



RELATIONSHIP WORD OF MOUTH, ADVERTISING AND PRODUCT QUALITY TO BRAND AWARENESS

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Abstract: This article is a scientific article that aims to hypothesize the influence of research between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Word of mouth is related to Brand Awareness; 2) Advertising relates to Brand Awareness; and 3) Product Quality is related to Brand Awareness. In addition to these 3 exogenous variables that affect the endogenous variable Brand Awareness, there are many other factors including Price Perception, Brand Image and Product Design variables.

Keywords: Word of Mouth, Advertising, Product Quality, Brand Awareness

INTRODUCTION

In determining shopping decisions, of course, begins with brand awareness. Where prospective buyers can continue or not their buying and selling activities because of brand awareness. For this reason, the management needs to pay attention to aspects related to Brand Awareness to accelerate the achievement of company or organizational goals, especially in increasing sales. In this case, word of mouth, advertising and product quality are the indicators studied regarding Brand Awareness.

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:

1. Is word of mouth related to brand awareness ?
2. Is Advertising related to Brand Awareness ?
3. Is Product Quality related to Brand Awareness ?

LITERATURE REVIEW

Brand Awareness

According to Krisnawati (2016) Brand Awareness is the ability and ability of a prospective customer to be able to recognize part of a brand or recall that a brand is part of a certain category.

According to Kotler and Keller (2011) in Mohamad H.P. Wijaya (2013:107) Brand Awareness is the ability of a brand to appear in consumers' minds when they are thinking about a particular product and how easily the brand is raised.

Brand Awareness indicators according to Widjaja et al, (2007:73) are: Brands that are often remembered, brands that are known and brands that are often mentioned.

Brand Awareness has been widely studied by previous researchers including: (Ali et al., 2022), (F. Saputra & Mahaputra, 2022a), (F. Saputra & Mahaputra, 2022b), (Ikhsani & Ali, 2017a), (Sivaram et al., 2020).

Word of Mouth

According to Kotler & Keller (2012) Word of Mouth Communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. According to Lupiyoadi (2006:238) Word of Mouth is a form of promotion in the form of word of mouth recommendations about the goodness in a product.

According to Hasan (2010) Word of Mouth is a compliment, recommendation and comment from customers about their experience of service quality for a product or service that really influences customer decisions or their buying behavior. Word of Mouth indicators according to Sernovitz (2009:31) are: Discussion, topics, tools, participation and supervision.

Word of mouth has been widely studied by previous researchers including: (F. Saputra, 2021), (Mahaputra & Saputra, 2022), (Zulkarnain, 2021), (Mighfar et al., 2020), (Mighfar et al., 2020).

Advertising

According to Jaiz (2014:4), advertising is all forms of messages about a product that are conveyed through the media, shown to some or all of the public.

According to Faela Sufa (2016) Advertising is an information medium that is made in a certain way to attract the audience, is original, and has certain and persuasive characteristics, so that consumers are voluntarily compelled to do something in accordance with what advertisers want.

Advertising indicators according to Kotler (Hermawan, 2012) are: Providing information, persuading and reminding.

Advertising has been widely studied by previous researchers including: (Setiyaningrum, 2019), (F. Saputra & Mahaputra, 2022a), (Mukhtar, M., Ali, H., & Jannah, 2016), (Arista & Astuti, 2011).

Product Quality

According to Kotler & Keller (2016:37) Product quality is the product's ability to perform its functions, that ability includes durability, reliability, accuracy, which the product as a whole gets.

According to Schiffman and Kanuk (2007) Product quality is the ability of a company to provide an identity or characteristic for each product so that consumers can recognize the product.

Product Quality indicators according to Kotler Tjiptono (2008:25-26) are: performance, durability, conformity with specifications, features, reliability and aesthetics.

Product quality has been widely studied by previous researchers including: (Ikhsani & Ali, 2017b), (Wydyanto & Rafqi Ilhamalimy, 2021), (Ali & Mappesona, 2016), (Brata et al., 2017), (Mappesona et al., 2020), (Anas, 2019), (Hernikasari et al., 2022), (Sulistyanto et al., 2020), (Putra, 2021), (Ikhsani & Ali, 2017a).

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Ikhsani & Ali, 2017a)	Purchase Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Sosro Bottled Tea Products at Giant Mall Permata Tangerang)	Discussing product quality and brand awareness	In this study there is a research locus, namely at Giant Mall Permata Tangerang
2	(Irwanty L Situmorang, 2017)	The Influence of Product Quality and Advertising on Brand Image and Purchase Decisions of Pond's Brand Beauty Products on Teenagers in Pekanbaru City	Discuss about product quality	In this study there is a research locus, namely in Pekanbaru City
3	(Hernikasari et al., 2022)	Brand Image Model Through Customer Satisfaction Bear Brand: Price And Product Quality	Discussing Product Quality	There are differences in the variables of brand image, price and customer satisfaction
4	(G. W. Saputra & Ardani, 2020)	The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions	Talking about Word of Mouth	There are differences in digital marketing variables, service quality and purchasing decisions
5	(Arista & Astuti, 2011)	Analysis of the Effect of Advertising and Brand Image on Consumer Purchase Interest	Talking about advertising	There is a difference in the variable brand image and consumer buying interest
6	(Noerchoidah, 2013)	Analysis of the Effect of Price, Product Quality and Advertising on Brand Image and Purchase Decisions for Kawasaki Motorcycles	Discussing product quality and advertising	In this study there is an object of research, namely Kawasaki Brand Motorcycles

