
**THE INFLUENCE OF BRAND AWARENESS, PERCEPTION OF QUALITY,
AND BRAND ASSOCIATION ON KOREAN SKINCARE BRAND EQUITY
(STUDY ON KOREAN SKINCARE USERS IN SURABAYA)**



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Abstract

This research is motivated by the need to improve quality and introduce modern marketing techniques, which are strategies to compete and excel in order to increase company profitability and strengthen brand value. The purpose of this study was to examine the effect of brand awareness, perceived quality, and brand association on brand equity of Korean skincare products in Surabaya City. This research uses associative research methods with a quantitative approach, and data is conducted on 100 respondents who use Korean skincare products in Surabaya City. This study uses primary data and sampling techniques using non-probability sampling techniques with a purposive sampling approach. This study shows the results that the f test produces an Fcount value greater than Ftable, namely $92.972 > 2.70$, with a significance value smaller than 0.05, namely 0.00 ($0.00 < 0.05$) so that it can be stated that H1 is accepted. The t-test produces a tcount value of $0.699 < t \text{ table } 1.985$ for brand awareness, while the tcount for perceived quality is $2.391 > t \text{ table } 1.985$, and the tcount for brand association is $6.133 > t \text{ table } 1.985$. From the t-test results, H2 is rejected, while H3 and H4 are accepted. This study concludes that brand awareness, perceived quality, and brand association simultaneously have a significant influence on brand equity. However, there is a lack of influence of brand awareness on brand equity, partially, while perceived quality and brand association partially have a significant influence on brand equity.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Equity

INTRODUCTION

The emergence of new phenomena in the era of global openness, such as Americanization, has had a significant impact on Western countries. One such impact is the Korean Wave, which has grown rapidly along with the acceleration of globalization in Asia in the last decade. This phenomenon has profoundly affected many countries, including Indonesia, where the Hallyu trend has begun to take hold among teenagers. The term Korean Wave has become part of common discourse, and its impact is increasingly being felt.

Trends in Indonesia's beauty industry show a growing popularity of South Korean beauty products, or K-beauty. Indonesia ranks fourth in terms of K-beauty popularity by 2022. In addition, the country imports about US\$40.14 million worth of beauty and skincare products from South Korea, making it the second largest import value in this category. Indonesian consumers tend to be selective in their product choices, and many see K-beauty as the perfect solution for their beauty needs. Minimalist makeup styles, both no-makeup and simple makeup looks, are a favorite among consumers today.

At present, the competition in the beauty industry is getting tougher; both local products and imported brands are trying to continue to improve the variety of cosmetics, starting from makeup to skincare. The popularity of K-Beauty is based on factors that influence consumers to be interested in buying these products. According to Na Sung Min, Strategic Marketing Leader at PT Cosmax Indonesia, there are several reasons behind the success of K-Beauty, namely affordable product prices (Reasonable), makeup and skincare inspiration from idols, and safe products for the skin needed by consumers. "Reasonable" means that the products offer reasonable prices and quality.

Based on Statista data, South Korea is estimated to generate US\$1.76 billion in revenue from the cosmetics industry. In comparison, the United States achieved the highest global revenue in this sector, amounting to US\$20.13 billion in 2024. This data highlights the significant influence of Korean culture in shaping brand awareness, perceived quality, and brand associations in the minds of consumers, which contributes to the growing popularity of Korean beauty products, particularly in Indonesia.

Brand equity from the perspective of brand association can be understood through three key factors: (1) Strength of Brand Association, which refers to the process through which consumers receive and internalize information—via marketing communications such as advertising, promotions, personal selling, and word-of-mouth—leading to increased brand popularity; (2) Favorability of Brand Association, which reflects the positive attributes of a brand as perceived through its ability to meet consumer expectations and needs, thereby fostering positive consumer attitudes; and (3) Uniqueness of Brand Association, which involves the distinct characteristics of a brand that are difficult for competitors to replicate, contributing to a strong, differentiated brand identity.

