

Brand Awareness and Perceive Quality in Mandarin Course Usage Decision: A Perspective at Xin Miao Language Centre

Febrianus

Master Business Management, Portman College, Selangor, Malaysia

ABSTRACT

This research aims to analyze Brand Awareness and Perceive Quality in Mandarin Course Usage Decision: A Loyalty Perspective at Xin Miao Language Centre. This research is a quantitative study of a population of users of Mandarin language course services at the Xin Miao Chinese Language Center Chinese Language Education Institute, with 100 respondents as users of course services. The analysis technique used is structural equation models (SEM) using the IBM SPSS Amos 24 application. The results of this research show a positive and significant influence between brand awareness and service use decisions, perceived quality on service use decisions, brand awareness on loyalty, and brand awareness and perceived quality influences purchasing decisions directly through loyalty.

KEYWORDS: Brand Awareness; Perceive Quality; Loyalty

How to cite this paper: Febrianus "Brand Awareness and Perceive Quality in Mandarin Course Usage Decision: A Perspective at Xin Miao Language Centre" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-8 | Issue-3, June 2024, pp.267-276, URL: www.ijtsrd.com/papers/ijtsrd64849.pdf



Copyright © 2024 by author (s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



INTRODUCTION:

The importance of speaking Mandarin has resulted in many Mandarin language teaching institutions being established, resulting in competition in the business world. Consumers are faced with various considerations when choosing a Mandarin language educational institution, one of which is based on brand awareness and the perceived quality of a Mandarin language educational institution. Competition between existing Mandarin language educational institutions is getting tighter, forcing companies to achieve a competitive advantage in order to win the competition and maintain a loyalty perspective.

Brand awareness is a brand image in consumers' memories that gives rise to positive brand assessments and can strengthen consumer loyalty (Kotler, 2016: 583), so that it will encourage consumers to make repeat purchases.

Perceived quality, which was previously a weapon for companies to compete, can now also be generated by other companies. The field of consumer behaviour studies how individuals, groups, and organizations

choose, buy, use and utilize goods, services, ideas or experiences in order to satisfy their needs and desires. The perceived quality of consumers must be a concern, where the quality of consumer perceptions can help companies take action or use appropriate strategies, which can be used to attract loyalty perspectives from consumers.

The problem that is of concern at the Xin Miao Language Center is that brand awareness in its marketing is not yet optimal because, so far, it has only relied on the word-of-mouth system. Consumers who have used the Xin Miao Language Center will share their experiences and recommend the institution to their colleagues. The perception of good quality is not yet optimal because this Mandarin language educational institution teaches Taiwan-based Mandarin, which uses traditional characters,

so potential consumers will perceive it as difficult to learn. With brand awareness and good perceived quality, consumers will grow a sense of loyalty and perspectives towards the decision to use Mandarin language course services at the Xin Miao Language

Center again. They will be able to recommend it to potential new consumers.

LITERATURE REVIEW

A. Brand Awareness

Brand awareness is an intangible asset that includes brands, perceived quality, names, images, symbols and slogans that are long-lasting and are the key to competition (Aaker, 2013: 205). Meanwhile, according to Malik et al. in Pranata (2018:5238), brand awareness is the principal capital. It is crucial for companies because it is a factor that influences consumers in purchasing decisions.

David Aaker (2018:91) categorizes brand awareness into various levels, described below:

1. Top of Mind: This refers to the brand that comes to mind first when respondents are asked about a specific product. It employs a single-response question, allowing respondents to provide only one answer about this aspect.
2. Brand Recall: This involves recalling a brand that comes to mind after the first brand is mentioned by the respondent. Brand recall involves multi-response questions, where respondents provide answers without any assistance.
3. Brand Recognition: This level pertains to recognizing a brand; it measures a respondent's awareness about a brand with the help of cues, such as the product's characteristics.
4. Unaware of Brand: This represents the lowest tier in the brand awareness pyramid, where consumers are completely unaware of a brand's existence.

The different levels of brand awareness are structured in the form of a pyramid:



Source: (Aaker 2018:91)

B. Perceive Quality

According to Simamora (2004:102), perception is the process through which an individual selects, organizes, and interprets stimuli to form a meaningful and comprehensive view of the world.

Robbins (2019:97) defines perception as the process by which individuals organize and interpret their

sensory impressions to make sense of their surroundings.

From these definitions, it can be concluded that perception involves selecting, organizing, and interpreting input information and existing experiences, which are then analyzed to form a coherent and meaningful overall picture.

