

# **The Influence Of Product Quality And Unique Selling Proposition On Brand Awareness Of Bamboo Tumbler Products PT. Bintang Mitra Kencana**

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## **Abstract**

This study examines the influence of product quality and unique selling proposition (USP) on brand awareness for bamboo tumbler products at PT Bintang Mitra Kencana. Using a quantitative descriptive approach, data were collected through questionnaires distributed to 97 customers selected via Slovin sampling. Statistical analysis included validity/reliability tests, classical assumption testing (normality, multicollinearity, heteroscedasticity), and multiple linear regression. Key findings reveal: 1) Product quality significantly positively affects brand awareness ( $\beta=0.082$ ,  $p=0.032$ ), 2) USP demonstrates significant positive impact ( $\beta=0.123$ ,  $p=0.005$ ), 3) The regression model explains 15.2% of brand awareness variation ( $R^2=0.152$ ), indicating substantial unmeasured external factors, and 4) Simultaneous influence is confirmed through significant F-test results ( $F=8.401$ ,  $p<0.001$ ). These results suggest that while both product quality and USP contribute to brand awareness, most drivers remain external to the model. Practically, this implies companies should enhance eco-friendly certification standards, redesign USP strategies using verifiable digital evidence, and intensify brand recognition initiatives.

**Keywords:** product quality, unique selling proposition, and brand awareness.

## **Introduction**

Amidst the global trend of environmentally friendly products, PT Bintang Mitra Kencana (PT BMK) has emerged as a small and medium-sized bamboo craft business with bamboo tumblers that prioritize quality and conservation. Although its products have an environmentally-based unique selling proposition (USP) (such as planting bamboo as part of corporate social responsibility and using environmentally friendly materials), the company's brand awareness is still low.

Preliminary survey results on brand awareness for PT Bintang Mitra Kencana show:

**Table 1. Preliminary Survey Results on Brand Awareness**

Question	Yes	No
Have you ever heard of Sagala Bamboo Products or PT Bintang Mitra Kencana?	19	31

Source : Primary Data (2025)

The results of the preliminary survey conducted before the study indicate that only 19 out of 50 respondents are familiar with the brand or company. Previous research (Yani & Purwati, 2022); (Damara, 2021) confirms that product quality and USP influence brand awareness, but this has not been tested in the bamboo craft industry.

In line with the findings of (Nohekhan & Barzegar, 2024) that all elements of green marketing, from products, promotions, distribution, to pricing, contribute positively to brand awareness, PT Bintang Mitra Kencana's bamboo conservation-based USP has the potential to be a key catalyst in this green strategy ecosystem. The USP not only represents 'green products' physically but also serves as the foundation for building authentic 'green promotions' through transparent evidence of environmental programs.

The research gap lies in exploring the simultaneous influence of product quality and USP on brand awareness in the environmentally-based Small and Medium Enterprises (SME) sector. The objectives of this study are: (1) To analyze the characteristics of product quality, USP, and brand awareness; (2) To test the partial and simultaneous influence of product quality and USP on brand awareness.

## **Literature Review**

### **Product Quality**

Referring to Kotler and Armstrong in (Wijaya & Nugroho, 2022), product quality is the level of product competence in performing its functions, ranging from durability, reliability,

specifications, ease of use, and repair, including other characteristics of goods or services. Quality is an important element in a product that gives it value in accordance with its production objectives. Quality is influenced by various functional and non-functional aspects, such as durability, reliability, exclusivity, comfort, and appearance (e.g., color, shape, and packaging).

From the consumer's perspective, quality is the basis for product selection based on consumer preferences and needs. Meanwhile, for producers, quality is the main focus in quality control to maintain competitiveness and expand market share. According to Wisesa in (Muhidin & Ariandi, 2025), several studies have placed product quality as one of the product attributes that can influence consumers in making purchasing decisions.

### **Unique Selling Proposition**

Every business or enterprise must have a unique value to create a distinctive characteristic and be considered to have a Unique Selling Proposition (USP). According to Wijayanti in (Lohy & Kristiana, 2023), a Unique Selling Proposition (USP) is a unique value inherent in a product, serving as the primary differentiator that makes the brand appear superior to its competitors. The uniqueness of a product must be evaluated by comparing it with similar products in the same category. This uniqueness has the potential to become a distinguishing identity that makes the product stand out.

According to F. O. Talabi in (Hasana, 2022), USP focuses on the advantages or uniqueness of a product that are not found in competitors. This uniqueness will become a distinguishing identity that characterizes the product. Product uniqueness provides additional points, making it a product that is different from competitors. Without USP, companies will face major challenges in competing in the market.

### **Brand Awareness**

According (Ade Sitorus et al., 2022) brand awareness is a measure of how many consumers in a market segment are able to recognize or remember the existence of a brand in a particular

category. The more consumers can recognize a brand, the more aware they are of its existence, and the easier it will be for potential consumers to make purchasing decisions regarding that brand.