Korean beauty trends, which emphasize clean, white, and radiant skin, are now a phenomenon that many people, especially women, aspire to. Realizing this huge potential, Sarange, one of the Korean beauty brands, started to penetrate the Indonesian market in 2009 by bringing Miss Korea, Jooa Lee. Recently, the skincare industry has been growing rapidly due to the public's awareness of the importance of appearance. South Korea, as the center of beauty trends, does not want to be left behind to take advantage of this opportunity. Various Korean skincare brands are also actively entering the local market, although the price of

Korean skincare products is usually higher than local brands, the quality and benefits offered are recognized by many people.

REVIEW OF LITERATURE

Definition of Marketing

Marketing is an important and mandatory activity for companies, both those operating in the product and service sectors, to ensure their operational sustainability. This activity is very crucial because marketing is directly connected to consumers. C.K. Prahalad (2022) Marketing focuses on recognizing and utilizing consumer wants and needs through innovative and sustainable approaches.

Marketing that prioritizes brand equity aims to build and maintain positive brand value in the minds of consumers. Brand equity refers to the additional value a brand has based on consumers' perceptions, which can influence their purchasing choices. Brand value consists of a collection of assets and responsibilities for the brand that can affect the perceived value of a product, either by increasing the appreciation received or potentially reducing the benefits obtained by the company. (Aaker in Nada Triningsih et al., 2022).

Brand Awareness

Brand awareness is a fundamental element in marketing strategy that shows how well consumers recognize and remember a brand and its characteristics. Brand awareness includes consumers' knowledge, familiarity, and ability to talk about certain brands and the products they offer. Aaker (2021) explains that brand awareness reflects how well consumers are able to describe and remember brands in product classifications.

Brand awareness is an assessment of the extent to which consumers can identify the existence of a brand that belongs to a certain category. The more extensive consumer recognition of a brand, the higher their level of awareness of the brand. Brand awareness is a key component in establishing relationships with consumers and building favorable associations with brands (Chaffey in Aghazadeh & Khoshnevis, 2024).

Perceived Quality

Quality can be defined as the overall properties of a product or service that are able to provide satisfaction, either directly or implicitly. Therefore, perceived quality can be an important indicator to assess the superiority of a product and differentiate it from competing brands. Usually, this reflects a positive view, reflecting consumer confidence in the product (Iriani in Piiroman & Saks, 2022).

Zeithaml (2021) states that perceived quality is the consumer's subjective assessment of the brand, it is formed from direct experience and the information they receive. Brand and reputation factors can also influence this judgment. The perceived quality of a product plays an important role in the factors that consumers take into account when determining which product to buy. Therefore, manufacturers are required to deliver quality goods or services to remain competitive in the market.

Brand Association

Brand association can be understood as a complex network of cognitive connections that are closely related to a particular brand in memory. These associations cover a wide range of perceptions, including aspects related to the specifics of the overall broader brand image, the product, as well as the symbols it represents. When individuals shop, these brand

associations play an important role in influencing their decision-making process, ultimately leading them to choose certain products or brands over others.

Aaker emphasizes that in this all-digital era, the influence of social media and online reviews is very significant on brand associations. In a recent view, David Aaker revealed that brand association serves as a crucial tool in gathering information for differentiation strategies and expanding brands. Aaker (2022) recall and the way consumers easily recognize a brand is a process of developing brand associations, ultimately optimizing the relationship between brands and consumers.

Brand Equity

Brands are long-term assets for companies that are optimally managed to generate huge profits. Some of the world's most enduring brands that have survived for decades are now some of the highest-valued brands in the world, thanks to effective brand management strategies. Sometimes, companies tend to think that investing in assets such as land, buildings, and equipment is a tangible form of investment that is more rewarding than investing in brands.

However, in the long run, investing in brands can actually yield more favorable results. Often, company owners will sell the business and its brand to investors for a profit. The process of building a brand identity requires a variety of additional decisions regarding names, colors, logos, symbols, and taglines. A brand is more than a marketing tool or tactic; it is essentially a promise from marketers to provide consistent facilities, benefits, and services to customers (Sabar et al., 2021).