The factors that make perception vary in each facility, and they are the same because there are differences in our limited brain, so all stimuli can't be accommodated. This is influenced by personal factors and stimulus factors, which consist of (Simamora, 2004: 104):

1. Personal factors consisting of Past experiences, current needs, self-defence, adaptation
2. Stimulus factors: Stimulus characteristics play an essential role in grabbing consumers' attention, such as the law of contrast proposed by Weber in Simamora (2004: 107), which is based on other things from the surroundings and is more likely to get attention. These things can be created through different sizes, colours that stand out the most from the others, positions, uniqueness
3. Organizing factors: People tend to create an order for irregular things while organizing stimuli is done in three forms, including figures and backgrounds, grouping, problem-solving

Perceived quality is understood by customers as the overall quality or superiority of a product or service compared to their expectations, as outlined by Durianto (2011: 96). Tatik Suryani (2013:78) explains that perception is a complex psychological process that includes physiological elements. This process starts with the selection, organization, and interpretation of stimuli, enabling consumers to ascribe meaning to an object. Cleland & Bruno, cited in Simamora (2012: 132), highlight three key principles of perceived quality:

1. Consumer-perceived quality: This includes three primary dimensions: the product itself, its price, and non-product factors. Regarding the product, consumers have expectations about its standards. Price perception varies based on whether it is considered expensive or cheap, which depends on both the product and non-product attributes. The non-product aspects may include the product's reputation and the quality of after-sales service.
2. Existence of quality as perceived by consumers: If consumers perceive a product as good, it is deemed good, regardless of its actual quality. Decisions are made based on these perceptions, not necessarily on reality, thus underscoring the notion that perception is reality.

3. **Quality measured against competitors:** A product is considered of high quality if it compares favorably against similar products from competitors and is demonstrably superior.

Brands with strong perceived quality can leverage this advantage for brand extension. Products that are perceived as high quality are more likely to succeed than those perceived as inferior. Brand extension with a strong perception of quality enables the acquisition of an even larger market share (Durianto, 2011: 103).

Simamora (2012:135) said that the most important thing about product quality is objective quality and quality according to consumer perception (perceived quality). According to William J. Stanton in Danang (2014: 160), perceptions can be connected based on past experiences and stimuli received through the five senses.

Through the ability to perceive objects, a person obtains input in the form of knowledge of the quality of a product. If someone feels confident and interested in the quality of the product, then this can influence purchasing decisions.

Setiadi in Grace (2011:37) suggests two context dimensions of quality perception, namely product context and service context. In the context of the product, it consists of performance, features, conformity to specifications, reliability, durability, and ease of service, including the ability to handle problems, fit and finish. Meanwhile, in the context of service, it consists of tangibles, reliability, competence, responsiveness, and empathy.

Building a strong perceived quality needs serious attention so that companies can seize and conquer the market in each product category. Building a perception of quality must be followed by improving the actual quality of the product.

According to Durianto (2011:95), several things need to influence building perceived quality:

1. **Commitment to Quality:** Companies must dedicate themselves to delivering high-quality products and services and ensure this commitment is sustained over time.
2. **Quality Culture:** A company's commitment to quality should be embedded in its culture, influencing its behavioral norms and values. When faced with a choice between quality and other cultural elements, quality should always take precedence.
3. **Clear Standard Goals:** Objectives should be specific and clearly defined, not vague. Similarly, quality standards need to be clear, understandable, and prioritized to guide organizational efforts.

4. **Customer Input:** Companies need to continuously gather feedback from their customers through regular research to ensure the information they obtain is accurate, relevant, and current.
5. **Empowering Initiative in Employees:** Employees should be encouraged and empowered to take the initiative. They should be actively involved in creatively and innovatively solving problems that arise.

Durianto (2011: 97) identifies several indicators of perceived quality, including:

1. **Product Quality:** This encompasses a product's ability to perform its functions effectively, including attributes like durability, reliability, precision, ease of use, and ease of repair.
2. **Product Reputation:** This refers to the recognition and understanding that consumers have about a product, which is derived from factual knowledge about the product, the company, and situations involving both.
3. **Product Characteristics:** These are the distinct features of a product that differentiate it from its competitors and can be leveraged to meet consumer needs.
4. **Product Performance:** This relates to the essential qualities and performance standards of a product that determine its effectiveness..

C. Loyalty Perspective

The definition of Loyalty Perspective according to Giffin in Sangadji and Shopiah (2013: 104) means that loyalty is closer to the form of decision-making behavior in purchasing products or services continuously at a company, while Kotler (2016: 153) explains Loyalty Perspective as a commitment from consumers to future repurchases at a company. However, several influences can cause a shift in consumer behavior.