According to Aaker (Gazali & Ekawanto, 2024), brand awareness is the ability of an individual to recognize or recall that a brand is part of a specific product category. Brand awareness enables companies to use consumer recognition of the brand to provide further understanding of the brand. From the previous definition, it is understood that brand awareness is the level of consumer recognition of a specific brand that they consider in the process of selecting a product or service.

## **Methods**

### **Research Design**

The research uses a descriptive quantitative approach with a causal design. Independent variables: product quality ( $X_1$ ) and USP ( $X_2$ ); dependent variable: brand awareness ( $Y$ ). The population consists of 690 customers of PT BMK (2019–2024). The sample was selected using the Slovin formula (10% error), resulting in 97 respondents. Criteria: have purchased a bamboo tumbler and are aware of the company's USP. Sampling techniques: purposive sampling and random sampling.

### **Variable Operationalization**

- 1) Product Quality ( $X_1$ ), measured using 8 dimensions from David Garvin (Handayani, 2022): performance, features, reliability, conformity to standards, durability, ease of maintenance, aesthetics, and perceived quality (ordinal scale 1–5).
- 2) USP ( $X_2$ ), measured using 5 indicators from Yongge Niu & Cheng Lu Wang (Damara, 2021): preference, trust, uniqueness, suitability, and appeal.
- 3) Brand Awareness ( $Y$ ), measured using 4 indicators from Kotler, Keller, Brady, Goodman, Hansen (Ade Sitorus et al., 2022) brand recall, brand recognition, purchase decision, and consumption.

## Data Collection and Analysis

Data was collected via an online questionnaire (Google Form). Data analysis was conducted using SPSS 25 with validity tests, reliability (Cronbach's  $\alpha \geq 0.60$ ), classical assumption tests (normality, heteroscedasticity, multicollinearity), multiple linear regression, t-tests, F-tests, and determination coefficients.

## Results and Discussion

### a. Characteristics of the respondent

**Table 1. Respondent Identity Based on Age**

Age	Frequency	Percentage
18 - 20	22	23%
21 - 30	46	47%
31 - 40	24	25%
> 40	5	5%
Total	97 People	100%

Source : Primary Data (2025)

**Table 2. Respondent Identity Based on Gender**

Gender	Frequency	Percentage
Male	40	41%
Female	57	59%
Total	97 People	100%

Source : Primary Data (2025)

### b. Research Instrument Test Results

#### a) Variable Validity Test $X_1$

**Table 3. Validity Test Quality Product**

Statement Item	Table R Value	Calculated R Value	Validity
X1.1	0,2006	0,4570	Valid
X1.2	0,2006	0,4216	Valid
X1.3	0,2006	0,4729	Valid
X1.4	0,2006	0,4643	Valid
X1.5	0,2006	0,4398	Valid
X1.6	0,2006	0,4077	Valid
X1.7	0,2006	0,4197	Valid
X1.8	0,2006	0,4149	Valid
X1.9	0,2006	0,4218	Valid
X1.10	0,2006	0,4566	Valid
X1.11	0,2006	0,4218	Valid
X1.12	0,2006	0,4214	Valid
X1.13	0,2006	0,4791	Valid
X1.14	0,2006	0,4557	Valid

Source : Researcher SPSS 25 Processing (2025)

b) Variable Validity Test X<sub>2</sub>

**Table 4. Validity Test Unique Selling Proposition**

Statement Item	Table R Value	Calculated R Value	Validity
X2.1	0,2006	0,4851	Valid
X2.2	0,2006	0,4593	Valid
X2.3	0,2006	0,5233	Valid
X2.4	0,2006	0,4493	Valid
X2.5	0,2006	0,5672	Valid
X2.6	0,2006	0,5636	Valid
X2.7	0,2006	0,4667	Valid
X2.8	0,2006	0,4057	Valid
X2.9	0,2006	0,4840	Valid
X2.10	0,2006	0,5998	Valid
X2.11	0,2006	0,4644	Valid

Source : Researcher SPSS 25 Processing (2025)

c) Variable Validity Test Y

**Table 5. Validity Test Brand Awareness**

Statement Item	Table R Value	Calculated R Value	Validity
Y.1	0,2006	0,4840	Valid
Y.2	0,2006	0,5118	Valid
Y.3	0,2006	0,6139	Valid
Y.4	0,2006	0,5121	Valid
Y.5	0,2006	0,5585	Valid
Y.6	0,2006	0,4840	Valid

Source : Researcher SPSS 25 Processing (2025)

#### d) Reliability Test

**Table 6. Reliability Test Results**

Research Variables	<i>Cronbach's Alpha</i>	Reliability
Quality Product	0,676	Reliable
Unique Selling Proposition	0,696	Reliable
Brand Awareness	0,607	Reliable

Source : Researcher SPSS 25 Processing (2025)

### C. Classical Assumption Test

#### a) Normality Test

**Table 7. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,79601207
Most Extreme Differences	Absolute	,074
	Positive	,074
	Negative	-,042
Test Statistic		,074
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