RESEARCH METHOD

This research applies associative research with a quantitative approach. According to Sugiyono (2020: 13), quantitative research is systematically designed, structured, and planned and is based on the philosophy of positivism. This approach is used to study samples from certain populations with random sampling techniques, producing data in the form of numbers. The data that has been collected and analyzed statistically in order to test the hypothesis that has been determined. The sample in this study consisted of respondents who live in Surabaya City with the criteria for respondents selected in this study were at least 17 years old, residing or domiciled in Surabaya City, and had bought and used Korean Skincare products of the same type at least 2 times.

Sampling Strategy

In this study, the sampling method applied was a non-probability sampling technique with a purposive sampling approach. In purposive sampling, the researcher determines the sample based on considerations regarding how relevant the individual or group is to the research objectives. The technique allows researchers to select subjects who have experience, knowledge, or special characteristics that match the research focus, especially in exploratory research or case studies (Sekaran, 2023).

Questionnaire Structure

According to Sugiyono (2021), a questionnaire or questionnaire is one of various data collection methods used in quantitative and qualitative research. In quantitative data collection, this scale uses nominal values from 1 to 5. Likert Scale-based research instruments are usually presented in the form of a checklist (✓) in the column provided.

Justification for SPSS-25

In quantitative research, analysis usually involves statistical methods such as t-tests, regression, or factor analysis. Meanwhile, in qualitative research, commonly used approaches include thematic analysis and grounded theory. In this study, the data analysis was conducted quantitatively, which is expressed in the form of numbers. The data processing used statistical methods processed with the SPSS-25 application.

Measurement Validity and Reliability

Validity leads to the accuracy of a measuring instrument can be said to precisely carry out the measurement function. The process is done by correlating each question or question to the total score. Furthermore, the significance test criteria are based on R_{table} at a significance level of 0.05 with a two-sided test. Data reliability testing can be carried out when using the Cronbach's Alpha (α) statistical test. Variables are considered reliable if the Cronbach's Alpha value is > 0.60 .

Structural Model Assessment and Hypothesis Testing

The structural model is assessed using: 1) Data analysis using validity and reliability tests, 2) Classical assumption tests using normality, multicollinearity, and heteroscedasticity, 3) Multiple Linear Regression Test, 4) Coefficient Determination (R^2) to measure the extent to which the independent variables are able to explain variations in the dependent variable, 5) F-test (Simultaneous) is used to determine the simultaneous influence of all independent variables on the dependent variable, 6) T-test (Partial) is used to measure the significance of the partial influence of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	22	22%
	Female	78	78%
	Total	100	100%
Age	17-21	36	36%
	22-26	41	41%
	27-31	22	22%
	>31	1	1%
	Total	100	100%

Source: Primary Data, 2025

The majority of respondents in this study were female (78%), more than male respondents (22%). The dominance of female respondents shows that most Korean skincare users are women. This means that in addition to the average skincare user in Indonesia as a solution to overcome all facial problems, especially in Indonesian women who dominate the skincare market in Indonesia.

A total of 36 out of 100 respondents (36%) were aged between 17-21 years, 41 people (41%) respondents aged 22-26 years, 22 people (22%) respondents aged 27-31 years, and 1 person (1%) respondents aged over 31 years. This shows that most respondents are aged 22-

26 years with 41 people (41%). The concentration of respondents in their twenties indicates that the age group is active in online shopping and brand engagement through social media. The latest survey revealed that 94.6% of women still actively use Instagram to access beauty content, with a significant increase compared to 2019. In addition, in 2024, 51.9% of women also started utilizing TikTok as a source of beauty information.

Data Analysis

Data analysis was carried out quantitatively in the form of numbers. The data processing used statistical methods processed with the SPSS-25 application. 100 respondents were determined based on considerations regarding how relevant individuals or groups are to the research objectives.

