THE EFFECT OF THE PERCEIVED BRAND GLOBALNESS, BRAND QUALITY, AND BRAND PRESTIGE TO BRAND PURCHASE LIKELIHOOD

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ABSTRACT

The background of this research was perception from the consumer to have a high quality and high prestige from global brand, but the reality sometimes not suitable with the perception. There was indicated that consumer have a gap between two dimensions of Global brand (quality and prestige) with the dimensions of brand purchase likelihood. The objective(s) of this research was to understand if there is an effect between Perceived brand globalness, Perceived brand quality and brand prestige with brand purchase likelihood at McDonald’s and Wendy’s in Centre of Jakarta. The design of this research was formulation are: 1) Are they have an effect between perceived brand globalness with perceived brand quality 2) Are they have an effect perceived brand globalness with brand prestige 3) Are they have an effect between perceived brand globalness, perceived brand quality and brand prestige with brand purchase likelihood at McDonald’s and Wendy’s in Centre of Jakarta. Data analyze used in this research is primer data and using simple random sampling to collect the data, analysis data method in this research is using Linier Regression Method with SPSS program software version 12.0. Respondent in this research are the consumer, which have experience in consuming product from McDonald’s and Wendy’s at Centre of Jakarta. The result of this research conclude that the company which offered their product must have an attention to, Perceived brand quality and brand prestige, so the company can increase the consumers perception about the product.

Keywords: Brand prestige, brand quality, brand purchase likelihood, perceived brand globalness.
INTRODUCTION

De Moij (1998) stated that today many multinational corporations chose his company to a global portfolio of brands, and believe that consumers prefer global brands, compared with a local brand. There are several variables that influence the willingness of people to buy global brands including perceived brand quality of the brand and brand prestige. Using data from the USA and Korean consumers, it is known that the Perceived brand globalness (PBG) has positive influence on perceived brand quality and brand prestige, so that will happen brand purchase likelihood. Effect through perceived quality is the strongest in influencing consumers’ (Benedict, Steenkamp, Batra, Alden, 2003). Today many multinational companies are changing the brand portfolio into a global brand. Some reasons for companies to use global brands, are: (1) Globalization is able to provide economies of scale and scope in research and development, (2) This strategy calls for increasing the sense of consumers around the world to develop similar needs and tastes (Hassan and Katsanis, 1994), (3) Globalization time accelerate the brand’s entry into the market by reducing time consuming local modifications (Neff, 1999).

Currently, the choice of consumers towards the brand with ‘global image’ over local competitors, although the quality and values contained no objectively better (Shocker, 1994; Kapferer, 1997). Research also indicates that, the company takes advantage of the increased image as the effects of a global positioning brands in communications that they do, through the brand name, logo, ad visuals and themes, etc. (Alden, 1999). Perceived brand globalness (PBG) can create the perception of the brand perception of superiority and prestige brands (Shocker, Srivastava and Ruekert 1994; Kapferer, 1992). There have been previous studies conducted by Steenkamp, Batra, Alden (2003) about the effect of perceived brand globalness, perceived brand quality and brand prestige of the brand purchase likelihood. But in this study the problem limited to the influence of perceived brand quality and brand prestige of the brand purchase likelihood. This study aims to determine: (1) Whether the Perceived Brand Globalness effect on Perceived Brand Quality?, (2) Whether the Perceived Brand Globalness affect Prestige Brand?, (3) Whether the Perceived Brand Quality and Prestige Brands effect on brand purchase likelihood?

From the results of this research are expected to contribute to the field of marketing (marketing), ie for more in-depth review of the perceived brand globalness, perceived brand quality, and brand prestige that could encourage consumer brand purchase likelihood. Thus the results of this study can contribute as a literature reference for future research. In this study only examined the perceived brand globalness variables, perceived brand quality, brand prestige and brand purchase likelihood, so that this research requires other variables to complement the consumers’ perception of the brand in perceived globalness, perceived brand quality.
THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Perceived Brand Globalness

The American Marketing Association defines a brand as “a name, term, sign, symbol, or design, or combination of Them, intended to identify the goods or services of one seller or group of sellers and to differentiate Them from those competitors.” So a brand is a product or service that provides an additional dimension and provide differentiation from other products or services designed to meet the same needs, and perhaps the most unique skill of professional marketers is the ability to create, maintain, and enhance brand (Kotler, 1997). So the brand identifies the seller or manufacturer. Brands can be the name, trademarks, logos or other symbols. Keller (2003) said in a speech that at the time of a marketer creating a new name, symbol logo for a product, then at that moment they’re creating a brand. A brand is simply a part of a marketing process in selling a product. Kotler (2000) says that the brand becomes a very important issue for a strategy of marketing a product. Brand accordance with the meaning and function must be able to show you something, had a particular meaning. Brand’s success today is determined by the relationship knowledge building with products or services provided. Jean Marie Du said, now consumers choose a brand because of what they know, more than just a name or a product-specific benefits.”

