



## Effect of brand equity on purchasing decisions (studies on tiktok shop consumers)

Ita Rahmawati<sup>1</sup>, Lailatus Sa'adah<sup>2</sup>, Fillafittrotun Nisa<sup>3</sup>

<sup>1,2,3</sup>Faculty Of Economics/Management, Universitas KH A Wahab Hasbulloh, Indonesia

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### ABSTRACT

Marketing is the activity of introducing products to consumers that aims to meet consumer needs. Competition in marketing is very tight, especially because technological developments provide a variety of e-commerce for marketing activities so that competitors will have their own way of marketing their products to customers. One marketing strategy that effectively influences purchasing decisions is brand equity. In this study, researchers wanted to know the effect of brand equity on purchasing decisions at the Tiktok shop. tiktok shop is one of the e-commerce that is often used. The purpose of this study was to determine the effect of brand equity consisting of four variables, namely brand awareness, brand association, quality perspective, and brand loyalty on purchasing decisions. This research was conducted using by conducting a survey through distributing questionnaires to 100 respondents. Tiktok shop consumer respondents who had been determined on the sample. In this study, analytical techniques were used which included descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis testing, and the calculation of the coefficient of determination. The results of this study conclude that brand equity simultaneously influences purchase decisions. and partially, brand awareness has no influence on purchasing decisions. for brand associations, perceived quality, and brand loyalty have a significant influence on purchasing decisions.

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#### Corresponding Author:

Fillafittrotun Nisa,  
Faculty of Economics/Management,  
KH A Wahab Hasbulloh University,  
Jln. Garuda no 9 Tambak rejo, Jombang, East Java 61419.  
Email: [fillanisa45@gmail.com](mailto:fillanisa45@gmail.com)

### 1. INTRODUCTION

The development of the digital era is very rapid progress. Everything can be done virtual or online, from meetings, sending messages, exchanging votes, and buying and selling can also be done online. The existence of increasingly sophisticated technology makes it easy for someone to do something, so in the past marketing activities by coming to the store can now be done online through e-commerce. One of the e-commerce that is often used is TikTok shop. In e-commerce, marketing can be carried out as expected when using the right method. For this reason, one way to realize effective marketing is through brand equity. Brand equity is a marketing process carried out starting from consumers

becoming aware of the brand to making repeat purchases. There is a need for brand equity to measure how loyal consumers are to utilizing a product so that sales can continue to increase. Brand equity can be applied to any sale, even on the TikTok shop. to find out why someone decides to make a purchase at the TikTok shop can be analyzed with brand equity.

Brand equity is an advantage of the brand, either in the form of services or products. To remain competitive and maintain market share, each product must make continuous improvements and have a main focus on brand equity, because by developing the market and identifying when making decisions when deciding which brand meets the ideal product criteria. in brand equity, there are 4 stages of assessment namely brand awareness, brand association, perceived quality, and brand loyalty. Brand awareness is the ability of potential consumers to remember or recognize the brand as a specific part of a product. Brand association is about the memory about a brand. Buyers will tend to prefer products or services with good perceived quality Brand loyalty is something that can provide insight into whether buyers can switch to that brand or not to other products, especially if there is a brand change, which is related to price or other attributes. If the customer is loyal, they will not switch to another product.

Brand equity is an asset and responsibility of a brand related to the company or its customers (Fatimah 2014:5). Brand equity can also be manifested in how buyers analyze, pay attention to, and do something related to the product, value, extent of purchase, and benefits offered by the product to business organizations. Brand equity is the most valuable asset of any business in terms of basic image, personality traits, characteristics, connectedness with consumers, relationships, and brand recognition (Ali Hasan, 2013: 226). Brand equity is also a set of assets and responsibilities associated with the brand of a product. Including the product name, as well as the symbol that can provide value from the product or service from the company. (Aaker, 2013).

The sub-variables for measuring brand equity in different studies have been modified both conceptually and theoretically according to the needs of the researchers. However, the notion of the brand equity sub-variable that is still used is from Aaker in Amelia (2018) who has analyzed brand equity through a combination of measurements based on 4 things, namely: 1. Brand awareness, 2. Brand association, 3. Perception quality (perception of quality), 4. Loyalty awareness (brand loyalty). Based on the 4 combined measurements, it can be concluded that brand equity is the price of a product or service brand's unique value which can be reflected in the way of thinking that buyers will choose the brand they want, and in evaluating a company's brand, it is necessary to add value to a brand.

