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# The Influence Of Brand Image, Brand Awareness And Lifestyle On Intention In Buying Lanccelot Watch Products In Karawang

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**Abstract**

This research aims to determine the influence of brand awareness, brand image and lifestyle on buying intention in Lanccelot watch products in Karawang. This research uses quantitative research with hypothesis testing. The sample used in this research was 100 Lanccelot watch consumers in Karawang. The analytical tools used in this research are multiple linear regression analysis, coefficient of determination (R2), partial correlation coefficient, t test, f test, and classical assumption test using SPSS version 20 statistical software. The main data in this research comes from a questionnaire. The results of this research prove that brand awareness influences intention in purchasing Lanccelot watch products in Karawang. Brand image influences intention in purchasing Lanccelot watch products in Karawang. Likewise, lifestyle influences intention in buying Lanccelot watch products in Karawang. Brand awareness, brand image and lifestyle simultaneously influence intention in purchasing Lanccelot watch products in Karawang.

**Keywords:** Brand Awareness, Brand Image, Lifestyle, Purchase Intention

**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh brand awareness, brand image dan lifestyle terhadap Minat Beli produk jam tangan Lanccelot di Kabupaten Karawang. Penelitian ini menggunakan penelitian kuantitatif dengan metode deskriptif berusaha untuk mendapatkan suatu uraian atau penjabaran data yang terkumpul dari satu dan dan lain variabel. Sampel yang digunakan dalam penelitian ini adalah 100 konsumen jam tangan Lanccelot di Kabupaten Karawang. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, koefisien determinasi (R2), koefisien korelasi parsial, uji t, uji f, dan uji asumsi klasik menggunakan software statistik SPSS versi 20. Data utama dalam penelitian ini berasal dari kuesioner. Hasil penelitian ini membuktikan bahwa brand awareness berpengaruh terhadap minat beli produk jam tangan Lanccelot di Kabupaten Karawang. Brand image berpengaruh terhadap minat beli produk jam tangan Lanccelot di Kabupaten Karawang. Begitu juga lifestyle yang berpengaruh terhadap minat beli produk jam tangan Lanccelot di Kabupaten Karawang. brand awareness, brand image dan lifestyle berpengaruh secara simultan terhadap minat beli produk jam tangan Lanccelot di Kabupaten Karawang.

**Kata kunci:** Brand Awareness, Brand Image, Lifestyle, Minat Beli

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## 1. INTRODUCTION

Indonesia, as a country rich in cultural diversity and traditions, is also a place for various local brands that are increasingly developing. Local products have now reached a significant level of popularity. As time goes by, domestic brands are becoming increasingly popular in various categories. Based on a press release survey from IPSOS S.A (2022), the third largest market research and consultancy company in the world based in France, the majority of consumers in Indonesia, as many as 87%, tend to prefer local brands to global brands. These findings are supported by the fact that 59% of Indonesian consumers expressed disagreement with the statement that global brands produce better products than local brands. Apart from that, local brands offer more affordable prices than well-known international brands. Therefore, more and more people are interested in using local products (Putri, Syarief & Purporini, 2021). Strong trust from consumers is an opportunity for local businesses to develop their business and compete with international brands. Support from Indonesian consumers is also the key to the success of local brands.

According to the Central Statistics Agency (2023), the Indonesian economy will experience an increase of 5.31% in 2022, exceeding the previous year's growth of 3.70%. The economy, measured based on Gross Domestic Product (GDP) at current prices, reached IDR 19,588.4 trillion. The Indonesian Coordinating Ministry for Economic Affairs (2023) added that the Small and Medium Enterprises (SME) sector contributed IDR 9,580 trillion to GDP in 2022, or around 61% of the total IDR 19,588.4 trillion. SMEs also play a role in labor absorption, reaching 97% of the total workforce. This strong contribution from local business actors helps boost the country's economy, and therefore, local products are encouraged to achieve success so they can compete in the global market in the future.

One of the business sectors that is growing rapidly is business in the fashion sector. Fashion is a promising business sector, because basically, the need for fashion products is always a priority for society every year (Himma, 2022). One aspect of fashion that always attracts attention is watches. In Indonesia, competition in the watch industry is increasingly fierce, with many brands competing for consumers' attention (Ashar & Magnadi, 2018).

Millennials and Gen Z are already familiar with this product category because they are active users of social media. According to survey results by Katadata (2021), the main reason the millennial generation and Gen Z buy local brands is a sense of pride in domestic products (82.3%). Other reasons include affordable prices (60.7%), convenience of using local products (40.2%), and quality that is considered capable of competing with global brands (35.5%). The sentiment of pride in using local brands is currently a major strength and is an opportunity for local businesses to enter the global market. However, to support public trust in local brands, there needs to be an effective marketing strategy and strong technical skills.