According Jarlhem and Mihaelescu (2003) brand is a promise made by a company to its consumers and is supported by the same company. In the same sense Mihaelescu Jarlhem and agree with the definition put forward by Apostolopoulou’s (2002) on the parent brand (the parent brand) as the name of brands that represent the foundation or basis of brand extension. A brand is part of a product, communication strategy implemented in advance disseminate widely information about the brand and establish brand image (Aaker and Joachimsthaler, 2000). Kotler (2003) explains that brands vary in strength and value it has in the market. One extreme example is when consumers do not know a specific brand. On the other hand there are the brands where consumers have a high level of brand awareness. Noting the management process of a brand is associated with the function of a trademark as an identifier. Under trademark law, the seller is given the exclusive right to use the brand forever. So the brand is different from other assets such as patents and copyrights that have a time limit. Business logic (Levitt, 1983; Yip, 1995) states that using a global brand means to produce scale and scope economies (Research and Development, manufacturing, purchasing, inventory, logistics, marketing, ideas, speed of entering the market). Furthermore, the infrastructure essential for the development of global brands to stay there, among others: market, media, events, and agency. To obtain the scale and scope economies, and to influence the infrastructure needed standardization and consistency globally, through its global branding. On the other hand the global standardization and consistency can cause problems unless consumers around the world have a taste and desire the same. The logic of consumers according to (Levitt, 1983), consumers today are very similar, so it is losing money if it is not used optimally.

Brand has six levels of understanding: (1) Attribute: brand reminiscent of certain attributes. Mercedes stating something that expensive, well-made, good shape, durable, high prestige, high value back, fast, and others. Companies can use one or several attributes this to advertise the car.
For years Mercedes advertises, “is designed unlike any car in this world.” This serves as a basis for determining the position for projecting a variety of other attributes of the car. (2) Benefits, a brand more than a series of attributes. Customers do not buy attributes, they buy benefits. Attributes needed to be translated into functional benefits and / or emotional. The attribute “durable” could translate into functional benefit, “I do not need to buy a new car every few years.” Attribute expensive “may be translated into an emotional benefit,” This car makes me feel important and appreciated. “Attribute well-made” is translated into functional and emotional benefits, “I am safe in case of accident.” (3) Value, the brand also says something about the manufacturer. So Mercedes is a high performance, security, prestige and others. Brand marketers need to know which group of car buyers who are looking for these values. (4) Culture: the brand also represents a certain culture. Mercedes represents German culture: organized, efficient, high quality. (5) Personality: brand also reflects a certain personality. If a brand is a person, animal or an object, what will be thought about us? Mercedes reflect a leadership capable of logic (people), the lion who ruled (animals), or a majestic palace (object). Sometimes the brand taking a well-known personality in fact. (6) Users: mark indicates the type of consumers who buy using the product. We will be surprised to see a 20-year-old secretary driving a Mercedes. What we expect is a top manager was 5 years behind the wheel. Users are people who appreciate the values, culture and personality of the product (Kotler, 1997).

This differentiation may be functional, rational or tangible product associated with the performance of the brand. Marks may also simply as a symbol, emotional or intangible related to how the brand is presented. According to Lagergren (1998) provides consumer-oriented definition, claiming that the brand is a guarantee of quality. Kepferer (1997) also defines the brand as a guarantee of quality or contract, a broader definition is also given by Dolák (2001) “a brand is the identification of the entity that makes specific promises of value given.

The definition of a global brand is a market with a worldwide, maintaining the core essence across the world, although at the time of execution on execution more or less marketing must adapt to the needs of local marketing (de Chernatony et al., 1995). Some experts claim that there are indications that the perceived brand globalness (PBG) can create the perception of the brand superiority (Shocker, Srivastava and Ruekert 1994; Kapferer, 1992) and perceptions of brand prestige. Some other experts underlines, the fact remains that global brands can also create a connotation cosmopolitan, sophistication and modernism (Friedman, 1990).

