The Influence of perceived value and brand image on Lacoco's brand equity with brand awareness as a moderation variable

by Nur Wening

The Influence of perceived value and brand image on Lacoco's brand equity with brand awareness as a moderation variable

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ABSTRACT

In the current era, skin and facial health is the main thing that is a concern, especially for women. Appearance has an important role in encouraging one's confidence. The supporting role of one's appearance is the use of skincare. The purpose of this study is to determine the influence of perceived value, brand image, and brand awareness on Lacoco brand equity in Surabaya. The sample in this study used accidental sampling of 100 respondents. The data collection method uses observation and questionnaires. The data processing technique used is a test of validity and reliability. Data analysis techniques include multiple linear regression tests, determination coefficient tests, and t-tests. From the results of the research hypothesis test, it was obtained that the variables of perceived value, brand image and brand awareness had a significant positive effect on Lococo brand equity where perceived value was formed due to customers' subjective assessment of the product and the benefits received by buying the product, brand image an effective one should meet the criteria of maker image, user image and product image to achieve the goals it sets, and consumers willing to buy a brand depend on consumer awareness and knowledge about the brand. In the moderation variable, brand awareness weakens the influence of brand image on brand equity, this is because the influence of perceived value on brand equity is an important aspect in understanding how the perceived value of consumers to a product or brand can impact overall brand value. When consumers have a high level of awareness about the brand and maintain a positive image of the brand, the value of the brand will increase.

Introduction

In the current era, skin and facial health is the main thing that is a concern, especially for women. Appearance has an important role in encouraging one's self-confidence, from the past to the present. The supporting role of one's appearance is the use of skincare.

The evolution of the skincare product industry or skin care makes competition in skin care companies increase rapidly. Where skin care is one of the investments in old age. Skin care today is not only for women, but can be for men. The function of skincare products for consumers is to fulfill the look of confidence. Physical appearance takes center stage with visual individual identity. Therefore, the main product that is consumed is the use of skincare.

Lacoco is a local brand that focuses on facial care or better known as skincare and is produced by PT. Indonesian Ethical Grace. The mission of this company is to provide beauty products to all users and will be a supplier company of the best beauty products in Indonesia and South Asia. "Bringing New Hope, Through Nature" is a slogan used to instill brand values in the minds of consumers.

Lacoco as one of the local beauty product brands has been established since 2017 in the city of Yogyakarta and began to boom a year later, namely April 2018 after launching its first product, namely Lacoco Watermelon Glow Mask from moisturizing watermelon extract. Lacoco was founded by one of the young entrepreneurs who made the Forbes 30 Under 30 Asia 2020 list and has released several classy beauty products with the Avoskin label which is famous for using natural ingredients, namely essential oils. PT AVO

Innovation Technology collaborates with PT Perintis Pelayan Paripurna (Century Healthcare) which is a subsidiary of Pharos Indonesia as an offline store for Avoskin products.

Lacoco is still widely discussed to this day because it provides a variety of skincare products at quite affordable prices but using the best natural ingredients. In addition, the name Lacoco is taken from the word coconut or which means coconut because it has the philosophy of one tree that has various types of benefits both for skin and health.

The intense competition between cosmetic brands makes Lococo have to think about providing interesting content from products in order to influence the buying interest of potential consumers and become top of mind in the eyes of customers. One way to inform Lacoco's brand message is by conducting marketing communications using social media. The concept used in the use of social media can increase popularity and image in order to survive and compete Instagram is one of the means that increase opportunities for users to promote the products offered. There are several superior products of Lacoco products that are often sought after and continue to be marketed for this product.

First, Lacoco Dark Spot Essence can be used regularly every night before going to bed so that natural ingredients such as Glycolic acid (AHA) 5%, Salicylic acid (BHA) 1%, Gluconolactone (PHA) 2%, Tranexamic acid 2% and also mulberry fruit which is famous to help brighten the face, exfoliate dead skin cells and fade hyperpigmentation can work optimally. Second, Lacoco Bust Serum or Bust Fit Concentrate Serum. This serum is a body treatment for female breasts to help tighten and increase skin elasticity in that part. Third, one of Lacoco's flagship products that is still a hit to this day is the sleeping mask or called Watermelon Glow Mask. This face mask from Lacoco is a sleeping mask that is used before going to bed and no longer needs to be rinsed in the morning.

