have been previously researched, namely researchers want to see how far the role of strong brand awareness will affect brand loyalty in the use of e-wallets, especially in this case e-wallets require vital data in terms of self-verification of users in order to avoid criminality.

Therefore, the role of brand awareness is quite likely to be used as a consumer reference in trusting a brand, of course, the sense of security and comfort generated from brand awareness can have the opportunity to be one of the factors of consumer interest in being loyal to this e-wallet brand.

If we look at the current conditions, many have moved cashless transactions plus in the midst of this pandemic, the presence of this e-wallet is quite helpful to the community and also besides that e-wallets have become increasingly popular in the community during this pandemic the value of transactions that occur in e-wallets has increased by 44% (Catriana & Setiawan, 2020). With a significant increase in transactions, people are interested in using e-wallets which are quite increasing along with the fame generated by this e-wallet. Therefore, researchers put the purchase intention variable as a mediating variable on brand loyalty, referring to the opinion put forward by (Chakraborty, 2019) stating that brand equity is a vital indicator in purchase intention, in brand equity there is one part of it, namely brand awareness and also brand loyalty in it, therefore the role of the mediating variable of purchase intention is expected to provide a fairly good indirect influence on the effect of brand awareness on brand loyalty. Based on the background described above and in detail, it encourages researchers to examine "ANALYSIS OF THE IMPACT OF BRAND AWARENESS ON BRAND LOYALTY ON E-WALLET USE THROUGH PURCHASE INTENTION".

Problem Formulation
1.Does brand awareness affect brand loyalty?
2.Does purchase intention affect brand loyalty?
3.Does brand awareness affect purchase intention?
4.Does brand awareness affect brand loyalty through purchase intention?

RESULTS AND DISCUSSION
The results of data analysis from research subjects of e-wallet users who use brands (OVO, GO-PAY, and DANA) using statistical data processing tools with the SMARTPLS Professional 3.3.2 software application. The data processed is data generated from distributing questionnaires to 120 respondents.Evaluasi *Measurement (Outer) Model*
The following measurement results for validity and reliability tests, model determination coefficients and path coefficients for the equation model, can be seen in the following figure
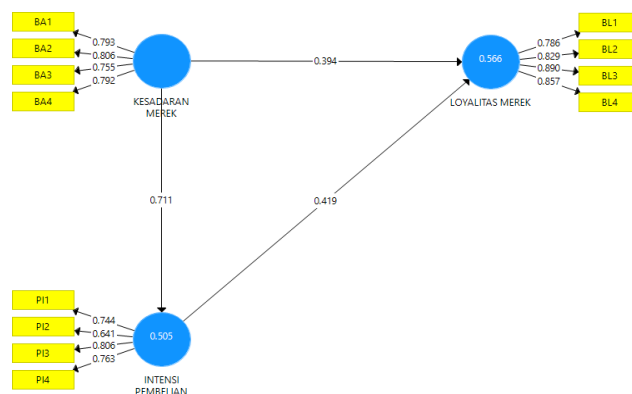

Figure 4. 6 Measurement Outer model

Convergent Validity

Table 4. 1 Constructs AVE

Construct	Average Variance Extracted (AVE)
Brand Awareness	0,619
Purchase Intention	0,549
Brand Loyalty	0.708

Convergent validity in this research measurement model using a reflective model is assessed based on the loading factor of each indicator on each variable that measures each construct in this study. In this study there are 3 constructs with 4 indicators each in it with an assessment in the form of a scale of 1 to 5 (Likert scale), the following are the results of factor loading from each indicator

Table 4. 2 Indicator Loading Factors

Indicator	Loading Factor
BA 1	0,793
BA 2	0,806
BA 3	0,755
BA 4	0,792
PI 1	0,744
PI 2	0,641
PI 3	0,806
PI 4	0,763
BL 1	0,786
BL 2	0,829
BL 3	0,890
BL 4	0,857

