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THE INFLUENCE OF BRAND EQUITY OF MILLS SPORTS PRODUCTS ON CONSUMER PURCHASE INTENTION IN THE MALAYSIAN MARKET

PENGARUH BRAND EQUITY PRODUK OLAHRAGA MILLS TERHADAP MINAT BELI KONSUMEN DI PASAR MALAYSIA

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ABSTRACT

This study analyzes the influence of brand equity (brand awareness, brand association, perceived quality, brand loyalty) on purchase intention of Mills sports products in the Malaysian market. Using a quantitative approach with a survey of 100 respondents in Indonesia and Malaysia who are familiar with Mills products, multiple linear regression analysis with SPSS 27 was employed. The findings reveal that partially, brand awareness (t=2.019; sig.0.046) and brand loyalty (t=4.939; sig.0.000; β=0.425) have a significant positive effect on purchase intention, while brand association (t=1.822; sig.0.072) and perceived quality (t=1.076; sig.0.285) do not. Simultaneously, all four dimensions of brand equity significantly influence purchase intention (F=13.959; sig.0.000; Adj R^2=34.4%). Brand loyalty emerges as the most dominant dimension. These findings confirm that brand loyalty and brand awareness should be prioritized in Mills' expansion strategy in the Malaysian market.
Keywords: *Brand Equity, Brand Awareness, Brand Loyalty, Purchase Intention, Malaysian Market.*

ABSTRAK

Penelitian ini menganalisis pengaruh brand equity (*brand awareness, brand association, perceived quality, brand loyalty*) terhadap minat beli produk olahraga Mills di Malaysia. Pendekatan kuantitatif dengan survei terhadap 100 responden di Indonesia dan Malaysia yang mengetahui produk Mills. Analisis regresi linear berganda SPSS 27 menunjukkan bahwa secara parsial, *brand awareness* (t=2,019; sig.0,046) dan *brand loyalty* (t=4,939; sig.0,000; β=0,425) berpengaruh signifikan, sementara *brand association* (t=1,822; sig.0,072) dan *perceived quality* (t=1,076; sig.0,285) tidak. Secara simultan, keempat dimensi berpengaruh signifikan (F=13,959; sig.0,000; Adj R^2=34,4%). *Brand loyalty* menjadi dimensi paling dominan. Temuan ini menegaskan pentingnya loyalitas dan kesadaran merek sebagai prioritas strategi ekspansi Mills di Malaysia.
Kata Kunci: *Brand Equity, Brand Awareness, Brand Loyalty,* Minat Beli, Pasar Malaysia.

INTRODUCTION

The Malaysian sports market has experienced significant growth in recent years, driven by increasing health awareness, higher disposable income, and shifting active lifestyles among urban populations. In 2025, the Malaysian sportswear market reached approximately USD 24.8 billion and is projected to grow at 3.68% until 2034 (Euromonitor International, 2026). Rising disposable income and improving consumer confidence have pushed the total market to MYR 10 billion with 8% growth in 2025.

However, competition remains dominated by global brands. Nike and Adidas collectively hold 26% market share (13% each), followed by Skechers with 10% (Euromonitor International, 2026). Malaysian consumers demonstrate strong loyalty to brands with robust brand equity, showing willingness to pay premium prices and engage in repeat purchases (Leong, 2011).

Amid this dominance, Mills, an Indonesian sports brand, seeks to expand into Malaysia. Mills provides badminton rackets, shoes, and accessories at affordable mid-range prices. However, Mills' brand equity still needs to be built from scratch in Malaysia, unlike its established position in Indonesia. Low brand awareness poses a major challenge in a market accustomed to global brands like Yonex, Nike, and Adidas. Research by Ahmad & Ahmed (2013) shows that Muslim Malaysian consumers, who represent the majority population, are strongly influenced by brand equity in sportswear purchase decisions.

Malaysian consumer behavior is increasingly selective. Young consumers not only consider price but also pay close attention to brand image, product quality, and lifestyle compatibility (Ilias et al., 2020). Sustainability and technological innovation have become key differentiating factors, with athlete-centric engagement building brand credibility (Euromonitor International, 2026).