Using a global brand can generate economies of scale and scope that is (Research and Development, manufacturing, purchasing, inventories, logistics, marketing ideas, and speed to market). Furthermore the infrastructure needed to develop the existing global brands such as markets, media, events and agencies. To get the scale and scope economies, and to influence this infrastructure, which must be done is the global standardization and consistency, through a global branding. If a company treats only as a name brand, the company would not see the actual brand objectives. Challenges in the purchase of a brand is to develop a set of deep meaning for the brand (Kotler, 1997).

Brand Perceived Quality

Brand name is a key indicator of quality (Rao and Monroe, 1989) and a global brand in general can increase the perceived quality of the brand. Quality can be broadly defined as superiority or
excellence, more broadly can also be defined that, perceived quality is judgment consumers about
the overall superiority of one brand or excellence (Valerie, Zeithamal, 1988). Moreover, it can also
be defined perceived quality are: (1) Different from objective or actual quality, (2) A higher level of
abstraction rather than specific attribute of a product, (3) That a global assessment in Some cases
(Valerie, Zeithamal, 1988). Brand name is a key indicator of quality (Rao and Monroe, 1989), and
foreign brands in general help improve the brand’s perceived quality.

According to Garvin (1987), product quality can be captured in 8 dimensions: performance,
reliability, conformance, features, reliability, conformance, durability, serviceability, aesthetics and
perceived quality. According to (Parasuraman, Zeithamal and Berry, 1985) dimensions are consistently
in the perceived quality such as reliability, empathy, assurance, and tangibles responsiveness.
Customers sometimes use price as an indicator of the quality of a product (Edgar and Malhotra,
1981), found in the context of this relationship when the consumer has a level of product knowledge
that is relatively less (Dobni and Zinkan, 1990), which according to Aaker (in Andersson, 2000)
on Basically brand image is defined as consumer perceptions of overall quality or superiority of a
product or service in accordance with what is expected.  From the research that has been done by
Erdem and Swait (1998) using structured equation model or structural equation models have shown
an increase over the perception of risk and cost information on the brand that has high credibility in
the eyes of consumers.

Perceptions of quality according to Aaker (1997) is a customer perception of overall quality or
superiority of a product or service related to the expected purpose. The impression of quality at least
give the first five advantage is with the perception of quality will provide a stronger reason to buy a
product, This will affect brand choice which should be considered, and subsequently influence what
brand to buy. Advantages second important characteristic of a brand is its position in a dimension
of quality differentiation of products, meaning that an important and unique characteristics will
determine its position in the dimensions of the impression of quality. Third, to provide optimum
price, which means that if a particular brand is believed to have high quality then it will facilitate
the company in setting the optimum price, this is caused because of the confidence of consumers of
the quality of the brand, so they have a price tolerance towards a brand. Fourth, with the perception
of high quality course to give interest to the distributors, retailers and other distribution channels to
provide a wider distribution channel again and profit. The latter is the perception of quality can be
exploited by introducing a variety of brand extension that is by using a particular brand to enter new
product categories.

**Brand Prestige**

Prestige is a subjective evaluation of high social status of people like the brand. Research
conducted, indicating that evaluative judgment often followed by emotional reactions. (Bagozzi,
Gopinath and Nyer, 1999). Understanding prestige may vary for each different consumers, depending
on their socioeconomic background in a marketing terminology, consumers develop meaning for a
prestige brand based on the interaction with the community (eg, aspired and / or peer reference
group), object properties (eg, best features) and hedonic values (eg, sensory beauty) (Vigneron and
Johnson, 1999), the common assumption that brand prestige yag have not frequently purchased, requires the desire and knowledge that high, and closely related to one's individual concepts. According to Kapferer (1997) consumers prefer foreign brands because of their association to the higher prestige. In general, foreign brands have higher prestige due to the relative scarcity and higher prices compared to local brands (Batra et al., 2000; Bearden and Etzel, 1982). In the process, some consumers prefer to buy foreign brands because it can enhance his personal image becomes more cosmopolitan, sophisticated and modern (Fiedman, 1990). Therefore, perceived prestige associated with foreign brands that provide intangible value to consumers, and consumers tend to maintain value by increasing brand loyalty they like to transfer a good image to others through positive word of mouth. Furthermore Steenkamp et al. (2002) argues that the influence of perceived prestige on purchase intention is stronger when the product category more attention and interest or how to consume it more possible for the community.