Even though they have achieved a number of successes, local Indonesian brands also face a number of challenges. One of them is competition with international brands that have greater financial resources and distribution networks. Despite their quality, several local brands still have difficulty competing in an increasingly tight global market.

It also creates new opportunities and challenges in marketing for business owners. Lack of understanding of the importance of effective marketing can be an obstacle for some local brands. The application of marketing concepts that pay attention to consumer behavior and factors that influence consumer buying intention is important. In the marketing context, building a strong brand image and brand awareness that suits the consumer's lifestyle is a strategic step. In choosing an

effective marketing strategy, creating a positive brand image is crucial. Brand Image, as a type of association that appears in consumers' minds when remembering a brand, can significantly influence consumer purchasing decisions. Consumer trust in brands and products is also influenced by reputation and positive brand image (Ramesh et al, 2019).

Marketing is an integral element of brand awareness. According to Durianto (2004), brand awareness is a person's ability to recognize and recall a brand as part of a particular product category. This is reinforced by the development of the creative watch industry in Indonesia, where many watch manufacturers continue to innovate in their products. Prospective buyers are faced with demands to choose products selectively.

Lifestyle is one of the main motivations for consumers to buy a product. According to Kotler & Keller (2012), lifestyle includes activities, interests and opinions, which tend to be impermanent and can change quickly. Individuals often change clothing models and brands quickly to adapt to changes in the environment, which is always changing (Sumarwan, 2011:57). The development of clothing trends and styles which continue to change every year also plays an important role. The way a person dresses can reflect the lifestyle he applies in his daily life. The fashion style adopted by a person can reflect modernity and a tendency to follow trends.

Several studies have been carried out within the framework of the factors described above. In the context of brand awareness, Mulyanto, J. J. (2019) investigated the influence of brand awareness and product quality on purchase intention, and found that the brand awareness variable had a partially significant effect on consumer purchase intention. However, different research results were found by Hayati (2022), who stated that the brand awareness variable did not have a significant positive influence on consumer buying intention.

In the second variable, namely brand image, Prihartini, Mahiri, Hakim, & Kurnadi (2022) concluded from their research that the brand image variable significantly influences the emergence of consumer buying intention. Lastly, Puji, et al. (2021), in the context of lifestyle variables, tries to determine the influence of price and lifestyle variables on people's buying intention. The results show that lifestyle has a positive and significant influence on buying intention, while price does not have a significant influence.

In increasingly fierce competition with global brands, an effective marketing strategy is needed to create a brand image that is comparable to external competitors, and a brand awareness strategy that takes into account consumer lifestyles can strengthen consumer motivation to make purchases. The aim of this research is to assess the influence of brand awareness, brand image and lifestyle on purchase intention, both partially and simultaneously.

## 2. LITERATURE REVIEW

### 2.1. Purchase Intention

Purchase intention is an impulse that arises in consumers towards a product as a result of the process of observing and learning about the product. Assael (2004:1) defines purchasing intention as a consumer's tendency to buy a brand or take purchasing-related actions, which is measured by the level of likelihood that consumers make a purchase. Consumers make choices, use and consume a product based on the quality and quality offered by the brand. Consumer trust in a product is often influenced by interactions with other people or interest in information about the product. At this stage, consumers are interested and motivated to seek out more information about the product, learn about competing brands, and evaluate product options.

According to Ferdinand (2006:129), buying intention indicators involve several aspects, such as:

1. Transactional intention shows a person's tendency to buy a product.
2. Referential intention reflects a person's tendency to refer products to other people.
3. Preferential intention shows the behavior of someone who has a primary preference for a product, which can change if there are changes to the product.
4. Exploratory intention shows the behavior of someone who is always looking for information about the product they are interested in and looking for other information that supports the positive properties of the product.

### 2.2. Brand Awareness

Awareness describes the existence of a brand in consumers' minds and is often a determining factor in several categories, and has a key role in brand equity (Permadi Heriyanto, 2016). According to Kotler, Keller, Brady, Goodman, & Hansen (2019), brand awareness is the ability of consumers to recognize and identify brands in their minds. Aaker (2020) states that brand awareness reflects consumers' ability to recognize or remember a brand based on a particular product category. Brand awareness measures the extent to which consumers in the market can recognize or remember the existence of a brand in a particular category. Wardhana, et al. (2019) revealed that brand awareness can be used by companies as information and a tool to provide a deeper understanding of the company's product brand to consumers and customers, so that they feel safe and avoid the risks of using the company's product brand. Brand awareness indicators used in this research include:

1. Ability to remember the brand at the top of mind.
2. Ability to recognize brands (brand recognition).
3. Consumers' ability to recall brands (brand recall).
4. Has distinctive characteristics (Eliasari & Sukaamadja, 2017).