From an academic perspective, brand equity has become a strategic asset. Aaker (1991) defines brand equity as a set of assets and liabilities linked to a brand, its name, and its symbols that add to or subtract from the value provided by a product or service. Aaker's model with four dimensions—brand awareness, brand association, perceived quality, and brand loyalty—has been the dominant theoretical framework for over three decades. A comprehensive bibliometric review of 1,842 Scopus articles (1992-2022) confirms the profound influence of Aaker's work (Mikul & Mittal, 2023).

In international trade, brand equity determines a company's ability to penetrate export markets. A systematic review of 77 articles (1995-2023) found that brand equity in the sports industry consistently correlates positively with business performance and consumer loyalty (Tandfonline, 2025). Without strong brand equity, even high-quality products struggle to gain trust in unfamiliar export markets.

Although numerous studies have examined brand equity and purchase intention, a significant research gap exists in the context of regional brands competing in Malaysia. Most existing studies, such as those by Ahmad, Islam & Ahmed (2015) and Leong (2011), focus on dominant global brands like Nike, Adidas, and Puma. Fakhri (2021) examined brand equity in the Indonesian athletic footwear market, but no study has specifically investigated Mills in Malaysia. Leong (2011) explicitly recommends that future research on consumer loyalty and brand equity should include more factors such as price, promotion, and trust, and expand the scope to brands with different market positions.

The urgency of this research is heightened by Mills' expansion strategy, which requires a deep understanding of which brand equity dimensions most influence local consumer purchase intention. Euromonitor (2026) predicts that local players in Malaysia will increasingly leverage national pride and cultural relevance to compete with global brands. As a foreign brand (from Indonesia), Mills cannot rely on such strategies and must build brand equity through quality, differentiation, and loyalty.

This study aims to examine the influence of brand awareness, brand association, perceived quality, and brand loyalty on purchase intention of Mills products in the Malaysian market, both partially and simultaneously. Theoretically, this research extends the application of Aaker's Model to the domain of international trade. Practically, the findings are expected to serve as strategic guidance for Mills management and as a policy reference for the Ministry of Trade and the National Export Development Agency (BPEN) in designing export brand strengthening programs.

LITERATUR REVIEW

International Trade Theory

International trade enables countries to benefit from specialization and cross-border exchange. Adam Smith introduced the concept of absolute advantage, which was later refined by David Ricardo's comparative advantage theory, stating that trade remains beneficial even without absolute advantage (Pane et al., 2025; Purba, 2023).

Brand Equity

Aaker (1991) defines brand equity as a set of assets and liabilities linked to a brand, its name, and its symbols that add to or subtract from the value provided by a product or service to a firm and its consumers. Aaker's model comprises four key dimensions: *Brand Awareness*, The ability of potential consumers to recognize or recall a brand within a particular product category. *Brand Association*, All consumer memories related to a brand that carry meaning. *Perceived Quality*, Consumer assessment of the overall superiority or excellence of a product relative to available alternatives. *Brand Loyalty*: Consumer attachment to a brand, encompassing repeat purchase behavior, positive purchase intentions, favorable word-of-mouth, and willingness to pay premium prices.

Purchase Intention

Purchase intention is the tendency of consumers to make a purchase (Blackwell et al., 2001). Kotler and Keller (2016) state that purchase intention emerges as a response to an object indicating a desire to purchase. Purchase intention provides an indication of the likelihood of future transactions.

Consumer Theory

Consumer behavior is influenced by cultural, social, personal, and psychological factors (Kotler et al., 2021). Understanding these factors is essential for formulating effective marketing strategies.

Theoretical Framework and Hypothesis Development

1. Relationships Between Brand Awareness and Purchase Intention

Brand awareness serves as the foundation of brand equity and plays a critical role in the consumer decision-making process, as consumers who are familiar with a brand are more likely to consider it during purchase decisions due to reduced cognitive effort and perceived risk (Aaker, 1991; Keller, 1993). In the sports product market, where consumers often rely on familiar brands for performance and reliability, high brand awareness enables a brand to become top-of-mind when consumers think about a product category, which directly translates into higher purchase intention (Kotler et al., 2021). Empirical evidence supports this positive relationship, as Abdul Hadi Bin A Halem (2020) found that brand awareness significantly influences purchase intention of sportswear products in Klang Valley, Malaysia, while Peggy & Muthohar (2024) demonstrated that brand awareness positively affects consumer purchase intention across various product categories. Based on this theoretical foundation and empirical support, the following hypothesis is proposed:

H1: Brand awareness has a positive and significant effect on purchase intention of Mills sports products in the Malaysian market.