According to Vigneron and Jonson (1999), there are 5 (five) value contained in the Prestige, namely: (1) Conspicuous, (2) Unique, (3) Social, (4) Emotional, (5) Quality and there are 3 levels of prestige, among others, upmarket, premium, luxury (Vigneron and Jonson, 1999). Prestige brands is expected to have greater evidence that the brands had quality, luxury or premium brands and have a higher level of quality expected (Garvein, 1989; Roux, 1995). In practice more exciting at a great price (Groth and Mdaniel, 1993) because the public has the perception that high prices are evidence of better quality (Rao and Monroe, 1989). The distinction between branded and non-prestige prestige is operationally defined through the 5 values: (1) The consumption of prestige brands that have seen as a signal of status, wealth and price, more expensive than normal standards, increase as a signal (Conspicuous Perceived Value), (2) If the Virtual everyone has some value of a brand is a definition rather than a prestige (Perceived Unique Value), (3) Aspects of the rules of the game and the social value of prestige brands can become an instrument in decision-making at the time of purchase (Perceived Social Value), (4) For a brand that satisfy a desire such as a prestige brand, a product subjectively have intangible benefits such as aesthetic appeal (appeal aesthetically) is very clearly determine the selection of the brand (perceived hedonic value), (5) Prestige is gaining partly through technical superiority and extreme care is done during the production process (perceived quality value). This interpretation suggests that the definition of prestige may change in each person, depending on their socioeconomic background.

In terms of marketing, consumers develop a sense of prestige to the brand, based on the interaction with the community, object properties (eg, best quality), and hedonic values. Although research on global brands have been widely stated in many literature (Bearden and Etzel, 1982; Yip, 1995), nonetheless there is a deficit in research on consumers regarding the purchase motive for global brands with different product categories such as a variety of different individual variables different (Steenkamp, Batra, and Alden, 2002).

**Brand Purchase Likelihood**

According to (Jacoby and Olson, 1985), we expect that the road through the Quality brand will have the strongest influence on purchase likelihood. Perceived Quality is the main thing that leads to
the purchase likelihood. Furthermore, the importance of a Brand Name as instructions from a quality and certain associates of the quality of a global brand is widely have been recorded in many literature (Yip, 1995) Assael (1998) states there are three factors that make a consumer brand attitudes, namely (1) Confidence in the brand or product, (2) Attitude toward the brand or product, (3) Intention to buy or not buy. Taking a decision on a brand choice (option) is not an easy job. Consumers have a confusion on brand and information that raises costs in the process of selecting a brand. Too many products flooding the market which makes the level of confidence in an increasingly thin products because the difference between products is not currently significant. To anticipate this, the company / agency seeks to create a sign (signal) that is credible (Tirole, 1990). The credibility of a brand is an important factor in taking a consideration.

**Figure 1: Research Framework**

![Research Framework Diagram]

**Hypothesis Formulation**

Based on the purpose of this study is to test and know the effect of Perceived Brand Globalness dimension consisting of Perceived Brand Quality and Prestige Brand of Brand Purchase Likelihood, then the hypothesis can be constructed in this study as follows:

H1: Perceived Brand Globalness effect on Perceived Brand Quality

H2: Perceived Brand Globalness affect Prestige Brand

H3: Perceived Brand Quality and Prestige Brands effect on brand purchase likelihood.

**METHODS**

This research refers to research conducted earlier by Steenkamp, Batra and Alden (2003). The design of this study will use the method of hypothesis testing research that aims to test hypotheses about the influence of the variable Perceived brand globalness of Perceived Brand Quality and Prestige Brands, then proceed to examine the influence of the variable Perceived brand globalness, Perceived Brand Quality, Prestige Brand to Brand Purchase Likelihood.
Selecting Research Method

This research refers to research conducted earlier by Steenkamp, Batra and Alden (2003). The research methodology used was multiple regression is a statistical method appropriate if the research problem covers one dependent variable (the dependent / criterion variable) metric measurement scale (interval/ratio), which allegedly can be predicted by variables - independent variable metric measurement scale (interval/ratio) (Herman, 2003), which aims to predict the changes - changes that occur in the dependent variable (dependent/variable creation) is associated with changes - changes that occur in a number of independent variables (predictor variables). This research is a survey to test hypotheses about factors - factors that affect brand globalness Perceived influence, perceived brand quality, brand prestige, to brand purchase likelihood.