### 2.3. Brand Image

According to Espíndola (2020), brand image is related to consumer attitudes, which include preferences for a brand. Kotler, Keller, Brady, Goodman, Hansen (2019), and Kotler and Armstrong (2018) explain that a brand is not just a name or symbol, but is a key element in the relationship between a company and customers. Mcpheron (2021) and Wardhana, et al. (2021) emphasize that when customers have a positive image of a brand, they tend to purchase the product again. Conversely, a negative image of a brand can reduce the possibility of customers making a repeat purchase. Sutisna and Pawitra (2001) provide an explanation of three indicators that can measure brand image variables:

1. Producer Image: Consumers' perceived associations with the company that makes the product or service. The company tries to build a positive image to get positive views from consumers.
2. Consumer Image: Consumers' perceived associations with individuals or groups who use a product or service.
3. Product Image: Associations that consumers perceive towards a product, both positive and negative, which relate to consumer needs, desires and expectations.

### 2.4. Lifestyle

Setiadi (2003) defines lifestyle as a way of life that is reflected in how a person spends time, what

is considered important in the surrounding environment, and how they view themselves and the world around them. Sumarwan (2011:57) adds that lifestyle can be described through a person's activities, interests and opinions, and is often not permanent and can change quickly. According to Sunarto in Silvya (2009:93), lifestyle indicators involve:

1. Activities: Reveals what consumers do, the products they buy or use, and the activities they do to fill their free time. Although these activities can be observed, the reasons behind these actions can rarely be measured directly.
2. Interest: Expresses interests, likes, passions and priorities in consumers' lives.
3. Opinion: Relating to consumers' views and feelings regarding global, local, economic and social issues. Opinions include interpretations, expectations, evaluations, beliefs, anticipation of future events, and weighing the consequences of alternative actions.

### 2.5. Hypothesis Development

Mulyanto, J. J. (2019) explored the impact of brand awareness and product quality on purchase intention, discovering that the brand awareness variable had a partially significant effect on consumer purchase intention. As defined by Durianto (2004), brand awareness is an individual's capacity to recognize and recall a brand within a specific product category. This observation aligns with the dynamic growth of the creative watch industry in Indonesia, where numerous manufacturers continuously innovate their products, placing prospective buyers in the position of making selective choices.

**H1:** Brand Image influences Purchase Interest in Lanccelot watch products

In research conducted by Prihartini, Mahiri, Hakim, & Kurnadi (2022) deduced that the brand image variable significantly shapes the emergence of consumer buying intention. Brand image, characterized as the associations that come to mind when consumers recall a brand, can notably influence their purchasing decisions. Consumer trust in brands and products is also affected by reputation and a positive brand image, as highlighted by Ramesh et al. (2019).

**H2:** Brand Awareness influences Purchase Interest in Lanccelot watch products

Puji et al. (2021) aim to assess the impact of price and lifestyle variables on individuals' purchasing intentions within the framework of lifestyle factors. Lifestyle stands out as a key driver motivating consumers to make purchasing decisions. As defined by Kotler & Keller (2012), lifestyle encompasses activities, interests, and opinions, which are often transient and subject to rapid changes. Individuals frequently alter their clothing preferences and brand choices swiftly to adapt to the evolving and dynamic environment (Sumarwan, 2011:57).

**H3:** Lifestyle influences Purchase Interest in Lanccelot watch products

The application of marketing concepts that consider consumer behavior and factors influencing purchasing intentions holds significant importance. In the marketing realm, strategically establishing a robust brand image and brand awareness that aligns with consumers' lifestyles is crucial. In the face of intensifying competition with global brands, an effective marketing strategy becomes essential to cultivate a brand image that competes favorably with external counterparts. A brand awareness strategy that takes into consideration consumer lifestyles can enhance the motivation of consumers to make purchases.