Brand awareness is the first thing that needs to be done when building brand equity. (Buil, Martinez & Chernatony, 2013). Brand awareness is an important thing because the product will continue to grow and will continue to exist when customers look for it, use it, and make use of it. Brand awareness is related to customers, namely about how customers understand, know, and know about a brand because strong and positive brand awareness helps companies gain a competitive advantage in the market and influence consumer purchasing decisions. By using factors such as being the basic origin for others, having a familiar taste, being the basis and consistency, and dreaming of the product.

Brand association is a step that will occur when consumers are aware of and know the brand. Brand association is a representation of the characteristics of a brand, which reflects consumer thoughts related to the brand or matters related to a product and are attached when they use the product or brand. (Keller, 2013). Brand associations can be built through various social media channels, creative marketing content, and other marketing strategies that highlight brand attributes or characteristics that consumers want to convey so that all impressions related to brand memory in one's mind are called brand associations. By using indicators of the existence of a product, the

characteristics of the product, and its uses for consumers. Consumers feel the overall superiority of a product or service (Adam 2015:49). Customer perception is related to what the customer needs in either a product or service. Perceived quality is perceived quality, which is the overall quality or customer's perception of the superiority of a product or service in relation to the goals expected by the customer. By using good quality indicators, safety, and the ability to provide benefits of brand equity as an idea centered on buying and selling because it is used as a measurement of customer relationships with products (Priansa, 2017). Brand loyalty is a measure of the relationship. Brand customers will return to the brand on a regular basis in the future. Loyal customers are important regular customers of the brand and product characteristics, price, and user-friendliness are not easily influenced by the owner or other product offerings. Brand loyalty is needed for the success of a business because it can help maintain market share and increase long-term profits. With the following indicators, namely consistency, commitment, and fanaticism towards the brand. A consumer's purchasing decision is a set of buying decisions based on the following processes; product categories, product types, product types, number of products, product providers, and buying and payment methods (Dharmmesta and Handoko, 2013). Usually in purchasing decisions, namely products that are in great demand (Malau, 2017). In a consumer purchase transaction, it starts with the buyer identifying a problem or needs, then in fulfilling the need, the buyer will recognize the product description and reconsider. Decision-making is a goal in itself by consumers, consumers will be aware of their needs and desires, whether planned or not. By using indicators of the fulfillment of desires, which are carried out before consuming, attitudes when using and after using the product.

The effect of brand equity on purchasing decisions at the Tiktok shop is to strengthen branding so as to create a positive experience for consumers, to increase brand loyalty, to be able to set better prices because consumers have recognized them, to be able to improve communication with consumers either through advertisements or interesting content, to be able to develop product existence in expanding the market and also to find out how far the strategy used can influence purchasing decisions at the tiktok shop. from the explanation above, the hypothesis formulated is brand awareness has a significant relationship with the purchase decision of TikTok shop consumers, the brand association has a significant relationship with purchasing decisions at the TikTok shop, quality perception is significantly related to purchasing decisions at the TikTok shop, loyalty has a significant effect on purchasing decisions at the TikTok shop, together brand equity has an influence on purchasing decisions.

## 2. RESEARCH METHOD

This study uses a quantitative descriptive causal approach. Where data is obtained from distributing questionnaires and survey research which is a component of quantitative. Quantitative research is studying a sample along with collecting data through research tools and analysis of statistical hypothesis data (Sugiyono, 2016). this type of causal associative research is a type of research to look for interrelationships between variables, namely the independent variables on the dependent variable.

The whole of the research focus that has been determined is called the population. In this study, the population is all users of the TikTok shop. Then the sample is part of the entire object determined in the population (Sugiyono, 2013). The specified sample is 100 questionnaire fillers. the sample members are the community's decision to buy through the TikTok shop because the determination is said to be sufficient if the respondents are between 30 and 500 (Sugiyono (2017). In collecting data using online or electronic questionnaires using Google Forms media. The questionnaire discussed includes statements from the variables of brand awareness, brand associations,

perceived quality, brand loyalty and purchasing decisions. Data is collected from consumers who have made purchases at the Tiktok shop for the last three months. Where the last three months will provide an overview that explains consumer ratings and brand performance in the Tiktok shop in the relevant timeframe.