Lacoco markets its products using several social media to share information about the products it offers. One of the online sales platform media used is the shoppe. This product has received halal certification from the Indonesian Ulema Council (MUI) which is something that must be considered by the people of Indonesia, considering that the majority of the Indonesian population is Muslim.

Lacoco services prioritize consistency and build positive relationships with customers by providing ratings on a scale of one to five as well as reviews. But there are still consumers who are not satisfied with Lacoco's services regarding the benefits promised by Lacoco products that can overcome their skin problems.

One of the problems identified in this regard is perceived value. This indicates that the company has not been able to effectively convey the value of Lacoco skincare products to consumers. An important point in this case is the emphasis on the benefits of the product, the quality provided and the corresponding price. All these factors will affect the consumer's view of the value of the product.

The importance of perceived value needs to be the company's concern. This is because if purchases made by consumers provide positive value and can meet needs and provide satisfaction, then this will encourage the formation of intentions to buy similar products by other consumers in the future. Every marketer certainly hopes that the products they sell are successful. To achieve this success, marketers must truly understand how perceived value can drive consumers to feel the benefits they derive from the product. The better the value perception received by consumers towards Lococo products, the higher the purchase intention.

When many brands of skin care products compete in the market, this provides an opportunity for consumers to choose products that suit their needs and preferences. Therefore, companies must improve brand image and product quality and maintain a balance with the prices offered to consumers. Brand image must be able to reflect a positive view of consumers towards product brands such as Lacoco. The company's success in marketing Lacoco products depends largely on how product information is conveyed to consumers so that the brand image in these products can increase sales.

Lacoco skincare in responding to increasingly fierce industry competition requires the role of Marketing Public Relations in the company. Marketing Public Relations (MPR) in this case does not lie in selling (such as advertising activities), but lies in the delivery of information, education and efforts to increase public understanding through knowledge of a product or service brand.

The purpose to be achieved in this study is to explain the influence of perceived value and brand equity on brand equity on brand equity and to explain the influence of brand awareness to strengthen the relationship between perceived value and brand equity and brand equity.

Literature Review

This theoretical study presents as experts' opinions about the concepts, definitions, theories of both perceived value variables, brand image, brand awareness as independent variables and brand equity variables as dependent variables.

Perceived Value

Perceived value is something that customers get based on differences in benefits obtained at the cost of different choices (Kotler &; Keller, 2012) . According to Amir et al., (2021) states that perceived value is an overall consumer assessment of the benefits of a product based on perceptions of what they have received and what they have provided. stated that one of the company's strategies to be able to survive the competition in an increasingly competitive business competition is to provide customer value which is more than its competitors. That in creating superior value for customers, companies can apply three approaches, namely: (a) Economic value to the customer or economic value for consumers. This approach can be created if the company can increase consumer

profitability in terms of increasing sales, reducing costs, increasing prices and the company's ability to provide solutions; (b) Differential advantage can be created when consumers have a perception that the product or service offered by the company has an advantage that is felt to be very important so that they prefer it compared to its competitors; (c) Brand development, a brand development. This approach can be created by forming attributes, benefits or personifications of money owned by the brand so that the target market has a high chance of being purchased by customers.

Based on the explanation above, it can be concluded that in expecting great value from consumers, the company must also be customer-oriented in this case how customers decide the product or service chosen.

According to Sweeney & Soutar, (2001) perceived value perceived by consumers can be measured by four dimensions, namely, emotional value, social value, quality / performance value, and price / value for money value. The explanation of the dimensions of perceived value is as follows: (a) emotional value is an assessment of the perception of emotions felt throughout the consumption experience of a product identified by various experiences: (b) social value is an assessment of perceptions obtained from the benefits of products in improving consumer social; (c) quality value is an assessment of perceptions between quality expectations and product performance; (d) Price for money value is the utility obtained from the product by the influence of long and short term costs.