Satisfaction and loyalty are very close to perceived quality. A consumer can be loyal without feeling satisfied if they have few brand choices or be satisfied but not loyal because they have many alternative brands (Sukesi, 2013: 20). This statement is slightly contradictory to research conducted by Setiawan and JFX Susanto (2020: 34) that companies that can fulfil consumer desires tend to make consumers loyal and always interested in using the services provided. Consumers who feel that their wishes have been fulfilled will make continuous purchases from a company. Here, we can deduce that the presence of multiple alternative brands can impact consumer loyalty.

The term "loyal" inherently means faithful, and loyalty signifies a commitment that arises naturally from an individual's previous positive experiences rather than from coercion. Efforts to enhance consumer satisfaction are likely to affect consumer attitudes significantly. The concept of consumer loyalty further delves into purchasing behavior, emphasizing the commitment seen in repeat purchases, where consumers resist switching brands, even in the face of product scarcity. Consumers often voluntarily recommend the product or service to friends, family, or other consumers.

Rangkuti and Freddy (2015:60) describe the Loyalty Perspective as a consumer's allegiance to a company, brand, or product. Sutisna (2003:41) defines loyalty as a favorable attitude towards a brand manifested in consistent purchases over time.

Tjiptono (2016:110) views a Loyalty Perspective as a customer's commitment to a brand, store, or supplier, which is cemented by exceptionally positive experiences in long-term transactions. This suggests that brand loyalty results from a mix of satisfaction and complaint resolution. Moreover, customer satisfaction is derived from how effectively a company acts to foster satisfaction by reducing grievances, thereby encouraging long-term patronage.

Durianto (2011:4) states that loyal consumers will typically continue to purchase a brand despite the availability of numerous competing products that may offer superior features from various perspectives. When many consumers demonstrate such loyalty to a brand, it indicates substantial brand equity. Brand equity encompasses a set of assets and liabilities linked to a brand's name or symbol, which can enhance or diminish the value a product or service provides to both the company and its customers.

Types of Loyalty Perspective

According to Jill Griffin (2016:22), there are four types of Loyalty Perspectives that emerge when levels of engagement (low and high) are cross-classified with patterns of repeat purchases (low and high). These types are:

1. No Loyalty

Some consumers do not show loyalty or allegiance to any particular product or service for various reasons. This group is characterized by a low level of engagement and a low rate of repeat purchases, signifying no loyalty. Businesses generally should not target this group as their primary market because they are unlikely to become loyal customers.

2. Weak Loyalty

Also known as inertial loyalty, this type of loyalty is identified by a low level of engagement coupled with

high repeat purchases. Consumers in this category often make purchases out of habit or due to situational convenience. This type of loyalty is common with frequently used products or services, such as buying gasoline from a nearby station. Consumers with weak loyalty are susceptible to switching if competing products offer clear advantages. However, businesses can elevate this form of loyalty to a stronger level by actively engaging with customers and enhancing the perceived value of their products and services through improved maintenance of the services and facilities provided.

3. Hidden Loyalty

Hidden loyalty describes consumers who exhibit a relatively high degree of loyalty or attachment but have a low level of repeat purchases. This latent loyalty is often influenced more by situational factors than by personal preference. For example, a husband may prefer European cuisine, but if his wife dislikes it, he may only occasionally visit European restaurants, favoring instead places that offer dishes they both enjoy.

4. Premium Loyalty

This type of loyalty is observed when there is a high level of engagement combined with frequent repurchase activities. It is the ideal type of loyalty that all companies strive for. An example of premium loyalty can be seen in consumers who feel a sense of pride in discovering and using a product or service, and who are eager to share their experiences and recommend the product or service to friends, family, or others.

Characteristics of Loyalty Perspective

The Loyalty Perspective is a robust metric for forecasting sales growth and is defined by consistent purchasing behavior, as noted by Griffin (2016:31). Here are five key characteristics of the Loyalty Perspective that are crucial to consider:

1. Regular Repeat Purchases

Consumers consistently repurchase a specific product. For instance, enthusiasts of Harley-Davidson motorcycles typically purchase new models as they are released, often spending additional money to customize these bikes according to their preferences.

2. Purchasing Across Product Lines and Services

Consumers not only buy the primary product or service but also extend their purchases to include related product lines and services offered by the same company. An example is Harley-Davidson customers who buy not just the motorcycles but also Harley-Davidson accessories to complement their purchase.

3. Word-of-Mouth Promotion

Consumers actively discuss the merits and advantages of the product with others. For example, a long-time Harley-Davidson owner praises the motorcycle's quality and performance, influencing a friend to consider purchasing one based on the recommendation.