2. Relationship Between Brand Association and Purchase Intention

Brand association refers to all consumer memories and perceptions related to a brand that carry meaning and differentiate it from competitors, including product attributes, benefits, user imagery, and symbolic meanings that create a distinct brand identity in consumers' minds (Aaker, 1991; Keller, 1993). In the sports industry, brand associations are often built through endorsements by professional athletes, sponsorship of sports teams, and alignment with active lifestyles, creating emotional connections that significantly influence consumer decision-making and purchase intention (Aaker, 1996). Previous research has produced mixed results, with Ahmad, Islam & Ahmed (2015) finding that brand association positively influences purchase intention among Muslim consumers in Malaysia, while Mohamad Sabri & Nazri (2024) found no significant effect for laptops, suggesting the effect may vary across product categories. Despite these mixed findings, the theoretical logic suggests that stronger brand associations should lead to higher purchase intention for sports products where brand image and symbolic meaning matter, leading to the following hypothesis:

H2: Brand association has a positive and significant effect on purchase intention of Mills sports products in the Malaysian market.

3. Relationship Between Perceived Quality and Purchase Intention

Perceived quality is defined as the consumer's judgment about a product's overall excellence or superiority relative to available alternatives, which is subjective and depends on consumer perceptions influenced by past experiences, brand reputation, and marketing communications (Aaker, 1996). When consumers perceive a product as high quality, they develop confidence in its performance and reliability, which reduces perceived risk and increases the likelihood of purchase, particularly in the sports product market where consumers expect products to perform well under demanding conditions (Kotler et al., 2021). Empirical evidence on this relationship has been somewhat mixed, as Santoso & Anandya (2023) found that perceived quality does not significantly influence purchase intention for Yonex sports products in Indonesia, while Bashiri et al. (2025) found that perceived quality influences purchase intention through brand equity mediation. Despite these inconsistencies, the theoretical foundation remains strong, as consumers who perceive Mills products as high quality should be more likely to express purchase intention, especially considering the mid-range positioning of Mills where quality-to-price ratio is critical, leading to the following hypothesis:

H3: Perceived quality has a positive and significant effect on purchase intention of Mills sports products in the Malaysian market.

4. Relationship Between Brand Loyalty and Purchase Intention

Brand loyalty is defined as the attachment that consumers have toward a brand, which manifests through repeat purchase behavior, positive purchase intentions, favorable word-of-mouth, and willingness to pay premium prices, representing the core of brand equity because loyal customers are less sensitive to competitive offerings and more likely to engage in advocacy behaviors (Aaker, 1991; Oliver, 1999). Loyal consumers exhibit stronger purchase intentions because they have developed trust, satisfaction, and emotional attachment to the brand over time, reducing the need for extensive information search and evaluation while increasing the probability of purchase (Kotler et al., 2021). Previous research strongly supports this positive relationship, as Hee University (2025) found that brand loyalty shows the greatest impact on purchase intention among brand equity components, while Peggy & Muthohar (2024) demonstrated that brand loyalty is the most dominant dimension influencing consumer purchase intention across product categories. Based on this strong theoretical foundation and consistent empirical support, the following hypothesis is proposed:

H4: Brand loyalty has a positive and significant effect on purchase intention of Mills sports products in the Malaysian market.