Brand Image

Understanding brand image is an image or impression generated by a brand in the minds of customers. The placement of the brand image in the minds of consumers must be done continuously so that the brand image created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, then the brand will always be remembered and the possibility of consumers to buy will be even greater.

Nawawi &; and Sulis Ritiono, (2020) found that brand image is a set of assumptions that exist in the minds of consumers towards a brand that is formed from various information from various sources.

Brand image as a recognizable but non-pronounceable part of a brand such as a coat of arms, a special font or color design, or a customer's perception of a product or service represented by its brand. Brand image refers to the memory scheme of a brand, which contains consumer interpretations of attributes, advantages of use, situation, users and characteristics of marketers and / or characteristics of the maker of the product / brand (Mega, 2018).

Based on the definition according to the experts above of brand image, the author concludes that brand image is consumer perception and preference for the brand, as reflected by various kinds of brand associations that exist in consumer memory. Brand image is a differentiator between products on the market, because brand image has an important role in distinguishing between brands with the same product or the same category.

According to Hurdawaty &; Madaniyah, (2020) there are seven factors forming brand image (a) Quality over quality, related to the quality of products offered by manufacturers with certain brands; (b) Trustworthy or reliable, relating to opinions and agreements formed by the public about a product consumed; (c) Usefulness or benefit, which is related to the function of a product that can be utilized by consumers; (d) Service, which relates to the duty of producers in serving their consumers; (e) Risk, related to profit and loss experienced by consumers; (f) Price, in this case relating to the high or low amount of money consumers spend to influence a product, can also affect the long-term image; (g) Image, which is owned by the brand itself in the form of customers, opportunities and information related to a brand of a particular product. According to Freddy Rangkuti, (2009) brand loneliness is associated with brand associations inherent in consumer memory. The indicator used in measuring brand image according to consists of three parts, namely: (a) Corporate image, which is a set of associations perceived by consumers to companies that make goods or services, namely the company's big name. sales network, and company services; (b) User image, which is a set of associations perceived by consumers to users who use a good or service, namely confident and nationalist; (c) Product image, which is a set of associations perceived by consumers to a good or service, namely brand, packaging and quality.

Brand Equity

Understanding brand equity according to Varhan et al., (2022) brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which add to or protect the value provided by a good or service to consumers. If the name or symbol of a brand changes, then some or even all of the assets may change or even disappear, although some of them shift to new names or new symbols. Brand equity itself covers the overall strength of a brand in the market and will provide value to the company / business entity that produces these products / services.

According to Lelet et al., (2022) brand equity is a brand value that generates high brand awareness and strong, liked, and perhaps unique, brand associations that consumers remember for certain brands.

According to Aaker, D.A. (1991) in (Gonzales-D et al., 1994) the usefulness and role of brands that can help sharpen the brand. Has four dimensions of brand equity, namely: (a) Brand awareness: The ability of a buyer to recognize and recall that a brand is the embodiment of a particular product category; (b) Perceived quality: The customer's perception of the overall quality or excellence of a product or service that is the same as its intended intent; (c) Brand associations: Everything related directly or indirectly to a

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consumer's memory of a brand; (d) Brand loyalty: A measure of customer closeness to a brand. While brand loyalty is very influential on customer vulnerability from competitor attacks, it is very important and closely related to the company's future performance.

According to Nugraha et al., (2017) brand awareness is the ability of a prospective buyer to recognize or recall a brand as part of a certain product category.

According to brand awareness is the ability of consumers to identify a brand in different conditions, can be done by brand recognition and recall of a particular brand.

According to Idris et al., (2015) to achieve this brand awareness, there are several ways that can be used by companies. One of them is as stated by, which is as follows: (1) The message conveyed must be easy to remember and have a different appearance from competitors; (2) Interpret a good slogan or background song so that it can help consumers more easily remember the brand; (3) If using symbols, they should use symbols that relate reasonably identically to the product; (4) Expansion of brand names can also be used so that consumers increasingly remember the brand. (5) Cues can also be used to reinforce a brand. (6) Repetition as a form of strengthening the consumer's comprehension and memory in remembering the brand.