Validity Test

Table 2
Validity Test Results

Variable	Statement	r _{count}	r _{table}	Description
Brand Awareness (X ₁)	X1.1	0,83605	0,361	Valid
	X1.2	0,78037	0,361	Valid
	X1.3	0,76649	0,361	Valid
	X1.4	0,70601	0,361	Valid
	X1.5	0,87401	0,361	Valid
Perceived Quality (X ₂)	X2.1	0,91842	0,361	Valid
	X2.2	0,78882	0,361	Valid
	X2.3	0,9146	0,361	Valid
	X2.4	0,92815	0,361	Valid
	X2.5	0,69343	0,361	Valid
	X2.6	0,79433	0,361	Valid
Brand Association (X ₃)	X3.1	0,79997	0,361	Valid
	X3.2	0,67551	0,361	Valid
	X3.3	0,8371	0,361	Valid
	X3.4	0,86719	0,361	Valid
	X3.5	0,84479	0,361	Valid
	X3.6	0,84796	0,361	Valid
	X3.7	0,87053	0,361	Valid
	X3.8	0,91656	0,361	Valid
	X3.9	0,82221	0,361	Valid
Brand Equity (Y)	Y.1	0,93007	0,361	Valid
	Y.2	0,87532	0,361	Valid
	Y.3	0,86078	0,361	Valid
	Y.4	0,89188	0,361	Valid

Source: Primary Data, 2025

To assess whether a variable is valid or not, a comparison with the r_{table} value is required, which can be found using the r_{table} . Comparison of r_{table} values is done using the following formula:

$$r_{table} = \text{number of validity test respondents (n)} - 2$$

$$r_{table} = 30 - 2 = 28.$$

A significant value (α) of 0.05 with a two-sided test result in an r_{table} of 0.361. It can be concluded that the validity test results on each indicator of the Brand Awareness (X_1), Perceived Quality (X_2), Brand Association (X_3), and Brand Equity (Y) variables are declared valid because $r_{count} > r_{table}$.

Reliability Test

Composite Reliability

Table 3
Composite Reliability

Variable	Cronbach Alpha	Alpha	Description
Brand Awareness (X1)	0,839	0,60	Reliabel
Perceived Quality (X2)	0,917	0,60	Reliabel
Brand Association (X3)	0,942	0,60	Reliabel
Brand Equity (Y)	0,909	0,60	Reliabel

Source: Primary Data, 2025

The table above indicates that each variable has a Cronbach's Alpha (α) value that exceeds 0.60. This confirms that all variables have an adequate level of reliability. Therefore, the data analysis process can continue to the next stage.

Normality Test

P-Plot

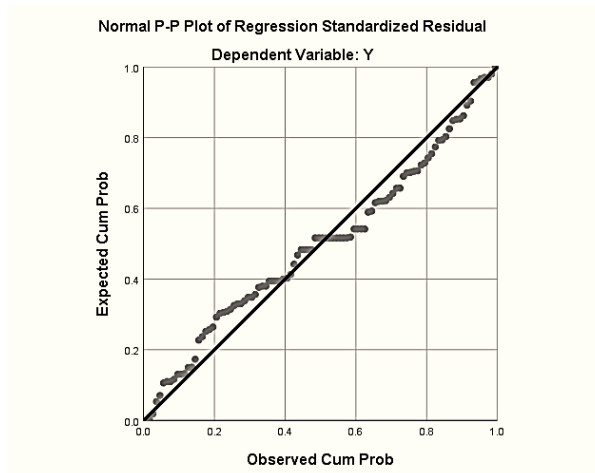


Figure 1
P-Plot Model

Source: Primary Data, 2025

The figure displays the results of the normality test using the P-Plot, which illustrates that the data is spread following the diagonal line. This indicates that the data in this study are normally distributed, so the regression method can be used validly to test the hypothesis.