How much influence brand equity has on purchasing decisions can be known through multiple linear regression data analysis, hypothesis testing, and by looking at the value of the coefficient of determination. Multiple analysis is a test of the relationship between variables. While hypothesis testing is testing to prove whether the researcher's assumptions have been declared correct and correct or vice versa. Hypothesis testing is carried out with 2 tests, namely the F test and T-test, the F test can be known by looking at the difference between the F count and the F table. if the F count is less than the F table then it is stated that H0 is accepted and H1 is accepted which means that there is no significant relationship between the independent variable and the dependent variable. And if the calculated F value is greater than the F table then H0 is rejected and H1 is accepted, meaning that the independent variable has a significant influence on the dependent variable. Likewise to find out the results of the T-test, namely by comparing T count with T table, if T count <T table then H0 is accepted and Ha is rejected, meaning that partially the independent variable affects the dependent variable. And vice versa if T count > T table then it is stated that H0 is rejected and H1 is accepted so it means that the independent variables simultaneously affect the dependent variable. In addition to multiple regression and hypothesis testing, in knowing the magnitude of the independent influence on the dependent variable is the determination coefficient, namely knowing the r square value of the SPSS summary table results.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Descriptive Analysis

##### a. Brand awareness

The following is the result of a brand awareness assessment by 100 respondents

Table 1 Variable Frequency Distribution of Brand Awareness

No	Criteria	frequency	Percentage
1	Good	87	87%
2	Enough	13	13%
3	No enough	0	0%
Amount		100	100%

Source : Primary data obtained, 2003

From Table 1 it is known that 87% of respondents are classified as good, and 13% of respondents are classified as sufficient, while there are no respondents who are classified as lacking. There are factors including being a basic origin for others, a sense of familiarity, being basic and consistent, and dreaming of products. From these indicators, it is known what makes consumers aware of the existence of a TikTok shop which is an interesting e-commerce for customers.

##### b. Brand association

Following are the results of respondents' responses to the brand association assessment

Table 2 Variable Frequency Distribution of Brand Associations

No	Criteria	frequency	Percentage
1	Good	84	84%
2	Enough	16	16%
3	No enough	0	0%
Amount		100	100%

Source : Primary data obtained, 2003

From table 2 it is known that of the 100 respondents, 84% of the respondents were classified as good, and 16% of the respondents were classified as sufficient, while there were no respondents who were classified as lacking. There are indicators of goods characteristics, immaterial characteristics, and consumer uses. Where from these indicators it can be concluded that all things related to the TikTok shop make consumers know more about the TikTok shop after realizing that there is a TikTok shop.

c. Perceived quality

Following are the results of respondents' responses to the assessment of perceived quality

Table 3 Frequency Distribution of Quality Perceived Variables

No	Criteria	frequency	Percentage
1	Good	66	66%
2	Enough	34	34%
3	No enough	0	0%
Amount		100	100%

Source : Primary data obtained, 2003

It is known from table 3 that out of 100 respondents, 66% were said to be good, 34% were said to be sufficient, and there were no respondents in the less category. In the perception of quality there are indicators in the form of good quality, safety, and the ability to provide benefits. So that from these indicators it is a form of carrying out the purpose of having a tiktok shop, namely a form of selling and buying products in the tiktok shop.

d. Brand loyalty

Following are the results of respondents' responses to brand loyalty assessments

Table 4 Brand Loyalty Variable Frequency Distribution

No	Criteria	frequency	Percentage
1	Good	41	41%
2	Enough	59	59%
3	No enough	0	0%
Amount		100	100%

Source : Primary data obtained, 2003

Of the 100 respondents, it is known from table 4 that 41% are said to be good, 59% are said to be sufficient, and 0% are said to be lacking, using indicators of consistency, commitment and fanaticism towards the brand. So it is stated that consumer recognition to be loyal to the Tiktok shop is not too strong.

e. Purchase Decision

Following are the results of respondents' responses to the purchase decision assessment

Table 5 Frequency Distribution of Purchasing Decision Variables

No	Criteria	frequency	Percentage
1	Good	77	77%
2	Enough	23	23%
3	No enough	0	0%
Amount		100	100%

Source : Primary data obtained, 2003

From table 5 it is known that 100% is classified as good including 77%, 23% is classified as sufficient and 0% is considered insufficient. By using perceived needs indicators, pre-purchase activities and post-purchase behavior can be interpreted as signs to identify perceived needs, activities carried out before making a purchase, and actions taken after the purchase process. namely concluding that these indicators influence consumers to make purchases at the tiktok shop.