5. Relationship Between Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Purchase Intention

The simultaneous relationship between all four brand equity dimensions and purchase intention is grounded in Aaker's (1991) comprehensive brand equity framework, which argues that brand awareness, brand association, perceived quality, and brand loyalty work together synergistically to create value for both the consumer and the firm, with each dimension reinforcing the others to shape overall brand perceptions and influence consumer behavior. When consumers are aware of a brand, they are more likely to develop associations with it, evaluate its perceived quality, and eventually build loyalty, while conversely, loyal consumers tend to have stronger brand associations, higher perceived quality, and greater awareness through their engagement with the brand, suggesting that the combined effect of all four dimensions on purchase intention is greater than the sum of their individual effects (Aaker, 1996; Keller, 1993). For Mills as an Indonesian brand entering the Malaysian market, building all four dimensions of brand equity simultaneously is essential for successful market penetration, as brand awareness establishes presence, brand association creates differentiation, perceived quality builds confidence, and brand loyalty ensures sustainable demand (Tandfonline, 2025). Empirical studies consistently demonstrate this simultaneous influence, as Peggy & Muthohar (2024) found that all four dimensions simultaneously have a significant effect on purchase intention, while Peng & Hoo (2024) confirmed that all dimensions significantly influence brand equity and purchase intention in the Malaysian sportswear market, leading to the following hypothesis:

H5: Brand awareness, brand association, perceived quality, and brand loyalty simultaneously have a positive and significant effect on purchase intention of Mills sports products in the Malaysian market.

Conceptual Framework

Based on Aaker's Model (1991), the conceptual framework connects the four dimensions of brand equity (X1-X4) as independent variables with purchase intention (Y) as the dependent variable.

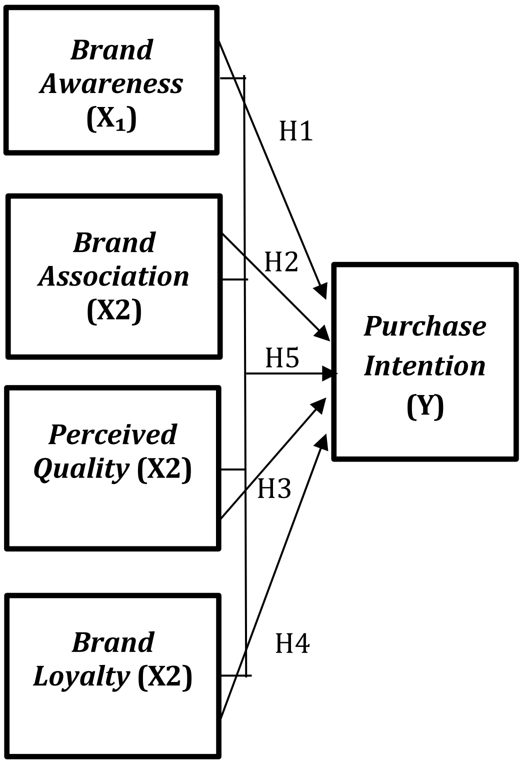

Figure 1. Conceptual Framework

The research paradigm illustrates the relationship among five main variables: brand awareness (X1), Brand Association (X2), Perceived Quality (X3) and Brand Loyalty (X4) as independent variables, and purchase Intention (Y) as the dependent variable. This study aims to examine whether brand equity influences purchasing interest among Indonesian and Malaysian athletes.

RESEARCH METHOD

Research Design

This study employs a quantitative approach with a survey method, classified as causal associative research. The population comprises sports product consumers in Malaysia with potential to purchase Mills products. Since the population size is unknown, the sample size was calculated using the Lemeshow formula for infinite populations (95% CI, 10% margin of error), yielding 97 respondents, increased to 100 to anticipate incomplete questionnaires. Purposive sampling was applied with criteria: (1) domiciled in Indonesia or Malaysia, (2) aged ≥17 years, (3) familiar with Mills brand, (4) interested in sports products.

Data collection was conducted through literature review and online questionnaires (Google Form) distributed via WhatsApp and Instagram Direct Message. The questionnaire comprised 26 items: brand awareness (4), brand association (4), perceived quality (4), brand loyalty (4), and purchase intention (10), using a 5-point Likert scale.

Data analysis used SPSS 27, including validity tests (Pearson, r-table 0.361), reliability tests (Cronbach's Alpha >0.60), classical assumption tests (normality Kolmogorov-Smirnov, multicollinearity Tolerance/VIF, heteroscedasticity Glejser, autocorrelation Durbin-Watson), multiple linear regression analysis, coefficient of determination R^2, partial t-test, and simultaneous F-test.