As a supporter of the P-Plot graph test, statistical analysis is needed to detect data normality in this study. The method used in normality testing is the Kolmogorov-Smirnov (K-S) test through the SPSS 25 application. It is said that the data is normally distributed if the Asymp. Sig (2-tailed) value is more than 0.05. Conversely, a value below 0.05 shows that the data is not normally distributed.

One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.02820732	
Most Extreme Differences	Absolute	.090	
	Positive	.088	
	Negative	-.090	
Test Statistic		.090	
Asymp. Sig. (2-tailed)		.043 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.367 ^d	
	99% Confidence Interval	Lower Bound	.354
		Upper Bound	.379

Figure 2

One-Sample Kolmogorov-Smirnov Test

Source: Primary Data, 2025

The normality test results presented in the table above show that the significance value or Asymp. Sig (2-tailed) is 0.367, which is greater than 0.05. Thus, it can be concluded that the residuals in this study are normally distributed.

Multicollinearity Test

Table 4
Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Awareness (X1)	.363	2.753
Perceived Quality (X2)	.315	3.171
Brand Association (X3)	.257	3.889

Source: Primary Data, 2025

The normality test results presented in the table above show that the significance value or Asymp. Sig (2-tailed) is 0.367, which is greater than 0.05. Thus, it can be concluded that the residuals in this study are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is used as a check for the presence or absence of inequality of residual variances between observations in the regression model. A good regression model is the absence of heteroscedasticity, and can use the Rank Spearman Rho test to identify the presence of heteroscedasticity in the regression model.

Table 5

Heteroscedasticity

Variable	Sig.	Conclusion
Brand Awareness (X1)	0,290	Non Heteroscedasticity
Perceived Quality (X2)	0,323	Non Heteroscedasticity
Brand Association (X3)	0,473	Non Heteroscedasticity

Source: Primary Data, 2025

Based on the table above, all variables have a significance value greater than 0.05. These results indicate that the regression model in this study is free from heteroscedasticity problems.

Multiple Linear Regression Test

Multiple linear regression was applied to this study to examine the influence of independent variables in explaining changes in the dependent variable. The model in this analysis is assisted by SPSS 25 with the formula $Y = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + e$. The results of the calculation can be seen as follows:

Table 6
Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.010	.958		2.100	.038
Brand Awareness	.039	.056	.060	.699	.486
Perceived Quality	.154	.064	.220	2.391	.019
Brand Association	.274	.045	.625	6.133	.000

a. Dependent Variable: Brand Equity

Source: Primary Data, 2025

Based on this table, the regression equation is obtained as follows:

$$Y = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + e$$

$$Y = 2.010 + 0.039 X_1 + 0.154 X_2 + 0.274 X_3 + e$$

Based on the regression equation, it can be concluded that the constant value (a) is 2.010, meaning that if Brand Awareness (X1), Perceived Quality (X2), and Brand Association (X3) are all zero, then the Brand Equity (Y) value is 2.010; the regression coefficient for Brand Awareness (X1) is 0.039, indicating that a 1-unit increase in X1 will increase Y by 0.039 units, assuming other variables remain constant; the regression coefficient for Perceived Quality (X2) is 0.154, meaning that a 1-unit increase in X2 will increase Y by 0.154 units, with other variables constant; and finally, the regression coefficient for Brand Association (X3) is 0.274, indicating that a 1-unit increase in X3 will increase Y by 0.274 units under the same assumptions. These results show that all three independent variables, Brand Awareness, Perceived Quality, and Brand Association, positively influence Brand Equity, with Brand Association having the strongest effect, followed by Perceived Quality and Brand Awareness.

Coefficient Determination (R²)

Table 7
Coefficient Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.744	.736	1.044

a. Predictors: (Constant), Brand Association, Brand Awareness, Perceived Quality

Source: Primary Data, 2025

The Adjusted R square value obtained is 0.736, determined using Table 7. As a result, factors X1, X2, and X3 affect variable Y by 73.6%, with other variables not included in this study affecting the remaining 26.4%. According to the findings of the coefficient of determination test, 26.4% of the total independent factors still have an impact on the Korean Skincare brand equity in Surabaya.