### 3.2 Multiple Linear Regression Test

To find out how much influence equity has on purchasing decisions, it can be seen through multiple linear regression tests by looking at the results of the SPSS table below

Table 6 Multiple Linear Regression Results

Model	Coefficients <sup>a</sup>			T	Sig
	unstandartdized coefficients		Standardized Coefficients Beta		
	B	Std.error			
(Constant)	1,793	1,493		1,201	0,233
1 kesadaran merek	0,097	0,058	0,104	1,681	0,096
asosisasi merek	0,395	0,066	0,405	5,97	0,00
perspektif quality	0,334	0,076	0,357	4,385	0,00
loyalitas merek	0,124	0,055	0,153	2,235	0,028

a. Variabel Dependen: Keputusan Pembelian

Source : SPSS data 26 2023

From table 6, it can be concluded with the following formula

$$Y = 1.793 + 0.097X_1 + 0.395 X_2 + 0.334X_3 + 0.124X_4 \quad (1)$$

The formula above states that the value is constant ( $\alpha = 1.793$ ), that is, when all independent variables have a value of 0, the purchase decision is worth 1.793. The value of the brand awareness coefficient ( $X_1=0.097$ ) indicates that if the value of brand awareness increases by 1, the value of the purchase decision will increase by 0.097. The value of the brand association coefficient shows ( $X_2=0.395$ ), that is, when the brand association value increases by 1, the value of the purchase decision will increase by 0.395. The perceived quality coefficient value ( $X_3=0.334$ ) means that when the perceived quality value increases by 1, the value of the purchase decision increases by 0.334. The value of the brand loyalty coefficient has a value ( $X_4 = 0.124$ ) which indicates that if the value of brand loyalty increases by 1 then the purchase decision will increase by 0.124. Judging from the regression results above, it can be seen that of the 4 independent variables that have a high influence on the purchase decision of the Tiktok shop is the brand association because it has a higher coefficient value than the others so the effect is also higher.

### 3.3 Hypothesis testing

#### a. F test (ANOVA)

To find the attachment between variables, use the F test, namely by paying attention to

Table 7 F Test Results

Model	ANOVA <sup>a</sup>				F	Sig.
	Sum of Squares	Df	Mean Square			
1 Regression	962.085	4	240.521	110.906	.000 <sup>b</sup>	
Residual	206.025	95	2.169			
Total	1.168.110	99				

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), loyalitas merek, kesadaran merek, asosisasi merek, perspektif quality

Source : SPSS data 26 2023

From Table 7, it is known that F has a value of 110.906 at a significance level of 0.05 from a sample of 100 and a variable of 5, so the F table is 110.906. So if it is stated

that  $F_{count} > F_{table}$ , then  $H_0$  is rejected  $H_1$  is accepted, meaning that brand equity has a simultaneous influence on purchasing decisions for the Tiktok shop.

#### b. T test

In knowing the effect of the relationship between variables partially, it can be known through the T test. This can be seen from the table 6 of T values and their significance. The results of the t test for the brand awareness variable are obtained from a comparison of t count and t table, which shows  $t_{count} < t$  ( $1.681 < 1.988$ ) a significance of  $0.096 > 0.05$  means that brand awareness is not significantly related to purchasing decisions. The results of the t test for brand association variables were obtained from a comparison of r count and r table, which has a t count  $>$  t table of  $5.970 > 1.988$  with a significance of  $0.000 < 0.05$  which means that brand association has a significant effect on purchasing decisions. The results of the t test for the quality perception variable can be seen after comparing r count and r table, which have a value of  $4.385 > 1.988$  with a significance of  $0.000 < 0.05$ , it is stated that perceived quality is related to purchasing decisions. In the t test brand loyalty variable has t count  $>$  t table with a value of  $2.235 > 1.988$ , a significance of  $0.028 < 0.05$  means that brand loyalty is related to purchasing decisions.