Population and Sample

Population refers to the entire group of individuals, objects, or events that possess specific characteristics determined by the researcher for study and from which conclusions are drawn (Sugiyono, 2019), and in this study, the population comprises all consumers of sports products in Malaysia who have the potential to purchase or use Mills brand products, including individual consumers who are domiciled in Malaysia and have seen, heard about, or have experience with sports products in general, with the selection based on the research unit of analysis focusing on perceptions of Mills brand equity in the export market. Since the exact population size is unknown, the minimum sample size was determined using the Lemeshow formula for infinite populations with a 95% confidence level (Z = 1.96), estimated population proportion of 0.5, and 10% margin of error, which yielded a minimum sample of 96.04 respondents rounded up to 97, and to anticipate incomplete questionnaires, the researcher set a target of 100 respondents.

The sampling technique used is purposive sampling, a non-probability technique where the researcher selects samples based on specific criteria considered important for the research objectives (Sugiyono, 2023), with criteria including: respondents must be domiciled in Indonesia or Malaysia (with priority on Malaysian consumers), be at least 17 years old to ensure legal capacity for independent purchasing decisions, have seen, heard about, or know the Mills brand through various channels, and have interest or inclination toward sports products in general, ensuring that selected respondents are truly relevant to the research objectives and represent individuals who are part of the target market for Mills sports products. The sample size of 100 respondents is considered sufficient according to Hair et al. (2022).

Data Collection Method

Data collection was conducted through literature review and online questionnaires (Google Form) distributed via WhatsApp and Instagram Direct Message. The questionnaire comprised 26 items: brand awareness (4), brand association (4), perceived quality (4), brand loyalty (4), and purchase intention (10), using a 5-point Likert scale. The questionnaire was distributed online through communication platforms such as Instagram and WhatsApp direct messages.

Data Analysis Technique

Data analysis was performed using the Statistical Package for Social Science (SPSS) version 27. Before testing the relationships between variables, the study first ensured that the instruments used were valid and reliable.

Validity Test: Validity testing used Pearson product moment with the criterion r-count > r-table (0.361) at 5% significance (Ghozali, 2021). An instrument or questionnaire is considered valid if the questions in the instrument are able to reveal what the questionnaire intends to measure.

Reliability Test: Reliability testing used Cronbach's Alpha with the criterion value > 0.60 (Ghozali, 2021). A questionnaire is said to be reliable if a person's answers to the statements are stable or consistent over time.

Descriptive Analysis: Descriptive analysis was used to provide a general overview of the sample data distribution by considering the minimum, maximum, mean (average), and standard deviation values of each variable (Sugiyono, 2022).

Classical Assumption Test:

- Normality test using Kolmogorov-Smirnov with the criterion that if the significance value > 0.05, the data is normally distributed.
- Multicollinearity test using Tolerance and VIF with the criterion that if Tolerance > 0.10 and VIF < 10, there is no multicollinearity.
- Heteroscedasticity test using Glejser with the criterion that if the significance value > 0.05, there is no heteroscedasticity.
- Autocorrelation test using Durbin-Watson with the criterion dU < DW < 4-dU, there is no autocorrelation.

Multiple Linear Regression Analysis: Used to determine the direction and magnitude of the influence of independent variables on the dependent variable. The equation is $Y = a + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + e$ (Sugiyono, 2022).

Coefficient of Determination (R^2): Used to measure how well the model can explain variations in the dependent variable (Ghozali, 2021).

Hypothesis Testing:

- Partial t-test with the criterion if significance < 0.05, the independent variable has a significant effect on the dependent variable.
- Simultaneous F-test with the criterion if significance < 0.05, the independent variables simultaneously have a significant effect on the dependent variable.

RESULT AND DISCUSSION

Respondent Characteristics

This study utilized primary data from 100 respondents who met the predetermined criteria of being domiciled in Indonesia or Malaysia, aged at least 17 years, familiar with the Mills brand, and having interest in sports products. The majority of respondents were male (71%), reflecting the general pattern of male dominance in sports product consumption, while female respondents accounted for 29%. In terms of age distribution, the largest group was 22-25 years (44%), followed by 18-21 years (38%), over 25 years (14%), and under 17 years (4%), indicating that young adults in their productive years dominate the sample and represent the primary target market for sports brands like Mills. Regarding country of origin, the majority came from Indonesia (94%), while Malaysian respondents accounted for only 6%, reflecting the practical challenges of cross-border research and the fact that Mills has stronger brand recognition in its domestic market, though this limited Malaysian representation is acknowledged as a limitation that future studies should address with more balanced respondent distribution (Ahmad & Ahmed, 2013; Kotler et al., 2021).