**H4: Brand Image, Brand Awareness and Lifestyle influence Purchase Interest in Lanccelot watch products**

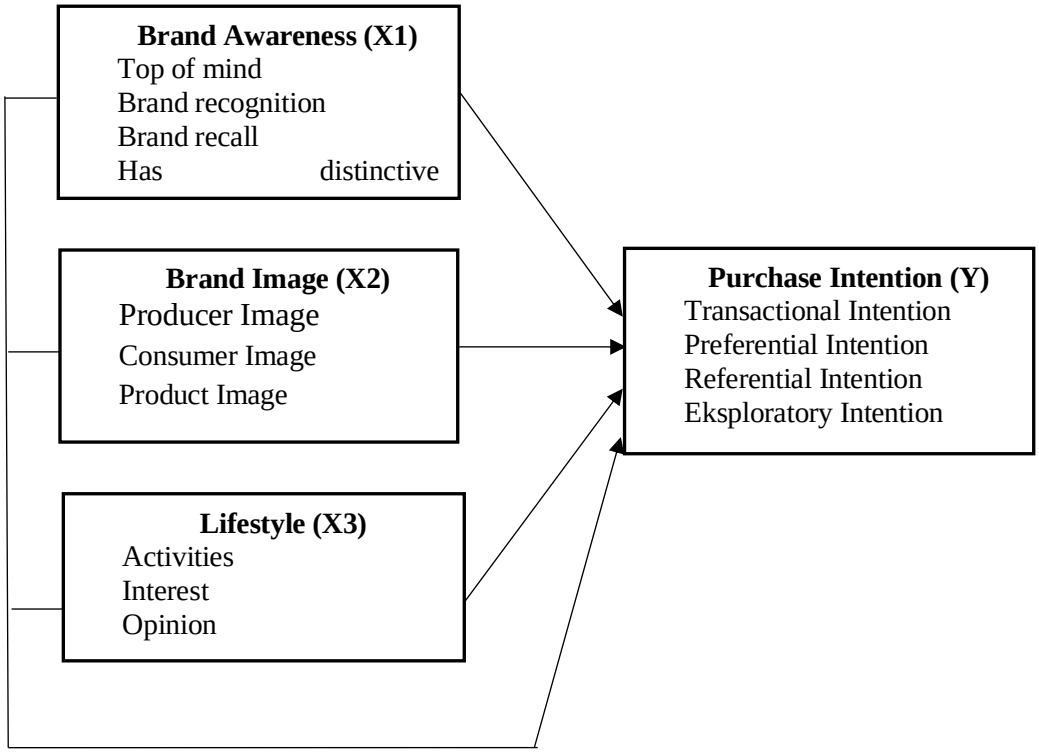



**Figure 1.** Research Framework

Source: Data processed by researchers, 2023

## 3. RESEARCH METHODS

### 3.1. Type of research

This research method uses a quantitative approach, which is a process of discovering knowledge using data in the form of numbers as a tool to obtain information about things you want to know. The quantitative approach was chosen to explain the influence of brand awareness, brand image and lifestyle variables on purchasing intention. According to Sugiyono (2017), quantitative research is based on the philosophy of positivism, which views reality or phenomena as something that can be classified, relatively fixed, concrete, observable, measurable, and has a cause-and-effect relationship. Apart from the quantitative approach, this research also aims to provide a description or explanation of data collected from one or several variables without comparing the variables themselves, which is called a descriptive method (Sugiyono, 2017).

### 3.2. Population and sample

The sampling technique used was purposive sampling, namely a sample selection technique that takes into account the characteristics of the respondents, such as gender, amount of expenditure, education and age. The population in this research is consumers who buy products from Lanccelot watches, the number is infinite and unknown. The minimum sample size that must be achieved in this research is calculated using the formula suggested by Rao Purba (1996):

$$n = \frac{Z^2}{4 + MoE^2}$$

Information :
N = Sample size
Z = Confidence level in determining the sample 95% = 1.96
Moe = Margin of error (10%)

With this formula, the minimum sample size required is 96.04. This research used a sample size of 100.

### 3.3. Data collection

This method is used to research certain populations or samples, by collecting data using research instruments in the form of questionnaires, analyzing data in statistical form, and the aim is to test predetermined hypotheses.

### 3.4. Data analysis

Data analysis techniques involve validity tests, reliability tests, classic assumption tests such as normality, multicollinearity and heteroscedasticity, multiple linear regression analysis, T test, F test, and coefficient of determination.

## 4. RESULTS AND DISCUSSION

### *4.1.* Results

#### *4.1.1. Respondent Description*

From the number of respondents collected, the first characteristic shows that the gender distribution is almost equal between men and women. The number of male respondents reached 56 samples, while the remaining 44 were female respondents. Furthermore, various age groups also participated in this research.