#### c. Coefficient of Determination

Table 8 Results of the Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.908 <sup>a</sup>	.824	.816	1.473	2.160

a. Predictors: (Constant), loyalitas merek, kesadaran merek, asosisasi merek, perspektif quality

b. Dependent Variable: keputusan pembelian

Source : SPSS data 26 2023

The coefficient of determination is a statistical measure that is used to determine the magnitude of the influence of the variables described by the independent variables, namely by observing the R square table. From the table, it is known that the value of R square is 0.824 which means that 0.824% is influenced by brand equity, while 17.6% is influenced by other factors. These results state that brand equity has a large relationship to consumer-determined purchases.

### 3.4 Discussion

#### a. The influence of brand awareness on purchasing decisions

Brand awareness is product recognition by buyers, relating to the extent to which consumers know, understand, and know about a product. In the tiktok shop, brand awareness is about knowledge, consumers' understanding of the brands available on the tiktok shop platform. Brand awareness is a person's first step in making a purchasing decision. Because with brand awareness, consumers will know the existence of a product and carry out further product introduction. of the 100 respondents in this study, 87% were categorized as good, 13% were categorized as sufficient and there were no respondents in the less category. So that it is known that through indicators of other sources of association, consumers will get to know the product, then they will feel familiar and a sense of liking arises when they are attracted to the product. So that substance and commitment arise in product introduction after that they will consider a brand when they already know a product clearly. So that in brand awareness there is a process until someone considers whether to consume the product or not. From the

indicators mentioned, it can be concluded that brand awareness influences purchasing decisions in the Tiktok shop.

Judging from the T test, brand awareness has the result  $t_{count} < t_{table}$  ( $1.681 < 1.988$ ) so it means that there is no significant influence between brand awareness on purchasing decisions. Different from research conducted by Sari (2021) examining brand awareness analysis and its influence on buying decisions for Toyota Calya cars in Makassar with quantitative research methods using indicators of recall, recognition, purchase, and consumption, the results show that there is a significant influence between brand awareness on purchasing decisions Toyota car Makassar. So there are different results in the research conducted by Sari and this research, because buying a car is an expensive item so brand awareness needs to be considered in making a purchasing decision, whereas in the Tiktok shop the goods sold are inexpensive, so brand awareness is not too high. considered when deciding to buy.

b. The influence of brand associations on purchasing decisions

Brand association is something that is related between product attributes and brands. That is related to all things contained in the brand. In the TikTok shop, brand associations are related to interesting product content, satisfactory appearance and features, product uniqueness, and others. From the results of the answers of 100 respondents, it is known that there are 84% in the good category, 16% in the sufficient category and there are no respondents in the less category. By using indicators of characteristics attached to the product, aspects that are not physically related to the product, as well as consumer benefits to the product. This indicator is something that consumers know when they already know, recognize, and understand a product. so that it is known that from these indicators brand associations have an effect on purchasing decisions. It is known that the results of the t-test are  $t_{count} > t_{table}$ , namely  $5.970 > 1.988$ , a significance of  $0.000 < 0.05$  means that brand awareness simultaneously influences purchasing decisions. based on statistical calculations from the results of the respondents concluded that brand associations have an influence on purchasing decisions. because if the brand association has good quality and is in accordance with what consumers expect, then the purchasing decision will be made when it exists.

The research conducted by Rama Andre Reynaldi (2021) examined Pempek Palembang shops using brand equity as something that influences purchasing decisions and has the result that brand associations influence purchasing decisions. So it is concluded that a person is more familiar with the TikTok shop, so more people buy products at the TikTok shop.

c. The influence of perceived quality on purchasing decisions

Perceived quality is an assessment related to the assessment of a good product regarding function, service, design, and others. At the TikTok shop, perceived quality is related to the quality of the products and services available on the TikTok shop platform. To find out about the perception of the quality of the TikTok shop to consumers, it is determined by using several indicators, namely good quality, safety, and the ability to provide benefits. From these indicators, it is known that products that have good quality, guaranteed safety, and the ability to provide benefits to consumers are good. Looking at the answers of 100 respondents, that is, 66% are classified as good, 34% are sufficient, and in the less category, there are no respondents at all. So from the indicators above it can be concluded that the existence of perceived quality has an influence on purchasing decisions.