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

The method of writing scientific articles is the qualitative method and literature review (Library Research). Examining theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Scholar Google and other online media. In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for making comparisons with the results and findings. -findings revealed in research. (H. Ali & Limakrisna, 2013)

DISCUSSION

Based on the theoretical study and relevant previous research tables, the following discussion is discussed:

1. Relationship Word of Mouth on Brand Awareness

Word of mouth is an effort made by someone in introducing and recommending a product or service to others by providing information related to the advantages, functions and

prices offered. Word of mouth can be an indirect marketing action, from someone's satisfaction with the product or service they use.

Based on this, word of mouth is related to Brand Awareness. This means that by doing word of mouth promotion, it will have an effect on Brand Awareness from what many people previously did not know about the brand, with this they become familiar with the brand.

Word of mouth is related to Brand Awareness, this is in line with research conducted by: (F. Saputra, 2021), (Mahaputra & Saputra, 2022), (Widayati et al., 2020), (F. Saputra, 2022c), (G. W. Saputra & Ardani, 2020).

2. Relationship of Advertising on Brand Awareness

Advertising is an effort to introduce goods or services to the public, with the aim of achieving sales or obtaining a brand image. Advertising can usually be done in various media such as print, electronic and mass media. An advertisement also displays the advantages of the product and the function of the product, so that the public or consumers can find out what the purpose of the advertisement is.

Advertising is related to Brand Awareness, this is in line with research conducted by: (F. Saputra, 2021), (Mahaputra & Saputra, 2022), (Al Hafizi & Ali, 2021), (Irwanty L Situmorang, 2017).

3. Relationship of Product Quality on Brand Awareness

Product Quality relates to Brand Awareness. Indicators of product quality in the form of: durability, reliability and aesthetics means that every product is said to be of quality if it has good durability, both in terms of service life and also corrosion resistance. Then in terms of reliability, it means that a product can be used for various kinds of activities and aesthetics means that a product can be of beauty value.

Based on these indicators, if all three indicators are met, then consumers will consider the product brand that we have, because the products we offer have good quality.

Product Quality is related to Brand Awareness, this is in line with research conducted by: (Sunarto et al., 2017), (Suak et al., 2017), (Hermawan, 2021), (F. Saputra, 2022b), (Hernikasari et al., 2022).

Conceptual Framework

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:



Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Word of mouth, advertising and product quality are related to brand awareness.

Apart from word of mouth variables, advertising and product quality are related to brand awareness. There are many other factors that affect Brand Awareness, among them are:

- 1) Promotion: (Noviriska, 2019), (Yurnal, 2016), (Mahaputra & Saputra, 2021), (Karsono & Suraji, 2020), (Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017).
- 2) Top of the Mind Brand: (Kainde et al., 2021), (F. Saputra & Ali, 2021), (Rachmawati, 2015), (Riyani et al., 2008), (Ikhsani & Ali, 2017a), (Prayetno & Ali, 2020), (Agussalim et al., 2016).
- 3) Impressions: (Ali et al., 2022), (Erviani et al., 2019), (F. Saputra & Ali, 2022). (Karsono et al., 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017).
- 4) Social Engagement: (F. Saputra, 2022b), (F. Saputra & Mahaputra, 2022b), (Karsono, B., & Syauket, 2021b), (Sinaga et al., 2020), (Shobirin & Ali, 2019), (Hairiyah & Ali, 2017).
- 5) Tagline: (Supriyadi et al., 2019), (Yurnal & Ihsan, 2019), (Zulfah et al., 2020), (Karsono, 2018), (Sitio & Ali, 2019), (Riyanto et al., 2017), (Agussalim et al., 2020), (Karsono, B., & Syauket, 2021a).
- 6) Product Design: (Sinthya et al., n.d.), (Atmoko & Noviriska, 2022), (F. Saputra, 2022a), (Suari et al., 2019), (Syauket et al., 2022), (Karsono et al., 2022), (Karsono, B., & Syauket, 2021b).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. Word of Mouth is related to Brand Awareness
2. Advertising is related to Brand Awareness
3. Product Quality is related to Brand Awareness

Recommendation

Based on the conclusions above, there are other factors related to Brand Awareness that can be used for further research, namely: Impressions, Promotion, Top of the Mind Brand, Social Engagement, Tagline and Product Design.

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