Brand awareness has several levels, namely from the lowest level (not aware of the brand) to the highest level, namely top of mind. According to Aaker (2019) in Yuliantari et al., (2022) the levels of brand awareness are as follows:

Figure 1: Levels of Brand Awareness; *Source:* Aaker, 2018

Based on the level of brand awareness above, to measure the level of brand awareness, namely: (1) consumers immediately remember the brand when first asked (top of mind); (2) If notified of a logo or symbol the consumer immediately knows the brand in question (brand recall); (3) Consumers recognize the brand (brand recognition; (4) Consumers do not know the brand (unware of brand)

According to Kotler and Keller (2016) : brand awareness is divided into several dimensions, namely: (a) Brand recognition: Brand recognition is a dimension where the level of respondents' awareness of a brand is measured by providing assistance; (b) Brand recall: A brand recall is the dimension by which a brand is mentioned by a respondent after the first mention of a brand as the first question about a product category; (c) Top of mind: The top of mind is the dimension where a brand is the first to be mentioned or Remembered By Respondents When They Are

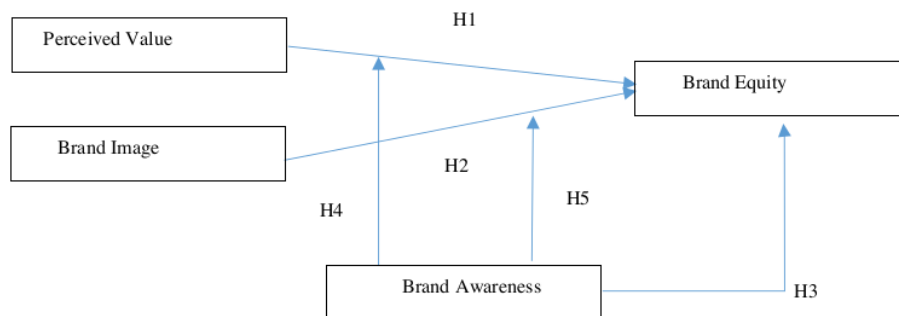The following is the framework model in the research below:

Figure 2: Framework

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Research & Methodology

Research Design uses quantitative explanative, which is a type of research that uses a quantitative approach. According to Sugiyono (2019), explanatory research is research that reveals the position and relationship of the variables studied by testing the hypotheses that have been put forward. The population in this study is all consumers who use Lacoco skincare in the Social Chic Event at the Something Booth from October 6, 7 and 8, 2023 in Surabaya, precisely at the East Parking Plaza Surabaya in Embong Kali asin, Surabaya with the number of samples obtained as many as 100 respondents with vulnerable ages around 15-45 years. The Data Collection Method in this study using a questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents for answering, Sugiyono (2019). And the answer uses the Likert scale. The data analysis technique used in this study uses multiple regression analysis which consists of: descriptive statistics, data quality tests, namely reliability and validity tests, classical assumptions test, coefficient of determination test and hypothesis testing with multiple regression equations (multiple regression).

Analysis and Findings

The results and findings in this study can be explained in the tables below:

Descriptive Statistics and Quality of Test Results

Descriptive statistics and the quality of test results provide an overview of the data which can be seen from the average, maximum, minimum, standard deviation and validity and reliability values, in table 1 below.

Table 1. Statistical test results and data quality

Variabel	N	Min	Max	Mean	Std Dv.	Valid.	Result	Realib.	Result
BE	100	14	50	38.93	8.271	0.765	Valid	0.919	Reliable
PV	100	10	50	40.22	8.367	0.809	Valid	0.939	Reliable
BI	100	15	50	39.43	8.328	0.746	Valid	0.901	Reliable
BA	100	18	50	40.84	7.895	0.732	Valid	0.901	Reliable

Note: Dependent variables: BE (Brand Equity), Independent Variables: PV (Perceived Value), Brand Image (BI), BA (Brand Awareness); *Source:* Author 2023