Hypothesis Test

F-test (Simultaneous)

Table 8
F-test (Simultaneous)
ANOVA^a

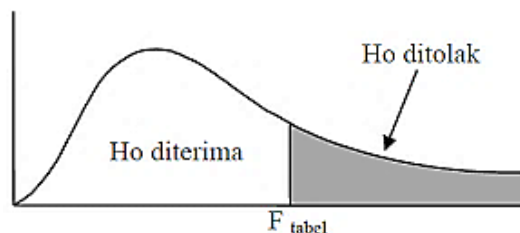
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	304.086	3	101.362	92.972	.000 ^b
Residual	104.664	96	1.090		
Total	408.750	99			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Brand Association, Brand Awareness, Perceived Quality

Source: Primary Data, 2025

From the table regarding the results of the F Test above, it can be explained as follows; 1) Hypothesis; a) $H_0: \beta_1; \beta_2; \beta_3 = 0$, simultaneously Brand Awareness, Perceived Quality, and Brand Association do not affect Brand Equity, b) $H_a: \beta_1; \beta_2; \beta_3 \neq 0$, simultaneously Brand Awareness, Perceived Quality, and Brand Association affect Brand Equity. 2) Determine F_{table} or level of significance (α) using the formula $df = F (n-k-1)$. In this study, $F_{table} (3; 100-3-1) = (3; 96) = 2.70$, and F_{count} of 92.972 was obtained. 3) Decision-making criteria for testing F; a) If $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, which indicates that all independent variables (Brand Awareness, Perceived Quality, and Brand Association) influence related variables (Brand Equity), b) If $F_{count} < F_{table}$ then H_0 is accepted and H_a is rejected, which indicates that all independent variables (Brand Awareness, Perceived Quality, and Brand Association) do not affect the dependent variable (Brand Equity).



$F_{table} = 2,70$

$F_{count} = 92,972$

Figure 3
F-test Curve

Source: Primary Data, 2025

From the table and explanation above, it can be shown that the F_{count} value in this study is greater than F_{table} , namely $92.972 > 2.70$ and the significance value is less than 0.05, namely 0.00 ($0.00 < 0.05$), it can be stated that H_1 is accepted. It can be concluded that the variables Brand Awareness, Perceived Quality, and Brand Association simultaneously and significantly affect Korean Skincare Brand Equity.

T-test (Partial)

Table 9
T-test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	2.010	.958		2.100	.038
Brand Awareness	.039	.056	.060	.699	.486
Perceived Quality	.154	.064	.220	2.391	.019
Brand Association	.274	.045	.625	6.133	.000

a. Dependent Variable: Brand Equity

Source: Primary Data, 2025

Based on the t-test results presented in the table, it can be concluded that Brand Awareness (X_1) does not significantly affect Brand Equity (Y), as indicated by a t_{count} of 0.699 which is less than the t_{table} value of 1.985, and a significance level of 0.486 which is greater than 0.05, resulting in the rejection of H_2 ; in contrast, Perceived Quality (X_2) significantly influences Brand Equity, as shown by a t_{count} of 2.391 which is greater than 1.985, and a significance level of 0.019 which is less than 0.05, thus H_3 is accepted.

Furthermore, Brand Association (X_3) also has a significant effect on Brand Equity, supported by a t_{count} of 6.133 which exceeds the t_{table} value of 1.985, and a significance level of 0.000 which is well below 0.05, leading to the acceptance of H_4 .

The Influence of Brand Awareness, Perceived Quality, and Brand Association, Simultaneously on Brand Equity

Based on the results of hypothesis testing using the F test, it was found that there was a significant simultaneous effect. This is evidenced by the F_{count} of $92.972 > F_{table}$ 2.70 with a probability of significance level of $0.00 < 0.05$. Thus, it can be concluded that the variables Brand Awareness, Perceived Quality, and Brand Association together have a significant influence on Brand Equity.