Based on the two tables above, it can be explained as follows:
a In the brand awareness construct can be measured using indicators BA 1- BA 4, all indicators state a factor loading value above 0.5 and also an AVE value that is above 0.5
b In the purchase intention construct, it can be measured using indicators PI 1- PI 4, all indicators state a factor loading value above 0.5 and also have an AVE value that is above 0.5
c In the brand loyalty construct, it can be measured using the BL 1- BL 4 indicators, all indicators state a factor loading value above 0.5 and also an AVE value that is above 0.5.
Based on the above results, it can be concluded that all constructs contained in this study have a convergent validity value that is quite good and meets the requirements, which is above 0.5.

Discriminant Validity
The test on discriminant validity is carried out with the aim of proving whether the indicators of each construct contained in this study will have the largest loading factor on the construct formed by it compared to the loading factor with other constructs, the test can be seen in the following table

Table 4. 3 Value of Cross Loading

Indikator	BA	PI	BL
BA 1	**0,793**	0,498	0,516
BA 2	**0,806**	0,460	0,561
BA 3	**0,755**	0,618	0,547

BA 4	**0,792**	0,637	0,786
PI 1	0,501	**0,744**	0,556
PI 2	0,416	**0,641**	0,387
PI 3	0,530	**0,806**	0,559
PI 4	0,633	**0,763**	0,549
BL 1	0,501	0,568	**0,786**
BL 2	0,522	0,574	**0,829**
BL 3	0,620	0,602	**0,890**
BL 4	0,671	0,610	**0,857**

Based on the table above, it shows that the cross loading value shows that there is quite good discriminant validity because the correlation value produced by each indicator in each construct is better or higher in value when compared to the value of other constructs which are in fact constructs of other indicators. For example, the BL 1 indicator has a result of 0.786, which means that the value is much higher when compared to BA (0.501) and with PI (0.568).

Composite Reliability* and *Cronbach's Alpha

In addition to several tests related to construct validity, there is also a test of construct reliability through measuring composite reliability and also Cronbach's alpha based on the indicator column that measures the construct. The following are the results of these tests on smart PLS 3:

Table 4. 4 *COMPOSITE RELIABILITY* and *CRONBACH'S ALPHA*

Construct	*Composite Reliability*	*Cronbach's Alpha*
Brand Awareness	0,796	0,795
Purchase Intention	0,739	0,726
Brand Loyalty	0,868	0,862

Constructs can be declared reliable if they have a composite reliability value above 0.7 and also have a Cronbach's alpha value above 0.6. Based on the results of this study, the results state that all constructs have a composite reliability value above 0.7 and also have a Cronbach's alpha value above 0.6. So thus in this study the constructs contained in this study have good enough reliability.
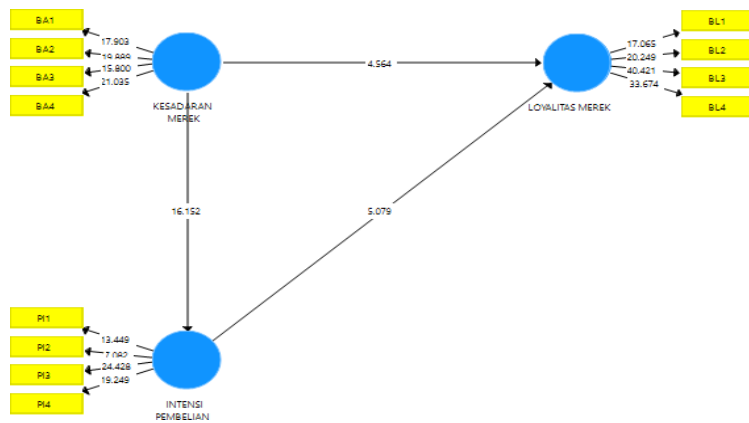
Measurement Inner Model Evaluation

Figure 4. 7 Result of Bootstraping PLS

Based on the bootstrapping results above, you can see and also assess the significance in the prediction model in structural model testing, it can be seen in the path coefficient table and also the R Square value in the output obtained in the following table

Table 4. 5 *R SQUARE*

Variable	*R Square*	*R Square Adjusted*
Purhase Intention	0,505	0,501
Brand Loyalty	0,566	0,559

Based on the table above, which contains the R square value above 0.5 on all endogenous constructs, it can be stated that the two endogenous constructs in this variable are strong.