4. Resistance to Competitors

Consumers show loyalty by rejecting alternative products or services from competitors. For instance, Harley-Davidson enthusiasts typically show little interest in other brands of motorcycles, demonstrating a strong brand loyalty that rejects even the consideration of alternatives.

5. Asset to the Company

Loyal customers are considered valuable assets to a company, as their purchasing behaviors and attitudes towards the brand are indicators of future company growth. Their loyalty is a dependable indicator for predicting the company's performance and expansion.

These characteristics underline the importance of nurturing consumer loyalty, which not only enhances brand reputation but also ensures sustained business growth.

Loyalty Perspective Indicators

According to Hidayat (2009:103), the Loyalty Perspective is defined as a consumer's commitment to a market, characterized by a positive attitude and demonstrated through consistent repeat purchases. The indicators of the Loyalty Perspective include:

1. Trust: This reflects a consumer's confidence in the market.
2. Emotional Commitment: This is a consumer's psychological attachment to the market.
3. Switching Costs: These are the perceived difficulties or burdens consumers face when they consider changing products or services.
4. Word of Mouth: This involves promotional activities that consumers engage in to influence other market participants.
5. Cooperation: This behavior indicates a consumer's willingness to collaborate with the market.

D. Usage Decision:

Before implementing marketing strategies, companies need to understand their target consumers and their decision-making processes. A decision generally requires choosing between two or more alternatives, necessitating a selection from various possible actions.

Marius (2011:67) describes purchasing decisions as choices that typically involve selecting among various objects such as goods, brands, or places to shop. Essentially, consumers are choosing between alternative actions related to these objects.

Kurniawan (2015:13) explains that a purchasing decision is not just a single choice but a series of decisions made by the buyer.

Amirullah (2015:61) states that decision-making is a process of evaluating and selecting among various options based on specific interests to determine the most beneficial choice. Based on these insights, it can be concluded that consumer decisions involve actions taken by consumers to make purchasing choices for the products they prefer the most. Therefore, decision-making is an action aimed at solving problems and achieving goals in the most efficient and cost-effective way possible.

Overall, the buying process involves understanding the various factors that influence buyers, based on their role in the purchase and the decision to buy, highlighting that it is a complex series of decisions rather than a singular event..

According to Swastha and Handoko (2011: 103), three distinct roles are identified in decision-making processes:

1. Initiator: This is the individual who first suggests the idea of purchasing a specific product or service.
2. Influencers: These are people whose opinions or advice significantly impact the final decision-making process.
3. Decider: This person ultimately determines the outcomes of the purchasing decision, including aspects like whether to buy, what to buy, when to buy, how to buy, and where to buy.

Kotler (2016: 179) explains that purchasing decisions are actions taken by consumers to buy or not buy a product, influenced by various factors. When making these decisions, consumers typically consider aspects such as the quality, price, and public recognition of the product.

Setiadi (2013: 341) defines purchasing behavior as the activities of individuals directly involved in trading money for goods and services, which include a decision-making process. Schiffman and Kanuk (2013: 437) further elaborate that purchasing decisions involve both physical activities (direct consumer actions through stages of the decision process) and mental activities (where consumers evaluate the product against personal criteria).

If consumers are satisfied with a purchase, they are likely to buy again. However, dissatisfaction leads them to seek out additional information about alternative products. This cycle of evaluation and re-evaluation continues until consumers are satisfied with their purchase decisions. Decisions to modify, delay, or cancel purchases are significantly influenced by perceived risks, which vary based on the financial stakes, uncertainty about the product's attributes, and the level of consumer confidence.

To minimize these risks, consumers often develop routines such as avoiding decisions, gathering information from trusted sources, preferring domestic brands, or relying on warranties. Marketers need to understand the factors that contribute to consumer risk perceptions and offer adequate information and support to help mitigate these perceived risks.

According to Kotler and Armstrong (2014:250), buyers make five key usage decisions:

1. Product Selection

Consumers decide on which products to purchase based on whether these products provide the desired benefits for use or consumption and fulfill their wants or needs.

2. Brand Selection

Consumers choose which brand to buy. Each brand offers unique features; thus, companies need to understand the factors influencing consumer choices.

3. Dealer Choice/Selection

Consumers determine which purchasing channels to use, often influenced by factors like proximity, price competitiveness, inventory availability, shopping convenience, and more.

4. Purchase Timing

The timing of purchases can vary among consumers; some may purchase daily, weekly, every three weeks, monthly, annually, etc.

5. Purchase Amount

Decisions on the quantity of a product to purchase at one time can vary, with the potential for multiple purchases. Companies should be prepared to meet the varying demands of each buyer.