Prior research conducted has held preliminary data collection on information previously discussed the Perceived brand globalness, perceived brand quality, brand prestige, to brand purchase likelihood, in response to consumer product McDonalds and Wendy’s burgers, s either through the journals and articles marketing which can be used as supporting data to obtain a clearer picture of the issue so as to provide a more precise and profound.

Population and Sample

In terms of population statistics can be interpreted as as a total unit used to measure an analysis. While the sample is part of the population. Sampling method used in this study is simple random sampling method or simple random sampling in which a procedure that allows each element in the population will have the same opportunities to be sampled. Population in this research is that consumers who never eat McDonalds and Wendy’s burger in the area of Central Jakarta, while the respondents of this study selected a sample of the population.

Minimum number of samples to be taken using the formula Walpole (1998) is:

\[
n = \frac{Z_{\alpha/2}^2}{4e^2}
\]

Where,

- \(n\) = Population number
- \(Z_{\alpha/2}\) = Coefficient number of Z distribution on \(\alpha/2\)
- \(e\) = error limit (10%)
- confidence level 95%, then \(Z = 1,96\)

\[
n = \frac{(1,96)^2}{4(0,1)^2} = \frac{3,8416}{0,04} = 96,04 \Rightarrow 96
\]

The minimum number of respondent is 96.
Instrument and Data Collection

Before a questionnaire is an instrument used widely in research, must first be tested to measure the reliability and validity of the instruments. This study uses primary data, research data was collected by distributing questionnaires technique is to provide a written statement to the respondent. Furthermore, respondents gave no response to the questionnaire statement. These questionnaires are closed and where the answer is already available. This study tested the instruments are first applied on 30 consumer product McDonalds and Wendy’s before it is used widely.

Data Analysis Method

This research is a research hypothesis testing or hypothesis testing, which aims to test the hypothesis on independent variables that have influence on the dependent variable is the brand globalness Perceived influence on Perceived Brand Quality and Prestige Brands, then proceed to measure the effect of Perceived Brand Quality and Brand to Brand Prestige Purchase Likelihood. In the consumer product McDonalds and Wendy’s, and therefore the data analysis methods in this study using the method of Multiple Regression with SPSS version 12.00.

RESULTS AND DISCUSSION

Descriptive Statistics

Table 1 shows the processing results by descriptive statistics based on 156 questionnaires collected.

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perceived Brand Globalness</td>
<td>1.00</td>
<td>5.00</td>
<td>4.0150</td>
<td>0.76888</td>
</tr>
<tr>
<td>2</td>
<td>Perceived Brand Quality</td>
<td>2.20</td>
<td>5.00</td>
<td>3.7372</td>
<td>0.62416</td>
</tr>
<tr>
<td>3</td>
<td>Perceived Brand Prestige</td>
<td>2.00</td>
<td>5.00</td>
<td>3.6442</td>
<td>0.68629</td>
</tr>
<tr>
<td>4</td>
<td>Brand Purchase Likelihood</td>
<td>2.00</td>
<td>5.00</td>
<td>3.6026</td>
<td>0.54689</td>
</tr>
</tbody>
</table>

Sources: Statistical Data Processing

From table 1 above shows the mean and standard deviation values for the variables measured in this study. The mean indicated value - average rating of respondents to the questions asked, while the standard deviation to describe the magnitude of deviation - average of the questions asked in the questionnaire study. Indicators measuring the perceived brand globalness of 156 respondents shown in Table 1 that the largest mean value of 4.0150 by 1:00 and the minimum value is the maximum value is 5.00, whereas previously the respondents were asked to answer the statement in the questionnaire that uses a 5-point Likert scale. The mean value of 4.0150 means that the respondent’s answer to the statement filed by leading to agree about the variables Perceived brand value globalness with standard deviation 0.76888.

The mean on the variable measuring perceived quality brands amounted to 3.7372 with a
standard deviation of 0.62416. That is the answer - average respondent to the statement - a statement of Perceived brand quality is more directed to agree with the minimum value is the maximum value is 2:20 and 5:00 in giving judgments. The mean on the measurement of variables prestige brand of 3.6442 with a standard deviation of 0.68629. mean - average respondent answers agreed with the statement - a statement about brand prestige with the minimum value is the maximum value is 2:00 and 5:00 in giving judgments. The mean of the measurement variables on brand purchase likelihood is at 3.6026 with a standard deviation of 0.54689 means - average respondents agreed with the statement leads to - a statement about the effect of brand purchase likelihood with the minimum value is 2:00 and the maximum value is 5.00.