Based on the table above can be known:

i. The Perceived value (PV) variable has the following data characteristics: the smallest data (minimum) is 10 the largest data (maximum) is 50 with the middle value (mean) is 40.22 where the standard deviation is 8.367, from the data means the data shows good and normal results. Based on the results of the PV variable validity test of $0.809 > 0.165$ or r count greater than r table, therefore the statement is declared valid. Meanwhile, based on the results of variable reliability, PV produces a Cronbach's alpha value of 0.939, so it can be stated that all instruments are reliable.

ii. Brand image (BI) variables have the following data characteristics: the smallest data (minimum) is 15 the largest data (maximum) is 50 with the median value (mean) is 39.43 where the standard deviation is 8.328, from the data means indicating that the results are good and normal. Based on the results of the BI variable validity test of $0.746 > 0.165$ or r count greater than r table, therefore the statement is declared valid. While the BI variable reliability test produces a Cronbach's alpha value of 0.901, so it can be stated that all instruments are reliable

iii. The Brand equity (BE) variable has the following data characteristics: the smallest data (minimum) is 14 the largest data (maximum) is 50 with the median value (mean) is 38.93 where the standard deviation is 8.271, from the data means indicating that the results are good and normal. Based on the test results, the validity of the BE variable of $0.765 > 0.165$ or r count is greater than r table, therefore the statement is declared valid. Meanwhile, based on the results of the reliability test the BE variable produces a Cronbach's alpha value of 0.919, so it can be stated that all instruments are reliable.

iv. Brand awareness (BA) has the following data characteristics: the smallest data (minimum) is 18, the largest data (maximum) is 50 with the median value (mean) is 40.84 where the standard deviation is 7.895, from the data means indicating that the results are good and normal. Based on the test results, the validity of the BE variable of $0.732 > 0.165$ or r count is greater than r table, therefore the statement is declared valid. Meanwhile, based on the results of the reliability test the BE variable produces a Cronbach's alpha value of 0.901, so it can be stated that all instruments are reliable.

Hypothesis Test Results

Based on the results of the hypothesis test in this study can be seen in this table:

Table 2: Hypothesis Test Results

Observation	Variables	B	T statistic	Sig	Hypothesis	Result
PV	BE	1.159	1.221	0.01**	H1 (+)	Accepted
BI	BE	1.647	7.679	0.02**	H2 (+)	Accepted
BA	BE	6.349	4.923	0.02**	H3 (+)	Accepted
PV*BA	BE	2.423	1.426	0.04**	H4 (+)	Accepted
BI*BA	BE	1.288	7.390	0.03**	H5 (+)	Reject
		Regression equation BE = 11.426α + 1.159 PV + 1.647 BI + 6.349 BA + 2.423 PV*BA + 1.288 BI*BA + 2.329e				
Adjusted R Square		0,777				

Note: level sig* (Under 0.10), sig** (Under 0.05), sig *** (Under 0.001)

Dependent variables : BE (Brand Equity), Independent Variables : PV (Perceived Value), Brand Image (BI), BA (Brand Awareness), PV*BA (Perceived Value*Brand Awareness) dan BI*BA (Brand Image*Brand Awareness). Number of observations: 100

Sources: Author 2023

Based on the table above can be explained as follows:

The effect of perceived value on Lacoco's brand equity

Based on the results obtained, it is known that the regression coefficient value for the perceived value variable has a positive value of 1,159. Based on the t value in the calculation results table above, it is known that the calculated t value obtained is 1,221 smaller than the table t value which is 1,660. While the significance test is known, the GIS value for the perceived value variable is 0.01, this number is smaller than 0.05, meaning that the perceived value variable has a significant effect on Lacoco's brand equity. Thus the results showed that the perceived value variable had a positive effect on Lacoco's brand equity, then hypothesis one (H1) was accepted.

The influence of brand image on Lacoco's brand equity

Based on the results obtained, it is known that the regression coefficient value for the brand image variable has a positive value of 1,647. Based on the value of t in the table of calculation results above, it is known that the calculated t value obtained is 7,679 greater than the table t value which is valued at 1,660. While the significance test is known that the sig value for the brand image variable is 0.002, this number is smaller than 0.05, then the variable is declared significant. The results showed that the brand image variable had a significant positive effect on Lacoco's brand equity, hence hypothesis two (H2) was accepted.