Usage Decision Indicators

According to Kotler (2013:223), the indicators of usage decisions include:

1. Purpose of Buying

Each consumer or prospective buyer should understand their objectives before making a purchase that meets their desires and needs.

2. Information Processing for Brand Selection

Prospective buyers typically seek out information about desired products, enabling them to select and evaluate trusted brands.

3. Confidence in a Product

Once a prospective buyer has chosen a product, they generally feel confident about their selection and proceed to make a purchase.

4. Providing Recommendations

Satisfied consumers often recommend the products they use or consume to others.

5. Making Repeat Purchases

Consumers who are pleased with their purchases are likely to buy the same products again.

HYPOTHESIS

This research uses brand awareness and perceived quality as independent variables, decisions as the dependent variable and loyalty perspective as the intervening variable.

Based on the theoretical and empirical studies that have been described, the following hypothesis can be drawn:

- H1. Brand Awareness (X1) influences the Decision to Use Services (Y) for Mandarin language courses at the Xin Miao Language Center.
- H2. Perceived Quality (X2) influences the Decision to Use Services (Y) for Mandarin language courses at the Xin Miao Language Center.
- H3. Brand Awareness (X1) and quality Perception (X2) influence the Consumer Loyalty Perspective (Z) at the Xin Miao Language Center.
- H4. Brand Awareness (X1) and Perceived Quality (X2) through Loyalty (Z) influence the Decision to Use Services (Y) for Mandarin language courses at the Xin Miao Language Center.

METHODOLOGY

A. Population and Sample

The population in this research is the current users of Mandarin language course services at the Xin Miao Language Center, numbering precisely 100 people.

The sample selection technique in this research is saturated sampling, namely all current users of Mandarin language course services at the Xin Miao Language Center, which is precisely 100 people. This number is based on Alwi (2015: 141), who states that the appropriate sample size for most research is greater than 30 and smaller than 500. The sampling technique is in accordance with the sample criteria, namely users of Mandarin language course services at the Xin Miao Language Center because they have decided to use Mandarin language courses at the Xin Miao Language Center (Sugiyono, 2012: 73).

B. Data Collection Techniques

In an effort to obtain data related to research purposes, several data collection or search methods are used as follows:

1. Literature Review

This stage involves gathering data by reviewing theoretical sources such as books and journals from previous studies relevant to the current research.

2. Field Data Collection through Questionnaires

The process can be outlined as follows:

- Questionnaires were distributed using a set of questions that respondents needed to complete.
- The distribution aimed to collect valid, reliable, and relevant data concerning the research problem.
- The questionnaires employed the Likert scale technique to assess attitudes, opinions, and perceptions of individuals or groups regarding social phenomena.

In detail, the questionnaire scoring utilized the Likert scale, which Sugiyono (2013: 132) notes is effective for measuring attitudes, opinions, and perceptions related to social phenomena. Responses to each question are assigned scores ranging from 5 for Strongly Agree to 1 for Strongly Disagree, ensuring that all questions are phrased positively to avoid any negative scoring.

The research uses the IBM SPSS 26 software to conduct validity and reliability tests, while Structural Equation Modeling (SEM) with IBM SPSS AMOS 24 is used to test hypotheses. SEM allows for testing relationships between variables in a model, either among indicators and constructs or between the constructs themselves (Santoso, 2007:23). SEM is a comprehensive multivariate statistical technique that integrates factor analysis and regression. This study includes several statistical assessments such as validity tests, reliability tests, and SEM fit tests, which are divided into goodness of fit tests and structural model tests for hypothesis testing.

This study investigates the roles of brand awareness and perceived quality as independent variables, with decisions as the dependent variable and loyalty as an intervening variable. As for variable identification, the operational definitions of variables and indicators in this research are as follows:

A. Brand Awareness (X1)

The ability of consumers to recognize something knows how strongly the brand is embedded in consumers' memories (Alma, 2014: 158)

- Top Of Mind
- Brand Recall
- Brand Recognition

- Unwarned of Brand

B. Perceived Quality (X2)

Customer assessment of the overall excellence or superiority of the product (Tjiptono, 2014:40).

- Product or Service Quality
- Product or Service Reputation
- Product or Service Characteristics
- Product or Service Performance

C. Loyalty Perspective (Z)

Repurchase behaviour solely involves purchasing the same particular brand repeatedly Tjiptono (2014:45)

- Trust
- Emotional commitment
- Switching costs
- Word of mouth
- Cooperation

D. Decision (Y)

Decision-making in purchasing a product starts from recognizing the problem, searching for information, evaluating alternatives, making purchasing decisions, and finally obtaining behaviour after purchasing, namely satisfaction or dissatisfaction with a product purchased Amirullah (2015:61).