Table 4. 6 *PATH COEFFICIENTS*

Variable	Original Sampel	Sampel Mean (M)	*Standard Deviation (STDEV)*	T Statistics (|O/STDEV|)	*P Values*
Brand Awareness - > Purchase Intention	0.711	0,714	0,044	16,152	0,000
Purchase Intention - > Brand Loyalty	0,419	0,432	0,083	5,079	0,000
Brand Awareness - > Brand Loyalty	0,394	0,389	0,086	4,564	0,000

Table 4. 7 *Path Coefficients* OVO user

Variable	Original Sampel	Sampel Mean (M)	*Standard Deviation (STDEV)*	T Statistics (|O/STDEV|)	*P Values*
Brand Awareness - > Purchase Intention	0.479	0,506	0,134	1,775	0,076

Purchase Intention -> Brand Loyalty	0,737	0,739	0,129	3,707	0,000
Brand Awareness -> Brand Loyalty	0,239	0,233	0,120	6,121	0,000

Tabel 4. 8 *Path Coefficients* GO-PAY user

Variable	Original Sampel	Sampel Mean (M)	*Standard Deviation* (STDEV)	T Statistics (|O/STDEV|)	*P Values*
Brand Awareness -> Purchase Intention	0,471	0,535	0,144	3,280	0,001
Purchase Intention -> Brand Loyalty	-0,009	-0,020	0,016	0,562	0,574
Brand Awareness -> Brand Loyalty	1,004	1,001	0,012	87,039	0,000

Tabel 4. 9 *Path Coefficients* DANA user

Variable	Original Sampel	Sampel Mean (M)	*Standard Deviation* (STDEV)	T Statistics (|O/STDEV|)	*P Values*
Brand Awareness -> Purchase Intention	0,807	0,820	0,067	12,023	0,000
Purchase Intention -> Brand Loyalty	0,070	0,161	0,390	0,180	0,857
Brand Awareness -> Brand Loyalty	0,737	0,671	0,362	2,037	0,042

Hypothesis Testing
Hypothesis Testing H1
In hypothesis H1 as a whole states that brand awareness affects brand loyalty, therefore it must be tested first by looking at the values that have been presented in the table above. The table above states that the original sample estimate is 0.394 with a P value of <0.05, then when viewed from the t statistical value, it states that it is 4.564, which is greater than the t table value of 1.96, which means that the brand awareness variable has a positive effect of 45.64% on brand loyalty. Then in the path coefficients table for OVO and DANA users, the results are more or less similar to the overall H1 hypothesis test, namely Ha for OVO, GO-PAY, and DANA users is accepted with each t statistical value, namely; 6.121, 87.039, 2.037. The statistical t value is> 1.96 (t table) and also the P value is <0.05, here are the details of each; 0.000, 0.000, 0.042. Therefore Ha for OVO, GO- PAY, and DANA users is accepted. This is in line with previous research which states the result that brand awareness can have a positive effect on brand loyalty. Based on partial hypothesis testing the effect of brand awareness on brand loyalty. So partially there is a positive and significant influence between brand awareness and brand loyalty. This