One strategy to be able to compete and excel is by increasing the company's profitability and being able to strengthen the value of a brand can be achieved with various

strategies. First, brand awareness reflects the extent to which consumers recognize and remember the brand. Furthermore, brand association describes the image and characteristics associated with the brand in the minds of consumers.

Another component is perceived quality, which shows consumers' judgment on the quality of the products or services offered by the brand. In addition, brand loyalty reflects the level of consumer loyalty and their likelihood to make repeat purchases. Finally, other brand assets, such as patents and distribution relationships, also contribute to the strength of brand equity. Overall, this model helps companies understand and manage brand equity to achieve a competitive advantage in the market.

The Influence of Brand Awareness on Brand Equity

Based on the t test in this study, it shows that the brand awareness variable has no effect on korean skincare brand equity. This is evidenced by the results shown in the t test is the t_{count} value of $0.699 < t_{table} 1.985$ and a significance value of $0.486 > 0.05$. Therefore hypothesis 2 is rejected, meaning that brand awareness has no effect on brand equity.

This shows that even though consumers can identify the existence of a brand included in a certain category, it has not been able to attract the equity of a Korean skincare brand. Brand awareness alone is not enough for consumers to be able to identify brands from a variety of choices, such as recognizing a familiar logo or packaging design.

As such, brand awareness plays an important role in differentiating a brand from its competitors, making it stand out in a market full of choices that will ultimately affect brand equity. Brand Awareness will of course have a different effect on the research of product A and product B, because each product has different brand equity and how consumers recognize and remember the product. Thus, appropriate efforts are needed by companies in increasing brand awareness so that consumers are able to recognize a brand in a certain category.

The Influence of Perceived Quality on Brand Equity

The t test results in this study indicate that perceived quality has a significant effect on brand equity. This is evidenced by the results shown in the t test is the t_{count} value of $2.391 > t_{table} 1.985$ and a significance value of $0.019 < 0.05$. Therefore Hypothesis 3 is accepted, meaning that perceived quality has a significant effect on brand equity.

It can be concluded that when consumers emphasize that perception has a big influence on how consumers assess the quality, benefits and value of a product. The perceived quality of a product plays an important role in the consideration of consumers who pay attention to quality when choosing a product, so producers are required to create superior goods or services to compete in the market.

The Influence of Brand Association on Brand Equity

The t test results in this study indicate that brand association has a significant effect on brand equity. This is evidenced by the results shown in the t test is the t_{count} value of $6.133 > t_{table} 1.985$ and a significance value of $0.000 < 0.05$. Therefore Hypothesis 4 is accepted, meaning that brand association has a significant effect on brand equity.

It can be concluded that brand association includes all mental bonds formed between consumers and brands, experiences, including images, or beliefs that consumers have about the brand. Brand association is strongly influenced by social media and online reviews.

CONCLUSION

Based on the results of data analysis and discussion of the Effect of Brand Awareness, Perceived Quality, and Brand Association on Korean Skincare Brand Equity (Study on Korean Skincare Users in Surabaya City), it is found that Brand Awareness, Perceived Quality, and Brand Association simultaneously have a significant effect on Korean Skincare Brand Equity, Brand Awareness does not affect Korean Skincare Brand Equity, Perceived Quality partially has a significant effect on Korean Skincare Brand Equity, and Brand Association partially has a significant effect on Korean Skincare Brand Equity.

Referring to the results of the analysis and conclusions that have been reached, several recommendations can be taken into consideration for further implementation, for consumers, it is advisable to be proactive in digging up information about various brands on the market, assessing product quality based on other user experiences, and identifying associations attached to certain brands, such as the value carried, the innovations offered, or the advantages over competitors. With this approach, consumers can more easily find products that best suit their personal needs, and for future researchers, it is recommended to include other variables that are potentially more relevant and contribute to the dependent variable. By adding or replacing certain variables, future research can produce more comprehensive and in-depth findings. Future researchers are also expected to explore alternative approaches, such as qualitative methods, longitudinal studies, or experiments, in order to gain deeper insight into the phenomenon under study.

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