The influence of brand awareness on Lacoco's brand equity

Based on the results obtained, it is known that the regression coefficient value for the brand awareness variable has a positive value of 6,349. Based on the t value in the table of the calculation results above, it is known that the calculated t value obtained is 4,923 greater than the table t value which is 1,660. While the significance test is known, the GIS value for the brand awareness variable is 0.02, this number is smaller than 0.05, then the variable is declared significant. The results showed that the brand awareness variable had a significant positive effect on Lacoco's brand equity, so hypothesis three (H3) was accepted.

Brand awareness strengthens the relationship between perceived value and Lacoco's brand equity

Based on the results obtained, it is known that the regression coefficient value for the brand awareness variable strengthens the relationship of perceived value to brand equity has a positive value of 2,423. Based on the t value in the table of the calculation results above, it is known that the calculated t value obtained is 1,426 smaller than the table t value which is 1,660. While the significance test is known, the GIS value for the variables perceived value and brand awareness with something brand equity is 0.04, this figure is smaller than 0.05, then the variable is declared significant. The results showed that the brand awareness variable strengthened the relationship between perceived value and Lacoco brand equity, hence hypothesis four (H4) was accepted.

Brand awareness strengthens the relationship between brand image to Lacoco's brand equity

Based on the results obtained, it is known that the value of the regression coefficient for the brand awareness variable strengthens the relationship between brand image to brand equity has a positive value of 1,288. Based on the value of t in the table of calculation

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results above, it is known that the calculated t value obtained is 7,390 greater than the table t value which is valued at 1,660. While the significance test is known to have a sig value smaller than 0.05, the variable is declared significant. Based on the test results above, it is known that the GIS value for the brand awareness variable strengthens the relationship between brand image to brand equity is 0.03, this figure is smaller than 0.05. The results showed that the brand awareness variable strengthened the relationship between brand image and something brand equity, then hypothesis five (H5) was rejected.

Based on the results of the R test above, the adjusted R square value of 0.777 means that brand equity is influenced by independent variables including perceived value, brand image and brand awareness which affects with a value of 0.777 or 77.7%, which means that the level of this variable has a significant influence. While the remaining 0.223 or 22.3% were influenced by other factors not included in the study.

Discussion

A detailed explanation regarding hypothesis testing is explained as follows:

The Influence of Perceived Value on Brand Equity Lacoco

Based on the results of research through statistical testing showing that perceived value has a significant effect on Lacoco brand equity, then hypothesis one (H1) in the study is accepted. Perceived value is formed due to the customer's subjective assessment of the product and the benefits received by buying the product. Satisfaction depends not only on the price, features, and performance of the product. But it also depends on other parts of the marketing mix, such as branding, promotion, and product availability. Consumers then measure their ability in the decision to buy the product that the better the perceived value provided by the company, the consumer will give confidence to buy and use the product. The importance of positive perceived value in the minds of customers, something appears to be able to maintain brand equity in the minds of consumers so that it will have a positive impact. So, it can be concluded that the higher the positive perceived value of the product in the minds of customers, the higher the brand equity in the minds of customers.

The Influence of Brand Image on Lacoco's Brand Equity

The results of research through statistical testing show that brand image has a significant positive effect on brand equity, so hypothesis two (H2) in the study is accepted. The dimensions used in this study are in accordance with those described by that an effective brand image should meet the criteria of corporate image, user image and product image to achieve the goals set. When the product has a positive brand image, consumers are aware that a particular product or brand has a strong position and has a unique and different image compared to other products or brands. Furthermore, the intention to purchase a brand is based on consumer confidence in the brand image as well as the influence of social norms and other societal expectations. This is the previous success rate something from year to year has an increasing market share. In the sense that consumers already know Lacoco, not just logos or slogans. But Lacoco has made skincare consumers, seeing the Lacoco brand include visual elements and visual associations. Brands like Lacoco have good brand quality, have a variety of skin problem products and always respond to consumer complaints on social media, this causes consumers to buy this Lacoco product.