**Table 1.** Results of Respondents

| No. | Characteristics | Frequencies | No. | Characteristics | Frequencies |
|---|---|---|---|---|---|
| 1 | Gender | | 3 | Expenditures Per Month | |
| | Man | 56 | | 500.000 -1.000.000 | 19 |
| | Woman | 44 | | 1.000.000 - 2.500.000 | 36 |
| | | | | 2.500.000 - 5.000.000 | 34 |
| | | | | > 5.000.000 | 11 |
| 2 | Age | | 4 | Education | |
| | 17-20 Years | 22 | | Senior High School | 48 |
| | 21-25 Years | 34 | | Diploma | 14 |
| | 26-30 Years | 33 | | Bachelor | 32 |
| | >30 Years | 11 | | Masters | 6 |

Source: Data processed by researchers, 2023

There were 22 samples of respondents aged 17-20 years, 34 samples aged 21-25 years, 33 samples aged 26-30 years, and 11 samples came from respondents aged over 30 years. The sample distribution also includes variations in expenditure per month, starting from 19 samples with expenditures between 500 thousand to 1 million, 36 samples with expenditures of 1 million to 2.5

million, 34 samples with expenditures of 2.5 million to 5 million, and 11 samples with expenditure of more than 5 million. The final characteristics based on education level show the dominance of respondents with a high school education of 48 samples, Diploma with 14 samples, Bachelor with 32 samples, and Masters with 6 samples.

### *4.1.2. Validity test*

The validity test is used to assess the extent to which the questionnaire can be considered legitimate or valid. A questionnaire is considered valid if the statements contained in it are able to correctly express the things that the questionnaire will measure (Ghozali, 2013). According to Sugiyono (2014), a statement is considered valid if it has a correlation level (r count) that is greater than the table correlation value (r table). Analysis of the results of the normality test shows that all statements from the buying intention, brand awareness, brand image and lifestyle variables have a correlation value (r count) that is greater than the table correlation value (r table), so it can be concluded that all statements are able to express things- things that will be measured by the questionnaire, so that the questionnaire can be considered valid.

**Table 2.** Validity Test Results for All Variables

| Statements | r Count | r Table | Significance | Information |
|---|---|---|---|---|
| Brand Awareness | | | | |
| 1 | 0,521 | 0.195 | 0,000 | Valid |
| 2 | 0,578 | | 0,000 | Valid |
| 3 | 0,428 | | 0,000 | Valid |
| 4 | 0,548 | | 0,000 | Valid |
| 5 | 0,487 | | 0,000 | Valid |
| 6 | 0,554 | | 0,000 | Valid |
| 7 | 0,514 | | 0,000 | Valid |
| 8 | 0,537 | | 0,000 | Valid |
| Brand Image | | | | |
| 1 | 0,518 | 0.195 | 0,000 | Valid |
| 2 | 0,652 | | 0,000 | Valid |
| 3 | 0,583 | | 0,000 | Valid |
| 4 | 0,586 | | 0,000 | Valid |
| 5 | 0,619 | | 0,000 | Valid |
| 6 | 0,563 | | 0,000 | Valid |
| Lifestyle | | | | |
| 1 | 0,607 | 0.195 | 0,000 | Valid |
| 2 | 0,557 | | 0,000 | Valid |
| 3 | 0,464 | | 0,000 | Valid |
| 4 | 0,561 | | 0,000 | Valid |
| 5 | 0,578 | | 0,000 | Valid |
| 6 | 0,567 | | 0,000 | Valid |
| 7 | 0,553 | | 0,000 | Valid |
| Purchase Intention | | | | |
| 1 | 0,649 | 0.195 | 0,000 | Valid |
| 2 | 0,630 | | 0,000 | Valid |
| 3 | 0,739 | | 0,000 | Valid |
| 4 | 0,750 | | 0,000 | Valid |
| 5 | 0,609 | | 0,000 | Valid |

Source: Data processed by researchers, SPSS

### *4.1.3. Reliability test*

Reliability testing is used to measure how reliable or consistent a questionnaire is as an indicator of a variable or construct. Sugiyono (2013:64) states that a factor is considered reliable or reliable if the Cronbach Alpha value is greater than 0.6. The results of data analysis using SPSS 20 show that all research variables meet reliability standards with a Cronbach Alpha value that exceeds 0.6. Therefore, it can be concluded that the measurement tools in this research can be relied upon or are considered reliable.