Descriptive Analysis

Brand Awareness (X1): The overall mean score of 2.99 (Poor category). The highest mean was knowledge that Mills is an Indonesian sports brand (3.91/Good), while the lowest was the ability to differentiate Mills products from other sports brands (1.86/Poor). Consumers know the country of origin, but brand identity remains low.

Brand Association (X2): The Overall mean score of 3.17 (Poor category). The highest mean was partnerships with international football clubs strengthening brand image (3.62/Good), while the lowest was association of Mills with high-quality products (2.52/Poor). Quality associations remain weak.

Perceived Quality (X3): The Overall mean score of 3.23 (Poor category). The highest mean was satisfaction with product performance compared to initial expectations (3.76/Good), while the lowest was material quality equivalent to international sports brands (2.47/Poor). Post-use satisfaction is good, but initial perceptions are low.

Brand Loyalty (X4): The overall mean score of 3.27 (Poor category). The highest mean was willingness to pay more for Mills products compared to other local brands (3.77/Good), while the lowest was tendency to repurchase Mills products (2.45/Poor). Appreciation exists, but repurchase loyalty is low.

Purchase Intention (Y): The overall mean score of 3.35 (Poor category). The highest mean was intention to share positive experiences about Mills products (3.64/Good), while the lowest was intention to purchase in the near future (2.37/Poor). Recommendation intention is high, but actual purchase intention is low.

Validity and Reliability Test Results

Validity Test: The validity test results indicate that all items in the brand awareness variable have r-count values greater than the critical r-table value (0.361). The obtained r-values range from 0.516 to 0.722.

Table 1. Validity of Intrinsic Brand Awareness Variable

Question Item	r count	r table	Test Result
1	0,647	0.361	Valid
2	0,722	0.361	Valid
3	0,529	0.361	Valid
4	0,516	0.361	Valid

For the brand association variable, all statement items also show r-count values exceeding the critical r-table value, ranging from 0.493 to 0.857.

Table 2. Validity of Intrinsic Brand Association Variable

Question Item	r count	r table	Test Result
1	0,857	0.361	Valid
2	0,826	0.361	Valid
3	0,702	0.361	Valid
4	0,493	0.361	Valid

For the perceived quality variable, all statement items also show r-count values exceeding the critical r-table value, ranging from 0.613 to 0.820.

Table 3. Validity of Intrinsic Perceived Quality Variable

Question Item	r count	r table	Test Result
1	0,820	0.361	Valid
2	0,613	0.361	Valid
3	0,735	0.361	Valid
4	0,762	0.361	Valid

For the brand loyalty variable, all statement items also show r-count values exceeding the critical r-table value, ranging from 0.767 to 0.880.

Table 4. Validity of Intrinsic Brand Loyalty Variable

Question Item	r count	r table	Test Result
1	0,880	0.361	Valid
2	0,767	0.361	Valid
3	0,866	0.361	Valid
4	0,783	0.361	Valid

All statement items of the purchase intention variable show calculated r-values that are higher than the critical r-table value, with values ranging from 0.418 to 0.799.

Table 5. Validity of Intrinsic purchase intention Variable

Question Item	r count	r table	Test Result
1	0,722	0.361	Valid
2	0,799	0.361	Valid
3	0,765	0.361	Valid
4	0,523	0.361	Valid
5	0,760	0.361	Valid
6	0,734	0.361	Valid
7	0,718	0.361	Valid
8	0,657	0.361	Valid
9	0,582	0.361	Valid
10	0,418	0.361	Valid

According to Ghozali (2021), a variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The Cronbach's Alpha values for all variables exceed 0.60: brand ambassador (0.869), social media marketing (0.898), and purchase decision (0.940). This indicates that all variables in this study meet the reliability criteria. The following table presents the results of the reliability test in this study:

Table 6. Reliability Statistics

Variable	Cronbach's Alpha	N of Items	Test Result
X1	0,651	4	Reliable
X2	0,696	4	Reliable
X3	0,716	4	Reliable
X4	0,833	4	Reliable
Y	0,867	10	Reliable

Based on the data processing results, the Cronbach's Alpha values for all variables exceed 0.60, indicating that all variables in this study meet the reliability criteria. Thus, it can be concluded that all statement items for the brand awarenees, brand association, perceived quality, brand loyalty and purchase intention variables are reliable. This means that the research instrument has a good level of consistency and is capable of producing trustworthy data.