The Effect of Brand Awareness on Lacoco's Brand Equity

The results of research through statistical testing show that brand awareness has a significant positive effect on brand equity, so hypothesis three (H3) in the study is accepted. The impact of the importance of brand awareness in influencing preferences and brand equity. The results of this study, strengthening brand awareness affect brand equity in the sense that consumers want to buy a brand depending on consumer awareness and knowledge about the brand. Brand equity can increase if consumers have awareness of the brand's products that appear on social media, can recognize the brand compared to competitors' products, know the appearance of the brand's products, some product characteristics on social media appear in consumers' minds, and can quickly remember the product symbol or logo of the product brand. Based on the findings and testing of the relationship between brand awareness and brand equity, it was found that respondents who have awareness of the product brand can have a strong influence on brand equity.

Brand Awareness Strengthens the Relationship Between Perceived Value and Lacoco's Brand Equity

The results of research through statistical testing show that perceived value does not have a significant positive influence on brand equity with brand awareness as a moderation variable, so hypothesis four (H4) in the study is accepted. The influence of perceived value on brand equity is an important aspect in understanding how the perceived value of consumers to a product or brand can impact overall brand value. Perceived value is a positive perception or assessment that consumers have of the benefits and quality of the products received compared to the price paid. Meanwhile, brand equity includes all assets and values associated with a brand, such as brand awareness, brand association, brand loyalty, and quality perception. This research also shows that brand awareness acts as a moderation factor that strengthens the relationship between perceived value and brand equity. That is, the higher the level of brand awareness owned by consumers towards a brand, the influence of perceived value on brand equity will increase. This means that when consumers have a high level of brand awareness, they tend to be more responsive to the perceived value of the product and more likely to perceive the brand as having high value. These findings show that brand awareness has an important role in increasing the influence of perceived value on brand equity.

Brand Awareness Strengthens the Connection Between Brand Image and Lacoco's Brand Equity

The results of research through statistical testing show that brand awareness strengthens the relationship between brand image and brand equity Lacoco, then hypothesis five (H5) in the study is rejected. In the age characteristics diagram, respondent data shows various types of age known as something users, meaning that age characteristics are not the main barrier in using something skincare and the reason consumers choose something as skincare to support daily activities is because the quality of the product is proven clearly. This statement is supported by the something award as the top 3 best-selling skincare brand. Means indicate that something products are of good quality. This makes something products preferred by various age groups who are looking for quality skincare products. When consumers have a high level of awareness about the brand and maintain a positive image about the brand, the brand value (brand equity) will increase. This has practical implications for marketers and brand managers to focus more on building and strengthening a positive brand image and increasing the level of consumer awareness about the brand. The right marketing strategy can help increase brand awareness and maximize the positive influence of brand image on brand equity. However, as always keep in mind that the results of this study apply to the sample and population used in the study. Further research with larger samples and wider variation can provide stronger generalizations about brand awareness, strengthening the relationship between brand image and brand equity Lacoco.

Conclusion

The implication of this finding is the importance of efforts to increase brand awareness in order to strengthen the perceived value and brand equity of a brand. This can be done through various marketing strategies such as advertising campaigns, brand presence on various media platforms, and positive interactions with consumers to build brand awareness and loyalty. Thus, this research makes an important contribution in understanding how perceived value and brand awareness interact to affect a brand's brand equity. The results of this research can be a guide for companies in developing effective marketing strategies to increase their brand value and create a competitive advantage in the market. The results of research and empirical data processing perceived value have a positive and significant effect on Lacoco's brand equity

i. The results of research and empirical data processing brand image have a positive and significant effect on Lacoco's brand equity.
ii. The results of research and empirical data processing brand awareness have a positive and significant effect on Lacoco's brand equity.
iii. The results of empirical research and data processing brand awareness strengthen the relationship between perceived value and brand equity Lacoco.
iv. The results of research and empirical data processing of brand awareness strengthen the relationship between brand image and brand equity Lacoco.

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