means that when consumers are loyal, they will automatically be aware (Fatikhyaid et al, 2019)**.**
H2 Hypothesis Testing
In hypothesis H2 as a whole states that purchase intentions affect brand loyalty, therefore testing can be done by looking at the data that has been presented in the table above. The table above states that the original sample estimate is 0.419 with a P value of <0.05, then when viewed from the t statistical value of 5.079 which means greater than the t table value of 1.96 which can be interpreted that the purchase intention variable has a positive effect of 50.79% on brand loyalty. So with the value that is owned in this hypothesis, it can be stated that Ha as a whole is accepted In the H2 hypothesis test for OVO users, it shows more or less similar results, namely with a statistical t value> 1.96 (t table) and also a p value <0.05, therefore it is stated that Ha for OVO users is accepted Meanwhile, GO-PAY, and DANA users state different things, namely with their respective statistical t values; 0.562, 0.180. With this, the statistical t value is not more than 1.96 (t table) then the value of the two p values is not less than 0.05, with their respective values, namely; 0.574, 0.857, therefore Ha for GO-PAY and DANA users is not accepted. The acceptance of Ha as a whole is in line with previous research which states similar results to the results of the hypothesis testing above that purchase intentions with comprehensive, emotional, and behavioural components have a significant influence on brand loyalty (Khammuang et al, 2019). Thus it can be concluded that purchase intentions have an influence on brand loyalty.

Hypothesis Testing H3
In hypothesis H3 as a whole states that brand awareness affects purchase intention, testing can be done by looking at the results of the bootstrapping that has been presented in the table above. In the table above, the original sample estimate is 0.711 with a P value of <0.05, then when viewed from the t statistical value, it states that it is 16.152, which means it is greater than the t table value of 1.96, which means that the brand awareness variable has a positive effect of 161.52% on purchase intention. Then the hypothesis test on GO-PAY and DANA users shows the final test results that are more or less similar to the overall H3 hypothesis test, namely with their respective t statistical values, namely; 3.280, 12.023, the value of both has shown> 1.96 (t table) and also besides that the value of the P value <0.05, with a value of; 0.001, 0.000 respectively. Thus Ha for GO-PAY users, and DANA is accepted However, the hypothesis test on OVO users shows different results, namely for the value of the t statistic is not more than 1.96 and also the value of the P value is not less than 0.05, therefore for OVO users Ha is not accepted The overall hypothesis test results are in line with the results of previous studies with the results of the hypothesis test above, namely the brand awareness variable has an influence on the purchase intention variable (Rostikawati, 2019), so it can be concluded that the brand awareness variable has a direct influence on the purchase intention variable in this study conducted by the researcher.

Hypothesis Testing H4
Based on hypothesis 4, namely H4: the mediating function of purchase intention is significant for brand awareness in influencing brand loyalty. Therefore, in testing mediation in this study using the method of VAF (Variance Accounted For). Testing can be done by looking at the results of the direct effect shown by variable X to Y and also the indirect effect shown by variable X through the mediating variable to variable Y.
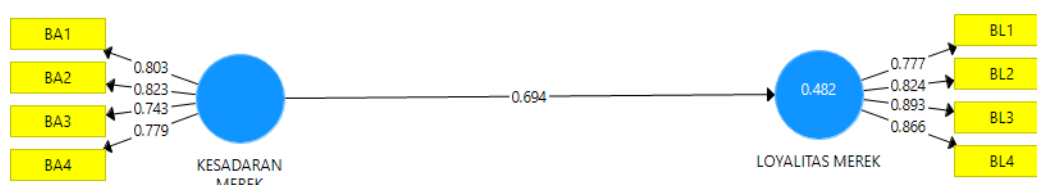
Figure 4. 8 Direct Effect Mediation Test

Based on the results of the direct effect in the figure above, the result is that a = 0.694, although all variables are first seen whether they meet the requirements for the AVE value or the P value and also the t statistical value which exceeds 1.96 so that it can be confirmed that both are significant and can be calculated into the formula.