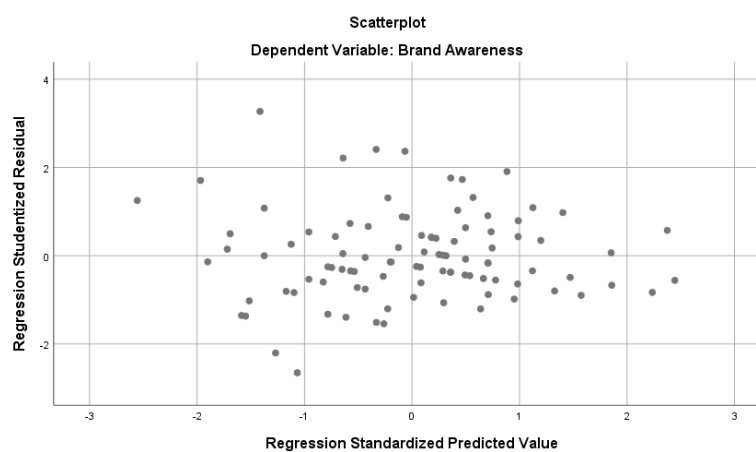
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Researcher SPSS 25 Processing (2025)

#### b) Heteroscedastisity Test

**Figure 1. Chart Scatterplot**



Source : Researcher SPSS 25 Processing (2025)



c) Multicollinearity Test

**Table 8. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
Quality Product	0,971	1,030
Unique Selling Proposition	0,971	1,030

Dependent Variable: Brand Awareness

Source : Researcher SPSS 25 Processing (2025)

d) Multiple Linear Regression

**Table 9. Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12,640	1,973		6,405	,000		
Kualitas Produk	,082	,034	,232	2,408	,018	,971	1,030
Unique Selling Proposition	,123	,043	,276	2,861	,005	,971	1,030

a. Dependent Variable: Brand Awareness

Source : Researcher SPSS 25 Processing (2025)

D. Hypothesis Testing

a) t-Test

**Table 10. Parcial Test Result (t-Test)**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12,640	1,973		6,405	,000		
Kualitas Produk	,082	,034	,232	2,408	,018	,971	1,030
Unique Selling Proposition	,123	,043	,276	2,861	,005	,971	1,030

a. Dependent Variable: Brand Awareness

Source : Researcher SPSS 25 Processing (2025)

b) F-Test

**Table 11. Simultaneous Test Result (F-Test)**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134,142	2	67,071	8,401	,000 <sup>b</sup>
	Residual	750,498	94	7,984		
	Total	884,639	96			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Unique Selling Proposition, Quality Product

Source : Researcher SPSS 25 Processing (2025)

c) Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,389 <sup>a</sup>	,152	,134	2,826

a. Predictors: (Constant), Unique Selling Proposition, Quality Product

b. Dependent Variable: Brand Awareness

Source : Researcher SPSS 25 Processing (2025)

E. Descriptive Analysis and Research Finding

From the descriptive analysis conducted, it was found that Product Quality had an average score of 303.4 (category “fairly good”). The highest indicator: aesthetics (score 316); the lowest: compliance with environmentally friendly standards (score 279). Meanwhile, USP has an average score of 314.2 (category “fairly good”). The highest indicator: eco-friendly lifestyle compliance (score 328); the lowest: conservation contribution (score 301). As for Brand Awareness, it has an average score of 331.5 (category “fairly good”). Highest indicator: regular use (score 340); lowest: logo recognition (score 313).

The research findings align with studies by (Anandito, 2021) which states that the higher the quality of the product, the higher the brand awareness, or vice versa. And (Damara, 2021), states that unique selling propositions have a significant impact on brand equity, including brand awareness, perceived quality, brand associations, and brand loyalty. The low scores for environmental friendliness standards (279) and conservation contributions (301) indicate the

need for PT BMK to enhance digital transparency (documentation of bamboo planting on social media). This reinforces the statement by (Puspasari & Hadithya, 2023) that the effectiveness of USP is highly dependent on promotional strategies that can inform, persuade, and remind consumers of the product's unique value. The results of this study show that, partially, product quality has a significant positive effect on brand awareness ( $\beta = 0.082$ ;  $t = 2.408$ ;  $p = 0.018$ ), and USP has a significant positive effect ( $\beta = 0.123$ ;  $t = 2.861$ ;  $p = 0.005$ ). From these results, USP is proven to be more dominant ( $\beta = 0.123$ ) than product quality, confirming that environment-based differentiation is the key to competitiveness. Simultaneously, product quality and USP together have a significant effect ( $F = 8.401$ ;  $p = 0.000$ ), with a contribution of 15.2% ( $R^2 = 0.152$ ). These results indicate that 84.8% is influenced by other factors not measured in the model, opening up opportunities for further research.

## Conclusion

Product quality and USP have a significant positive effect on brand awareness of PT BMK's bamboo tumbler products, with USP being the dominant factor. The practical implications for the company are as follows: first, the company needs to improve quality consistency, especially environmentally friendly standards. Second, USP must be strengthened through transparent evidence (conservation program documentation) and design innovation. And third, a digital marketing strategy is needed to expand brand awareness.

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