Result Analysis and Intrepretation

Analysis of data obtained from the testing of hypotheses. The purpose of hypothesis testing is to reject the null hypothesis (Ho) so that the alternative hypothesis (Ha) can be accepted. This can be done by looking at the significance of each - each relationship, while the error tolerance limit (α), which is used by 5%. If $p < \alpha$, $p < 0.05$ then a significant difference between the variable $x$ to variable $y$. The result of Regression calculation can be seen in table 2 below:

Table 2: Result of Multiple Regression

<table>
<thead>
<tr>
<th>McDonald Variable</th>
<th>Adj-R²</th>
<th>F</th>
<th>B</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBG - PBQ</td>
<td>0.491</td>
<td>75.223</td>
<td>0.705</td>
<td>8.673</td>
<td>0.000</td>
</tr>
<tr>
<td>PBG - PBP</td>
<td>0.012</td>
<td>1.905</td>
<td>0.156</td>
<td>1.380</td>
<td>0.172</td>
</tr>
<tr>
<td>PBQ - BPL</td>
<td>0.366</td>
<td>23.201</td>
<td>0.436</td>
<td>4.347</td>
<td>0.000</td>
</tr>
<tr>
<td>PBP - BPL</td>
<td>0.290</td>
<td>2.887</td>
<td>0.005</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wendy’s Variable</th>
<th>Adj-R²</th>
<th>F</th>
<th>B</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBG - PBQ</td>
<td>0.504</td>
<td>79.234</td>
<td>0.714</td>
<td>8.901</td>
<td>0.000</td>
</tr>
<tr>
<td>PBG - PBP</td>
<td>0.028</td>
<td>3.232</td>
<td>0.202</td>
<td>1.798</td>
<td>0.076</td>
</tr>
<tr>
<td>PBQ - BPL</td>
<td>0.272</td>
<td>9.022</td>
<td>0.383</td>
<td>3.268</td>
<td>0.002</td>
</tr>
<tr>
<td>PBP - BPL</td>
<td>0.103</td>
<td>0.883</td>
<td>0.380</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The first step in testing the hypothesis of the influence between Perceived brand quality of, perceived brand quality, and brand prestige, to brand purchase likelihood. The null hypothesis (Ho) and alternative hypothesis (Ha) is prepared as follows:

Hypothesis #1

$H_1$: Perceived Brand Globalness have effect on Perceived Brand Quality

In the regression test results for the variable Perceived brand globalness as independent variable on Perceived Brand Quality, indicates that the test results t-test coefficient partially explain the test is test one by one independent variable on the dependent variable. which is shown in the table that the test t-tests conducted to McDonalds with a value of 8673; value of 0.000 significant at $p < 0.05$, $\beta$ value of 0705; Wendy’s with a value of 8901; value of 0.000 significant at $p < 0.05$, $\beta$ value of 0714;
who have the understanding that H0 is rejected, which means there is an influence on perceived brand globalness variable, a significant effect on the dependent variable that is perceived Brand Quality. This indicates that the perceived influence on perceived brand globalness Brand Quality. This shows that the tendency of consumers who have a perception, where the product is already global believed to have high quality, this is supported by the existing beta value. The coefficient β (Beta) for variable Perceived brand globalness to McDonalds for 0705. Perceived brand globalness meaningful effect on Perceived Brand Quality for Wendy’s while the coefficient β of 0714. Perceived brand globalness meaningful effect on Perceived Brand Quality in which the rest influenced by other variables. The results are consistent with previous research conducted by Steenkamp, Batra and Alden (2003). Where the whole of the construct is very relevant.