Classical Assumption Test

Normality Test

The Kolmogorov-Smirnov test produced a significance value of 0.137. This value is greater than 0.05 (5%), indicating that the data in this study are normally distributed.

Table 7. Normality Test Results

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	,062	100	,200*	,986	100	,390

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

a. Lilliefors Significance Correction

Multicollinearity Test Results

A high tolerance value (0.76 – 0.894) indicates that each brand equity dimension has a unique contribution that does not overlap. Similarly, a low VIF value (1.119 – 1.312) indicates that the correlation between the independent variables is very weak. Thus, the multicollinearity assumption is met and the regression model is suitable for further analysis.

Table 8. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awarenees	,840	1,191
	Brand Association	,819	1,221
	Perceived Quality	,762	1,312
	Brand Loyalty	,894	1,119

a. Dependent Variable: Y

Heteroscedasticity Test

The Glejser test showed significance values of 0.055 for the Brand Awareness variable, 0,775 for the Brand Association variable, 0,640 for the Perceived Quality and 0.467 for the Brand Loyalty variable. All four values were greater than 0.05, indicating no heteroscedasticity problem.

Table 9. Heteroscedasticity Test Result

Model		Sig.
1	(Constant)	,268
	BrandAwarenees	,055
	BrandAssociation	,775
	PerceivedQuality	,640
	BrandLoyalty	,467

a. Dependent Variable: ABS_RES

Autocorrelation Test

With n = 100 and k = 2, dL = 1.6337, dU = 1.7152, and 4-dU = 2.2848. The Durbin-Watson value of 2.113 lies between dU and 4-dU (1.7152 < 2.113 < 2.2848), thus no autocorrelation occurred.

Table 10. Autocorrelation Test Results

Model	Durbin Watson	dL	dU	4-dU
1	1,761	1.592	1.758	2.2848

Multiple Linear Regression Analysis

The multiple linear regression analysis resulted in the following equation:

Table 11. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.962	2.949		4.057	.000
	BrandAwarenees	.267	.132	.179	2.019	.046
	BrandAsociation	.335	.184	.164	1.822	.072
	PerceivedQuality	.179	.167	.100	1.076	.285
	BrandLoyalty	.854	.173	.425	4.939	.000

$$Y = 11,962 + 0,267X_1 + 0,335X_2 + 0,179X3 + 0,854X4 + e$$

The constant of 11.962 indicates baseline purchase intention without brand equity influence. The highest positive coefficient is brand loyalty (0.854), followed by brand association (0.335), brand awareness (0.267), and perceived quality (0.179). Brand loyalty contributes the most.

Coefficient of Determination (R^2)

According to Sugiyono (2022), regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable.

Table 12. Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608a	.370	.344	3.412

a. Predictors: (Constant), BrandAwarenees, BrandAssociation, PerceivedQuality,BrandLoyalty

$R^2 = 0.370$; Adjusted $R^2 = 0.344$. This means 37% of purchase intention variation is explained by the four brand equity dimensions; 63% is explained by other factors (price, promotion, distribution, demographics, psychographics). R = 0.608 indicates a moderately strong and positive relationship.

Hypothesis Testing

Partial Test (t-test)

The brand awareness variable (X1) obtained a significance value of 0.046 < 0.05 and t-count of 2.019 > t-table 1.984, thus H1 is accepted. This means that brand awareness has significant effect on purchase intention. The brand association variable (X2) obtained a significance value of 0.072 > 0.05 and t-count of 1.822 < t-table 1.984, this H2 is rejected. This means that brand association has no significant effect on purchase intention. The perceived quality variable (X3) obtained a significance value of 0.285 > 0.05 and t-count of 1.076 < 1.984, this H3 is rejected. This means that perceived quality has no significant effect on purchase intention. The brand loyalty variable (X4) obtained a significance value of 0.000 < 0.05 and t-count of 4.939 > 1.984. This means that brand loyalty has significant effect on purchase intention.