- Goals in buying a product.
- Processing information to arrive at brand ownership.
- Steadiness in a product.
- Give recommendations to other people.
- Make repeat purchases.

ANALYSIS AND DISCUSSION

A. Respondent Demographic Profile

The majority of respondents were male, with a total of 75 people with a percentage of (75%). The remaining 25 people (25%) were female respondents. This data shows a proportion that follows the existing reality, with more male than female respondents.

B. Demographic Profile of Respondents Based on Age

Respondents aged between 15-17 years were 22 people with a percentage rate of 22%, respondents aged between 18-20 years were 15 people with a percentage rate of 15%, respondents aged between 21-25 years as many as 14 people with a percentage level of 14%, respondents aged between 26-30 years were 12 people with a percentage level of 12%, respondents aged > 30 years were 19 people with a percentage level of 19%.

C. Demographic Profile of Respondents Based on Education

Respondents with a junior high school education were 13 people, with a percentage of (13%), and respondents with a high school education were 16 people, with a percentage of (16%). Respondents with

a bachelor's education were 54 people, with a percentage of (54%), and respondents with postgraduate education were 17 people, with a percentage of (17%). This data shows proportions that follow existing reality.

D. Validity test

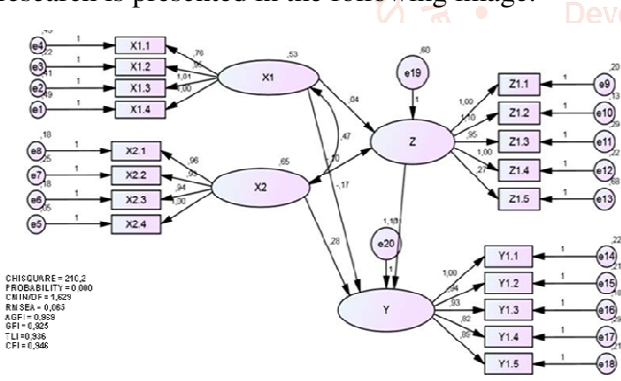
The results of the validity test for each variable have a correlation value or calculated r that is greater than the r table at $df-2 = 100-2 = 98 = 0.196$, so that all questions on indicators of brand awareness, perceived quality on the decision to use Mandarin language course services in Chinese Language Education Institute Xin Miao Chinese Language Center through loyalty is valid.

E. Reliability Test

The results show that each variable has an alpha value greater than 0.6. Based on these results, it can be concluded that all indicators of the brand awareness variables, perceived quality of the decision to use Mandarin language course services at the Xin Miao Chinese Language Center Mandarin Education Institute through Consumer Loyalty used in the research, are declared reliable or reliable.

F. SEM Model Fit Test

Hypothesis testing in this research was carried out through SEM using the IBM SPSS AMOS 24 statistical application. The SEM test model in this research is presented in the following image:



G. Goodness-of-fit Test Results – Model

The results indicate that the model employed is acceptable. A CMIN/DF value of 1.629 suggests a well-fitting structural equation model. Additionally, the RSMEA measurement index is within the desired range, specifically at 0.065, which is less than or equal to 0.08. According to Hair et al., cited in Haryono et al. (2012:35), a model is considered viable if it meets at least one of the model feasibility test methods. In empirical research, meeting all goodness of fit criteria is not mandatory; the decision rests on the researcher's judgment. The Chi-Square value reported in this study is 210.2. Joreskog and Sobron, mentioned in Haryono (2012:36), argue that the Chi-Square test should not be the sole determinant

of a model's overall suitability, partly because it is sensitive to sample size. As the sample size increases, so does the Chi-Square value, potentially leading to the rejection of the model despite minimal discrepancies between the sample covariance matrix and the model covariance matrix. The Chi-Square value is also influenced by the degrees of freedom, with larger values affecting the Chi-Square result. In this study, the degree of freedom is relatively high at 100, impacting the Chi-Square value. According to the model output results shown in Table 5.6, several criteria are at marginal values, indicating a condition where the measurement model fits under the absolute and incremental fit criteria but is close enough to good fit criteria to warrant further analysis (Seguro in Fitriyana et al., 2013).