Hypothesis #2

\( H_2 \) : Perceived Brand Globalness have affect Prestige Brand

In the regression test results for variable Perceived brand globalness as independent variables against Prestige Brands, indicates that the test results t-test coefficient partially explain the test is test one by one independent variable on the dependent variable. which is shown in the table that the test t-tests conducted to McDonalds with a value of 1380; significant value for 0172 at p <0.05; significant value for 0076 at p <0.05, β value of 0202; who have the understanding that failure H0 rejected, which means there is no effect on the variable Perceived globalness brand, prestige brand variables. This shows that Perceived brand globalness had no effect on Prestige Brand. This shows that consumers tend to assume that, by consuming the product of the two restaurants will not have a prestige value. The results are inconsistent with previous research conducted by Steenkamp, Batra and Alden (2003). Where the whole of the relevant constructs. The final step to test the hypothesis the effect of Perceived Brand Quality, and Brand Prestige, to brand purchase likelihood. The null hypothesis (Ho) and alternative hypothesis (Ha) is prepared as follows:

Hypothesis #3

\( H_3 \) : Perceived Brand Quality and Brand Prestige have effect Brand Purchase Likelihood

Regression testing or multiple regression for variables Perceived Brand Quality, and Brand Prestige as independent variable to the brand purchase likelihood, show the value of the coefficient of determination/ Adjusted R² of 0618, to McDonald, as well as for the Wendy’s at 0440; This indicated that the variable Brand purchase likelihood as the dependent variable can be explained by the variable Perceived Brand Quality, and Brand Prestige as independent variables. F-test results performed on the regression equation were tested, showed the number F of 23,201 with 0000 considering the significant value that has a significant understanding of the value of 0:05 or below (P <0.05) for McDonalds, while Wendy’s score of F for 9022 with considering the significant value of 0.000 has a significant understanding of the value of 0:05 or below (P <0.05). So the result that the overall regression equation can be accepted significantly. This means that the variable Perceived Brand Quality, and Brand Prestige as independent variables had an influence on brand purchase likelihood as the dependent variable. Based on the results of the test coefficient t-test testing partially explain the tests one by
one independent variable on the dependent variable. Shows that H0 is rejected, which means there is significant influence between the variables of Perceived Brand Quality Brand purchase likelihood for McDonalds, with a value of 0.000 significant at p <0.05, and t values for 4347, while for Wendy with significant value for 0002 at p <0.05 , and t value of 3268 which means the variable Perceived Brand Quality, have an influence on the dependent variable that is brand purchase likelihood.

In table 2 shows the coefficient β (Beta) for variable Perceived Brand Quality for McDonald’s by 0436, and the coefficient. β (Beta) for wendy’s for 0383, which means Perceived Brand Quality Brand influence on purchase likelihood. This indicates that the dependent variable that is brand purchase likelihood is strongly influenced by the independent variable is Perceived Brand Quality, which has a sense of consumers place great importance on the quality of a global brand that will be purchased. According to the research conducted on respondents can be concluded that the McDonalds perceived higher quality compared with Wendy’s. According to the research conducted on respondents can be concluded that McDonald’s was perceived more prestige than the Wendy’s. The results are consistent with previous research conducted by Steenkamp, Batra and Alden (2003). Where the whole of the construct is very relevant.

**CONCLUSION**

Based on the results of the test results obtained, which can be reviewed as the results and conclusions of the study, where the test results to the problem of the research showed globalness brand perceived to have a significant influence on perceived brand quality, be it at McDonald’s and Wendy’s. Perceived brand quality is the customer perception of overall quality or superiority of a product or service related to the desired expectation, and has been recognized widely shared that the quality can lead to brand purchase likelihood. In this research shows that perceived brand quality has a significant impact on brand purchase likelihood, which shows the results of the more influential at McDonald’s restaurants than Wendy’s. So it can be concluded that consumers have a better quality of McDonald’s than Wendy’s.
Brand prestige is a subjective evaluation of the foreign brands are considered to have the value of social status is higher in the eyes of people who are expected to give a boost brand purchase likelihood on potential consumers, the results showed only at McDonald’s restaurants that have a significant effect, while at Wendy’s did not have influence. The results of this study is expected to provide input or suggestions to the manager of marketing and global brand managers to always pay attention to perceived brand quality and brand prestige of particular interest marketing managers in their quest to improve overall quality of the product or service. The marketing should pay attention to the standardization of quality, and able to package a product that is offered into a communications medium that can accommodate the potential market. Then to note also, the marketer must be able to package adds added value to the products offered, thus creating a certain prestige, which encourages consumers to purchase brand likelihood. Suggestions for future research is to use a variable that is more specific and use the measurement variables are more varied, such as adding the variable Perceived risk from consumers to the fast-food restaurants (Junk Food), and add SERVQUAL variables which, among others about the service, apology, waiting time and others can reveal more depth for the prestige brands to consumers.

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