In statistical calculations, the t-test perceived quality has the results of  $r_{count}$  and  $r_{table}$ , which has a value of  $4.385 > 1.988$ , a significance of  $0.000 < 0.05$ , it is stated that in fact, the proof of quality perception has an influence on purchasing decisions that there is a significant influence on perceived quality on decisions purchase. Similar to the results of Cindy Mei Alfionita's research (2016), which examined the purchase of OPPO

smartphones at Malang mobile counters using brand equity as a factor influencing purchasing decisions, the result was that perceived quality influences purchasing decisions. so it is concluded that the existence of a good quality perception will make consumer purchases increase.

d. The effect of brand loyalty on purchasing decisions

Brand loyalty is a form of consistent buyers of the product. Brand loyalty to the TikTok shop is known when consumers feel, satisfied with the Tiktok shop so that consumers make repeated purchases and product loyalty occurs at the Tiktok shop. Indicators of brand loyalty are consistent, committed, and fanatical about the product. From these indicators, it is known that the responses of 100 respondents, namely 41% stated good, 51% stated sufficient and 8% stated less. Then, when viewed through statistics, the results of the t-test are  $t_{count} > t_{table}$ , namely  $2.235 > 1.988$  with a significance of  $0.028 < 0.05$ , which shows that brand loyalty has a significant influence on purchasing decisions. As the study analyzed by Tasrif Murhadi (2019) examined the purchase of LintartaNet in Bandung, gave the result that brand loyalty influences purchasing decisions. so if people are more loyal to the product, it will increase product purchases at the TikTok shop.

e. Effect of brand equity on purchasing decisions

Purchasing decisions are actions taken by consumers when choosing, getting to know, and buying a product or service. Purchasing decisions are influenced by several things including brand awareness, brand associations, perceived quality, and brand loyalty. In purchasing decisions, a person will definitely carry out several stages before deciding to buy or not to buy, the stages in purchasing decisions are expected so that

Finding out the relationship between brand equity and purchasing decisions statistically can be seen from the results of the F test, which has an F table value of 110.906. So it is stated that  $F_{count} > F_{table}$ , then  $H_0$  is rejected  $H_1$  is accepted, namely stating that there is a simultaneous relationship between brand awareness, brand associations, perceived quality, and brand loyalty on purchasing decisions among Tiktok shop consumers in this study. As in research conducted by Marchelina Aprilia (2017) who examined the purchase of wardah cosmetics, it has been proven from the results of this study that brand equity or the existence of brand awareness, brand associations, quality perspectives, and brand loyalty simultaneously influence purchasing decisions. so the more someone knows the TikTok shop, then feels the quality and loyalty to the products provided at the TikTok shop, the more purchases of the TikTok shop will increase.

#### 4. CONCLUSION

The conclusion of this study is to discuss brand equity on purchasing decisions, namely a topic that discusses its relationship with the growth in popularity of the Tiktok shop display as one of the trending online shopping media. This study uses brand equity as a factor influencing purchasing decisions at the Tiktok shop, because with brand equity it will be easy for researchers to understand consumer behavior and marketing strategies. Brand equity consists of brand awareness, brand association, quality perception, brand loyalty, where brand equity plays an important role in influencing purchasing decisions so that the tiktok shop is required to build brand equity consistently so that it remains relevant and attractive to consumers in the midst of such intense competition.

Brand equity has a positive influence on purchasing decisions at the Tiktok shop, including product attractiveness to consumers. That is, when they are aware of and know a brand, consumers tend to use familiar and well-known products. Brand equity also contributes to high levels of loyalty through customer satisfaction in the buying experience on the TikTok shop. In addition, brand equity also contributes to marketing

effectiveness, differentiation from consumers, influencer influence, consumer trust and purchasing decisions. The implication of this research is that it can provide insight for consumers in making decisions when making purchases at the Tiktok shop. In this study, partially the brand awareness variable has no significant effect on purchasing decisions so that it can be used as an additional understanding for further research so that it has significant results, which can be done using different indicators from this research.

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