Figure 4. 6 Measurement Outer Model
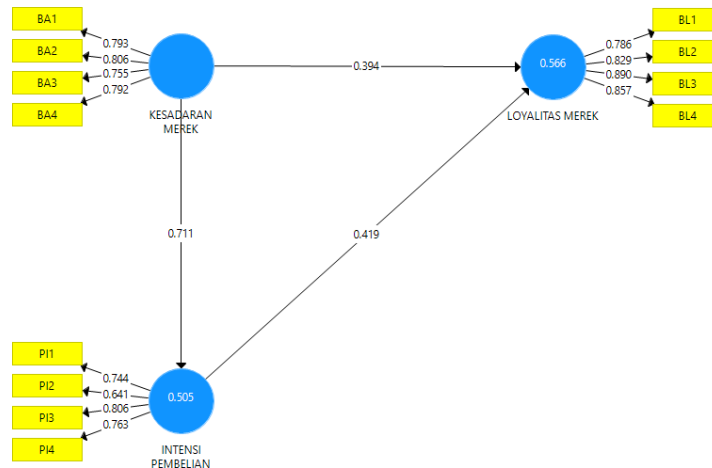
Then in knowing the value of the indirect effect is in the picture above is a picture that has done both goodness of fit tests, namely by measuring the outer and inner models and all of them are significant and qualified. For the values of b and c seen in the picture above are b = 0.711 and c = 0.394, therefore the indirect effect can be obtained from the formula b x c = c', namely 0.711 x 0.394 = 0.280.

The next step is that it can be calculated referring to the VAF formula, namely,

$$VAF = \frac{Undirect\ effect}{Direct\ Effect + Undirect\ Effect}$$

$$VAF = \frac{0,280}{0,694 + 0,280}$$

$$= 0,28$$

Based on these results, the results of the VAF state that the mediation function only runs as partial mediation because the VAF value is only worth about 28%. Thus the purchase intention variable is not able to carry out its mediation properly and fully in mediating the effect of the brand awareness variable on the purchase intention variable, therefore hypothesis 4 is not accepted.

If the overall H4 hypothesis test also applies to OVO, GO-PAY, and DANA users, each of them also shows more or less the same results as the overall H4 hypothesis test, namely the mediation function generated by Purchase Intention is only partial with a mediation function of; 15.3%, 32.1%, 42.6% respectively. This value is still unable to fully achieve the mediation function, which is 80%.

Conclusion

1. The results of the H1 hypothesis test state that brand awareness has a significant influence on brand loyalty in using e-wallets. This states that with the brand awareness of the good OVO, GO-PAY, and DANA e-wallet brands, brand loyalty can be created from consumers because with the quality of the level of strong awareness of a brand to its consumers, it is very easy to stick to and also creates a sense of loyalty to a brand, especially if the brand is able to create a culture of using their products in the daily lives of their loyal consumers, in this study this specifically happened to the e-wallet brands (OVO, GO-PAY, and DANA) as a whole.

2. The results of the H2 hypothesis test state that brand awareness has a significant influence on purchasing intentions from using e-wallets. This states that the existence of good brand awareness is able to create purchase intentions. of a product and in this study occurred in the use of e-wallets on brands (OVO, GO-PAY, and DANA) as a whole. With good awareness of a brand that has been attached to the community, potential consumers tend to intend to use e-wallet products from that brand when they need it. Therefore, purchase intentions can occur due to brand awareness that has been well built in the community by the brand.

3. The results of the H3 hypothesis test state that purchase intention has a significant effect on brand loyalty. This can happen because when the intention to use has arisen and consumers feel right about the decision, then from that consumers will decide to be loyal to the brand, even though behind the decision there are of course several obstacles, but in this study on purchasing intentions towards the use of e-wallets on the OVO, GO-PAY, and DANA brands the results state that purchasing intentions are able to influence their loyalty to the use of the three e-wallet brands.

4. The results of the H4 hypothesis test state that the mediation function shown by purchase intention on the indirect effect provided by brand awareness on brand loyalty is only a partial mediation, not a full mediation as in the initial hypothesis given in H4 as a whole, therefore hypothesis H4 is not accepted or reject

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