**Table 3.** Reliability Test Results

| Variabel | Cronbach's Alpha | Standard Value | Information |
|---|---|---|---|
| Brand Awareness | 0,618 | 0,6 | Reliable |
| Brand Image | 0,622 | 0,6 | Reliable |
| Lifestyle | 0,625 | 0,6 | Reliable |
| Purchase Intention | 0,701 | 0,6 | Reliable |

Source: Data processed by researchers, SPSS

### *4.1.4. Classic assumption test*

A good regression model must be free from anomaly problems with classical assumptions. Classical assumption testing in this research consists of normality tests, multicollinearity tests and heteroscedasticity tests. The following are the results of testing the classical assumptions in the regression model:

*Normality test*

The normality test on the regression residuals was carried out using the P-P Plot graph. If the data distribution pattern on the graph spreads around the diagonal line and follows the direction of the diagonal line, then it can be concluded that the distribution pattern is normal and meets the assumption of normality (Ghozali, 2016). Analysis of the test results shows that the points on the P-P Plot graph are within a range not far from the diagonal line, and the distribution pattern follows the direction of the diagonal line. Thus, it can be concluded that the regression model meets the normality assumption. For more details, the test results can be seen in the following image.

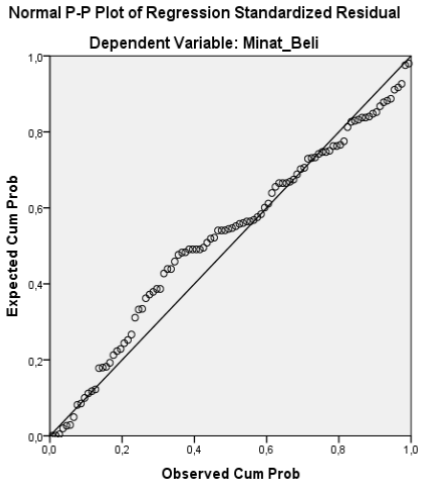



**Figure 2.** Normality probability plot test results

Source: Data processed by researchers, SPSS

*Multicollinearity Test*

The multicollinearity test aims to find out whether there is a correlation between the independent variables in the regression model. A good regression model should not show any correlation between independent variables (Ghozali, 2013). The multicollinearity test was carried out by testing the Tolerance and Variance Inflation Factor Index (VIF) values. Below are the results of the multicollinearity test.

**Table 4.** Multicollinearity Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -6,283 | 2,269 | | | |
| | Brand_Awareness | ,286 | ,082 | ,293 | ,575 | 1,740 |
| | Brand_Image | ,202 | ,100 | ,183 | ,494 | 2,023 |
| | Lifestyle | ,411 | ,094 | ,417 | ,450 | 2,223 |

Source: Data processed by researchers, SPSS

Based on the analysis results in the table, it was found that the tolerance value for the brand awareness variable (X1) was 0.575, brand image was 0.494, and lifestyle was 0.450. All these values are greater than 0.10. Apart from that, the Variance Inflation Factor (VIF) value for the brand awareness variable (X1) is 1.740, brand image is 2.023, and lifestyle is 2.223. All VIF values are smaller than 10. Therefore, it can be concluded that there is no significant correlation between the independent variables, and there are no symptoms of multicollinearity in the regression model.

*Heteroscedasticity Test*

The heteroscedasticity test, as explained by Ghozali (2018: 137), is carried out to evaluate whether there is non-uniformity in the variance of the residuals between observations in the regression model. If the variance from one residual to another remains constant, it is called homoscedasticity, and vice versa, if the variance is different, it is called heteroscedasticity. The desired regression model is homoscedastic. The existence of heteroscedasticity can be tested using the Glejser test by checking the significance value. If the significance value is > 0.05, then there are no symptoms of heteroscedasticity; conversely, if the significance value is <0.05, then there are symptoms of heteroscedasticity. From Table 5, it can be seen that all independent variables have a significance value > 0.05, indicating that there are no symptoms of heteroscedasticity.

**Table 5.** Heteroscedasticity Test Result

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,168 | 1,523 | | 1,424 | ,158 |
| | Brand_Awareness | ,026 | ,055 | ,062 | ,465 | ,643 |
| | Brand_Image | -,010 | ,067 | -,021 | -,146 | ,884 |
| | Lifestyle | -,056 | ,063 | -,135 | -,891 | ,375 |

a. Dependent Variable: RES2

Source: Data processed by researchers, SPSS

*Multiple Linear Regression Analysis*

**Table 6.** Multiple Linear Regression Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -6,283 | 2,269 | | -2,769 | ,007 |
| | Brand_Awareness | ,286 | ,082 | ,293 | 3,478 | ,001 |
| | Brand_Image | ,202 | ,100 | ,183 | 2,014 | ,047 |
| | Lifestyle | ,411 | ,094 | ,417 | 4,385 | ,000 |