H. Hypothesis Testing:

CR and p-values were obtained for each regression path from the hypothesis testing results:

- 1) Brand Awareness (X1) on Decisions (Y) has a CR value of 2.52 with a p-value of 0.01 ($0.01 < 0.05$), indicating a significant impact of Brand Awareness on Decisions. Thus, hypothesis 1 is accepted.
- 2) Perceived Quality (X2) on Decisions (Y) shows a CR value of 2.10 and a p-value of 0.02 ($0.02 < 0.05$), demonstrating that Perceived Quality significantly and positively influences Decisions, leading to the acceptance of hypothesis 2.
- 3) Brand Awareness (X1) to Loyalty Perspective (Z) has a CR value of 2.01 with a p-value of 0.04 ($0.04 < 0.05$), signifying a significant positive effect of Brand Awareness on Loyalty Perspective.
- 4) Perceived Quality (X2) to Loyalty Perspective (Z) achieves a CR value of 2.10 with a p-value of 0.02 ($0.02 < 0.05$), showing a significant and positive influence of Perceived Quality on Loyalty Perspective. Therefore, hypothesis 3 is accepted.
- 5) Brand Awareness and Perceived Quality through Loyalty Perspective on Decisions were tested and demonstrated significant and positive effects:
 - From Brand Awareness through Loyalty Perspective to Decisions, the CR value is 1.98 with a p-value of 0.01.
 - From Perceived Quality through Loyalty Perspective to Decisions, the CR value is 2.10 with a p-value of 0.02 ($0.02 < 0.05$).

Hence, hypothesis 4 is accepted, indicating that Brand Awareness and Perceived Quality significantly and positively influence decisions through Loyalty Perspective.

CONCLUSION

Based on the results of the analysis and discussion of brand awareness and perceived quality through consumer loyalty regarding the Decision to use Mandarin language course services at the Xin Miao Center, the following conclusions can be drawn:

1. Brand Awareness positively and significantly influences the Decision at the Xin Miao Language Center because a CR value of 2.52 was obtained with a p-value of 0.01 (significance < 0.05).
2. There is a positive and significant influence between Perceived Quality and Decisions at the Xin Miao Language Center because a CR value of 2.31 was obtained with a p-value of 0.02 (significance < 0.05).
3. Brand Awareness and Loyalty Perspective at the Xin Miao Language Center have a positive and significant influence because a CR value of 2.01 was obtained with a p-value of 0.04 (significance < 0.05). Meanwhile, the Perceived Quality of Loyalty Perspective at the Xin Miao Language Center also has a positive and significant influence because a CR value of 2.10 is obtained with a p-value of 0.02 (significance < 0.05).
4. On the regression path from Brand Awareness to Loyalty Perspective, then Loyalty Perspective to Decisions, the CR value is 1.98 with a p-value of 0.01 (significance < 0.05). Meanwhile, in the regression path from Perceived Quality to Loyalty Perspective, then Loyalty Perspective to Decisions, a CR value of 2.10 was obtained with a p-value of 0.02 (significance < 0.05). Thus, based on these values, it can be concluded that hypothesis 4 in this research is accepted and explains that Brand Awareness and Perceived Quality influence Decisions directly through Loyalty Perspective. Loyalty Perspective has the most significant influence on decisions because it has a CR value of 10.978 with a p-value of 0.00 (significant at a significance level of 0.05).

References

- [1] Kotler, Philip dan Kevin L. Keller. 2016. *Marketing Management*. Edisi ke 15 Limited 2016. London: Pearson Education.
- [2] Aaker, David A. 2013. *Manajemen Pemasaran Strategis*. Jakarta: SalembaEmpat.
- [3] Pranata, I Wayan Dicky Reza dan Km. Agus Satria Pramudana. 2018. Peran Kesadaran Merek (Brand Awareness) dalam Memediasi Hubungan Iklan Oppo dengan Niat Beli Konsumen. *E-Jurnal Manajemen Unud*, Vol. 7, No. 10. Universitas Udayana, Bali. ISSN:

2302-8912.

DOI:

<https://doi.org/10.24843/EJMUNUD.2018>.