Simultaneous Test (F-Test)

The decision criteria for the F-test are as follows:

1. If the significance value is less than 0.05, the independent variables simultaneously have a significant effect on the dependent variable.
2. If the significance value is greater than 0.05, the independent variables simultaneously do not have a significant effect.

Table 13. Simultaneous Test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	649.928	4	162.483	13.959	.000b
	Residual	1105.832	95	11.640		
	Total	1755.760	99			

a. Dependent Variable: MinaBeliKonsumen

b. Predictors: (Constant), BrandAwarenees, BrandAssociation, PerceivedQuality, BrandLoyalty

After conducting the obtained F-count value is 13.959 with a significance level of Sig. = 0.000. The F table value with degrees of freedom (df1 = 4, df2 = 95) and a significance level of $\alpha = 0.05$ is 2.47. Because the calculated F value (13.959) > F table (2.47) and the Sig. value (0.000) < 0.05, then H_0 is rejected and H_5 is accepted.

Discussion

Influence of Brand Awareness on Purchase Intention

Brand awareness has a significant effect, consistent with Abdul Hadi Bin A Halem (2020) in Klang Valley. Higher consumer awareness of Mills leads to higher purchase intention. Brand awareness serves as the foundation for Mills to be considered in a market dominated by global brands.

Influence of Brand Association on Purchase Intention

Brand association is not significant, consistent with Mohamad Sabri & Nazri (2024). Mills' brand associations are not yet strong enough, possibly due to low marketing communication intensity or insufficient direct consumer experience to form positive associations.

Influence of Perceived Quality on Purchase Intention

Perceived quality is not significant, consistent with research in Kuala Lumpur and Selangor (2020). Malaysian consumers may still doubt the quality of products from a relatively new Indonesian brand, creating a gap between desired quality perceptions and those attached to Mills.

Influence of Brand Loyalty on Purchase Intention

Brand loyalty has a significant effect and is the most dominant dimension (β=0.425), consistent with Aaker (1991) who states that loyalty is the core of brand equity. Loyal consumers have emotional attachment and commitment, making them less likely to switch to other brands even when more familiar alternatives exist. For Mills, consumers with positive experiences tend to continue purchasing and recommend the brand.

Simultaneous Influence of Brand Equity on Purchase Intention

All four dimensions simultaneously have a significant effect, consistent with Peng & Hoo (2024). Brand equity is a multidimensional construct where dimensions are interrelated. Although only two dimensions are partially significant, collectively all four provide meaningful contribution.

CONCLUSION AND SUGGESTION

Conclusion

Based on the findings and discussion presented above, it can be concluded that, This study concludes that brand equity of Mills sports products influences consumer purchase intention in the Malaysian market, both partially and simultaneously. Partially, brand awareness has a positive and significant effect on purchase intention. Brand loyalty has a positive and significant effect and is the most dominant dimension (β=0.425). Brand association and perceived quality do not have significant effects. Simultaneously, all four brand equity dimensions together significantly influence purchase intention (F=13.959; sig.0.000; Adj R^2=34.4%). Brand equity is a multidimensional construct with interrelated dimensions, with brand loyalty as the most dominant dimension.

Suggestion

For Mills Management

Prioritize brand loyalty-building strategies (meaningful loyalty programs, user communities, personalized customer experiences). Strengthen brand awareness through partnerships with professional sports clubs, community sports events, local-first approaches, social media, and influencers. Build brand association and perceived quality as long-term investments through endorsements, testimonials, and quality guarantees.

For Future Researchers

Develop models with mediating variables (brand trust, customer satisfaction), expand scope to other product categories or compare local-global brands, use qualitative approaches, and improve the proportion of Malaysian respondents.

For Government and Regulators

The Ministry of Trade and BPEN can use these findings as a foundation for export brand strengthening programs, facilitating international trade promotion aligned with the #BanggaOlahragaLokal national campaign, with focus on brand loyalty and awareness in target export markets.

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