Source: Data processed by researchers, SPSS

Suliyanto (2011) explains that in multiple linear regression, it is influenced by two or more independent variables, and can also be influenced by other variables that are not studied. Based on the results in the table above, the regression model of the three predictors, namely brand awareness, brand image and lifestyle, can be explained as follows:

$$\mathbf{Y = a + b1X1 + b2X2 + b3X3 + e}$$

As a result, it can be said that the equation obtained is:

$$\mathbf{Y = -6.283 + 0.286\ X1 + 0.202\ X2 + 0.411\ X3}$$

a) Constant: The constant value is negative, namely -6.283. This indicates that when the brand awareness, brand image and lifestyle variables as independent variables are considered fixed, then the purchase intention variable as the dependent variable will have a value of -6.283.
b) Brand awareness: A positive coefficient of 0.286 indicates a positive relationship between brand awareness and purchase intention. This means that if brand awareness increases by one unit, purchasing intention will increase by 0.286.
c) Brand image: A positive coefficient of 0.202 indicates a positive relationship between brand image and purchase intention. In other words, if brand image increases by one unit, purchasing intention will increase by 0.202.
d) Lifestyle: A positive coefficient of 0.411 indicates a positive relationship between lifestyle and buying intention. So, if lifestyle increases by one unit, buying intention will increase by 0.411.

*Hypothesis test*

The T test is basically used to measure the extent to which the influence of an independent variable individually can explain variations in the dependent variable (Ghozali 2011). The analysis results in Table 7 reveal:

a) Brand Awareness (X1) to Purchase Intention (Y): The results show that the calculated t value is 3.478 and has a significance value of 0.001. This shows that t count > t table (3.478 > 1.984) is supported by a significance value < 0.05 α (0.001 < 0.05). So this means that the brand awareness variable has a significant effect on the variable of intention in buying Lanccelot watch products in Karawang .
b) Brand Image (X2) to Purchase Intention (Y): The results show that the calculated t value is 2.014 and has a significance value of 0.047. This shows that t count > t table (2.014 > 1.984) is supported by a significance value < 0.05 α (0.047 < 0.05). So this means that the brand image variable has a significant effect on the variable of intention in buying Lanccelot watch products in Karawang .

c) Lifestyle (X3) to Buying Intention (Y): The results show that the calculated t value is 4.385 and has a significance value of 0.041. This shows that t count > t table (4.385 < 1.984) with a significance value < 0.05 α (0.000 < 0.05). So this means that the lifestyle variable has a significant effect on the variable intention in buying Lanccelot watch products in Karawang.

*F-Test*

**Table 7.** F Test Results

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 361,477 | 3 | 120,492 | 50,016 | ,000[b] |
| | Residual | 231,273 | 96 | 2,409 | | |
| | Total | 592,750 | 99 | | | |

a. Dependent Variable: Minat_Beli

b. Predictors: (Constant), Lifestyle, Brand_Awareness, Brand_Image

Source: Data processed by researchers, SPSS

The F test is carried out to evaluate whether the model structure used is significant or not, so that it can be ascertained whether the model can be used to predict the impact of the independent variables together on the dependent variable (Priyatno, 2012). From the table above, the calculated F value is 50.016 with a significance value of 0.000. Meanwhile, the F table value at the 5% significance confidence level, with df K=3 and df2 = (100 - 3 - 1 = 96), produces an F table value of 2.70. These results show that the calculated F value is greater than the F table, namely 50.016 > 2.70, and the significance value is smaller than α, namely 0.000 < 0.05. Thus, it can be concluded that the fourth hypothesis, which states that the variables brand awareness, brand image and lifestyle simultaneously influence intention in purchasing Lanccelot watch products in Karawang, is acceptable.

Based on table 9, the F test results show that the calculated F value is 50.016 > Table F is 2.70, with a significance level of 0.000 < 0.005. Therefore, it can be concluded that the model feasibility test or F test is acceptable, and the independent variable is suitable to be used to explain the dependent variable being analyzed.

*Model Summary*

The coefficient of determination is used to assess the extent of the contribution of the independent variable to the dependent variable. The higher the value of the coefficient of determination, the better the ability of the independent variable to explain variations in the dependent variable (Efarina Conference, 2022). From the results of calculations using SPSS software in the table above, the R Square coefficient of determination value is 0.610 or 61%. This can be interpreted that the existence of brand awareness, brand image and lifestyle variables is able to contribute an influence of 61% to intention in buying Lanccelot watches in Karawang. Meanwhile, the remaining 39% was influenced by other factors not discussed in the research.