- [4] Aaker, David A. 2018. *Manajemen Ekuitas Merek: Memanfaatkan Nilai Dari Suatu Merek*. Jakarta: Mitra Utama
- [5] Simamora, Bilson. 2004. *Riset Pemasaran*, Jakarta: Gramedia Utama.
- [6] Robbins, S. P. dan Timothy A. Judge. 2019. *Perilaku Organisasi*. Edisi 16. Jakarta: Salemba Empat.
- [7] Durianto, Darmadi. 2011. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Cetakan XX. Jakarta: PT. Gramedia Pustaka Utama.
- [8] Tatik Suryani. 2013. *Perilaku Konsumen: Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- [9] Simamora, Henry. 2012. *Akuntansi Manajemen*. Jakarta: Star Gate Publisher.
- [10] Danang Suyonto. 2014. *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- [11] Grace P Y Pakpahan. 2011. *Pengaruh Persepsi Kualitas dan Pengetahuan terhadap Keputusan Pembelian Sabun Mandi Cair Lux (Studi Kasus: Konsumen Swalayan Sinuraya Simalingkar Medan)*. Medan: Universitas Sumatera Utara.
- [12] Sangadji dan Etta MamangSopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Yogyakarta: Andi
- [13] Sukei. 2013. *Loyalitas Pelanggan Produk Terasi Rebon Ditinjau Dari Keunggulan Bahan Baku Dan Kualitas Pelayanan 4P*. Surabaya: Smartekindo. ISBN: 978-602-18527-2-9.
- [14] Setiawan, Haries dan JFX. Susanto Sukiman. 2020. Pengaruh Kualitas Layanan terhadap Loyalitas Melalui Kepuasan Debitur Bank Bri Kantor Cabang Pembantu Genteng Kali Surabaya. *IDEI: Jurnal Ekonomi & Bisnis*, Vol. 1, No. 1, Juni 2020: 32–48. DOI: 10.38076/ideijeb.v1i1.1
- [15] Rangkuti. & Freddy. 2015. *Riset Pemasaran*. Jakarta: PT. Gramedia Pustaka Utama.
- [16] Sutisna, 2003. *Perilaku Konsumen dan Komunikasi Pemasaran*, Cetakan Ketiga. Bandung: PT. Remaja Rosdakarya.

- [17] Tjiptono, Fandy. 2014. Pemasaran Jasa (Prinsip, Penerapan, Penelitian). Yogyakarta: Andi
- [18] Griffin, Jill. 2016. Customer Loyalty: Menumbuhkan & Mempertahankan Kesetiaan Pelanggan. Jakarta: Erlangga.
- [19] Hidayat, Rahmat. 2009. Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Nilai pelanggan terhadap kepuasan dan Loyalitas Pelanggan Nasabah Bank mandiri. Jurnal Bisnis dan Ekonomi. Vol. V tahun 2009.
- [20] Angipora, Marius P. 2011. Dasar-Dasar Pemasaran. Jakarta: PT. Rajagrafindo Persada.
- [21] Kurniawan, Agvi Ramadhan. 2015. Analisis Pengaruh Citra Merek, Persepsi Kualitas dan Persepsi Risiko terhadap Keputusan Pembelian Melalui Persepsi Nilai Sebagai Intervening (Studi Kasus Pada Honda Freed di Kota Semarang). Semarang: Universitas Diponegoro.
- [22] Amirullah. 2015. Pengantar Manajemen. Jakarta: Mitra Wacana Media.
- [23] Swastha, Basu dan T. Hani Handoko. 2011. Manajemen Pemasaran: Analisis Perilaku Konsumen. Edisi Pertama. Yogyakarta: BPF.
- [24] Setiadi, Nugroho J. 2013. Perilaku Konsumen (EdisiRevisi). Jakarta: Kencana.
- [25] Schiffman, Leon G. & Leslie L. Kanuk. 2013. Consumer Behavior: Tenth Edition. New Jersey: Prentice-Hall Inc.
- [26] Kotler Philip, dan Gary Armstrong. 2014. Principles of Marketing, Global Edition, 14 Edition. London: Pearson Education.
- [27] Kotler, Philip. 2013. Business Research Methods. Bandung: Alfabeta.
- [28] Alwi, Idrus. 2015. Kriteria Empirik dalam Menentukan Ukuran Sampel pada Pengujian Hipotesis Statistika dan Analisis Butir. Jurnal Formatif 2(2): 140-148.
- [29] Sugiyono. 2012. Metode Penelitian Bisnis. Bandung: Alfabeta.
- [30] Sugiyono. 2013. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta.
- [31] Santoso, S dan F. Tjiptono. 2007. Riset Pemasaran Konsep dan Aplikasi dengan SPSS. Jakarta: PT. Elex Media Komputindo.
- [32] Alma, Buchari. 2014. Manajemen Pemasaran dan Pemasaran Jasa. Edisi Revisi, Cetakan Ke-11. Bandung: Penerbit Alfabeta.
- [33] Haryono, Siswoyo. dan P. Wardoyo. 2012. Structural Equation Modelling untuk Penelitian Manajemen Menggunakan AMOS 18.0. Jakarta: PT Intermedia Personalia Utama.
- [34] Fitriyana et al. 2013. Analisis Pengaruh Kualitas Layanan dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada Online Shop Menggunakan Struktural Equation Modeling. Jurnal Gaussian. Vol.2 No.2 April 2013 halaman 98-108. Online di: <http://ejournal-s1.undip.ac.id/index.php/gaussian>.