**Table 8.** Hasil Uji Koefisien Determinasi

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,781[a] | ,610 | ,598 | 1,552 |

Source: Data processed by researchers, SPSS

## 4.2. Discussion

### *4.2.1. The Influence of Brand Awareness on Purchase Intention*

The test results regarding the influence of brand awareness on purchasing intention show that there is a positive and significant relationship between brand awareness and purchasing intention, which is categorized as a good relationship. In partial hypothesis testing, the brand awareness t value of 3.478 is higher than the t table (1.984), and the significance value of 0.001 is less than 0.05. Therefore, the first hypothesis which states that brand awareness has a significant effect on purchasing intention in Lanccelot watch products is accepted. This finding is in line with previous research by Mulyanto, J. J. (2019), who also concluded that brand awareness has a partially significant influence on consumer buying intention. However, this result is different from the findings of Hayati (2022), which shows that this variable does not have a positive influence on consumer buying intention. Siagian (2015) explains that brand awareness is considered a very important asset because it can influence consumer perceptions and behavior. Brand awareness reflects the consumer's initial level of understanding when hearing information about a product (Darayani et al., 2016). Increasing brand awareness helps consumers recognize and understand watch brands, so that consumers tend to be more interested in exploring and considering the products offered by that brand. Consumers' ability to recognize and remember a brand is a key factor in determining consumer behavior when making purchasing decisions.

### *4.2.2. The Influence of Brand Image on Purchase Intention*

The test results regarding the influence of brand image on buying intention show that there is a positive and significant relationship between brand image and buying intention, which is categorized as a good relationship. In partial hypothesis testing, the brand image t value of 2.014 is higher than the t table (1.984), and the significance value of 0.047 is less than 0.05. Therefore, the second hypothesis which states that brand image has a significant effect on purchase intention for Lanccelot watch products is accepted. These results further support the similarity of conclusions previously obtained by Prihartini, Mahiri, Hakim, & Kurnadi (2022) that the brand image variable significantly influences the emergence of consumer buying intention. Consumers' relationships with a brand will be stronger if it is supported by adequate experience or appearance to communicate it, so that a brand image is formed. A positive brand image can create a perception of good quality in the eyes of consumers. If a watch brand is associated with high quality, consumers tend to be more interested in buying products from that brand. The brand image of a product not only functions as an attraction for consumers, but is also a tool to increase competitiveness. The role of brand image has developed into a promotional tool that has an important role in attracting consumer intention in the products offered by the company, with the hope of encouraging consumers to make purchases (Zohra, 2013).

### *4.2.3. The Influence of Lifestyle on Buying Intention*

The results of the analysis regarding the influence of lifestyle on buying intention show that there is a positive and significant relationship between lifestyle and buying intention, which can be categorized as a good relationship. When testing the hypothesis separately, the calculated t value for lifestyle was 4.385, exceeding the t table value of 1.984, and the significance value was 0.000, smaller than 0.05. Therefore, the third hypothesis which states that lifestyle has a significant influence on intention in purchasing Lanccelot watch products can be accepted. This finding is in line with the results of similar research conducted by Puji, et al. (2021). In this context, the factors

that influence a person's lifestyle can be divided into two, namely internal factors that originate from within the individual and external factors that originate from outside the individual (Kotler and Armstrong, 2010). These internal factors, including attitudes, play an important role in determining how a person responds to something according to the condition of their soul and mind which is influenced by life experiences, and can influence behavior directly. Attitudes can also be influenced by traditions, habits, culture and social environment. Watches, in this context, are often used as a form of self-expression and identity. Consumers' watch selection process tends to be based on design, brand and features that reflect their lifestyle. Consumers who feel that watches reflect their values or self-image tend to have higher purchasing intentions. For some individuals, ownership of a particular watch may be considered a symbol of status and prestige. Therefore, a lifestyle that emphasizes appearance and self-image can influence intention in buying watches as a symbol of status or success.

## 5. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the findings and discussions in this research, several conclusions regarding consumer behavior towards Lanccelot watch products in Karawang can be drawn. Firstly, the research confirms the first hypothesis, demonstrating that brand awareness significantly influences the buying intention of Lanccelot watches. Secondly, the analysis supports the second hypothesis, revealing that the brand image of Lanccelot significantly impacts the purchasing intentions of consumers in Karawang. Thirdly, the results validate the third hypothesis, showing a significant influence of lifestyle on the intention to purchase Lanccelot watches. Lastly, the fourth hypothesis is also proven, indicating that brand awareness, brand image, and lifestyle collectively have a significant impact on the purchasing intentions towards Lanccelot watch products in Karawang. These findings highlight the crucial roles of brand awareness, brand image, and lifestyle in shaping consumer purchasing decisions in the regional watch market.

### 5.2. Suggestions

This research has several limitations, including focusing on one area, namely Karawang, so that the generalization of the results can be limited. For future research, it is recommended that it be conducted in different locations to support or contradict these findings. This will provide diversity in the consumer context and can broaden understanding of the factors that influence purchasing intention in Lanccelot watch products.

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