



# The influence of brand awareness, brand image, and customer loyalty on purchasing decisions for Apple brand products

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## ARTICLE INFO

## ABSTRACT

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### Keywords:

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Purchase Decision.

This study was conducted to examine the effect of Brand Awareness, Brand Image, and Customer Loyalty on Purchasing Decisions. This research was conducted by looking at how each of these factors individually and together influence consumer decisions to buy Apple brand products. The method used in this research is the survey method and this research uses a quantitative approach. The population in this study is every consumer who uses Apple brand products or goods in Indonesia. In this study, data collection was obtained by purposive sampling with sample criteria being consumers who have worked and a minimum education level of S1, then distributing questionnaires online via google form with a Likert scale directly to 115 consumers in Indonesia and using the SPSS version 29 application tool. In this study, data analysis used Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression, Hypothesis Test and finally the Coefficient of Determination Test. The results showed that Brand Awareness, Brand Image, and Customer Loyalty simultaneously had a significant influence on Purchasing Decisions. Further results that Brand Image and Customer Loyalty have a positive and significant influence on Purchasing Decisions, while Brand Awareness shows a positive but insignificant influence. Of the three independent variables studied, Customer Loyalty shows the strongest influence on Purchasing Decisions, followed by Brand Image and Brand Awareness.

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## 1. INTRODUCTION

The development of the digitalization era in today's marketing world has changed significantly. Along with the changes from era to era, the focus and marketing strategies that used to be must be developed. Brands began thousands of years ago, when artisans marked their products to indicate origin or quality. In the Middle Ages, the use of family crests and trade marks used special marks to indicate origin and ensure the authenticity of products. In the late 18th to 19th centuries, brands became important to distinguish

similar products and build consumer trust. Innovations such as branded packaging and product advertising emerged, allowing companies to build strong brand identities. In the early 20th century, the advent of mass media such as radio and television changed marketing. Brands began to focus on image creation and building emotional connections with consumers. The concept of a brand began to evolve from mere product origin to a representation of quality, prestige and lifestyle.

To distinguish a good or service (service) from its competitors, a brand can be defined as a mark or symbol consisting of a name, term, image, logo, emblem, design, or a combination of all these. The purpose of a brand is to identify, define, or give identity to the goods or services sold by the seller. In the trade of goods or services, a brand serves as an identifying mark and a guarantee of the quality of that product compared to similar products of goods or services made by other companies. The company is committed to providing certain characteristics, benefits, and services to buyers on a regular basis, as indicated by its brand (Riadi, 2020). In line with that, Brand is one of the important things that must be considered by every business that wants to market their goods or services. Brands can help companies differentiate their goods or services from their competitors and give them additional value. A brand can be defined as a name, symbol, design, or combination of things used to identify goods or services sold by a company and distinguish them from goods or services sold by other companies. The quality and strength of a company's brand can influence consumer choices about what they buy (Kho, 2023).

Consciousness is the ability of humans to recognize and consciously understand their environment, as well as the ability to feel, pay attention to, and understand the conditions of themselves and their environment. The concept of consciousness is very important in psychology because it greatly affects the way humans think, feel, and act (Rei, 2023). With the understanding of brands and awareness above, it can be concluded that brands play a crucial role in the business world because they help differentiate a company's products or services from its competitors, provide a unique identity, and promise certain qualities and services to consumers. This allows consumers to make more informed choices based on their recognition and perception of the brand. In addition, human consciousness, in the context of recognizing and understanding the environment, greatly influences how individuals respond to, select, and interact with these brands. Thus, the power of a brand lies not only in its visual aspect or name, but also in how it can influence and appeal to consumers' awareness and preferences.

Image is a feeling or self-image of a company, organization, or institution towards society in which an object, individual, or organization deliberately creates a positive impression. One of the most important assets of a company or organization is image (Fikalmyid, 2021). When connected to the definition of brand, it means that brand and image play an important role in determining the success of a business in the market. The brand serves as an identity that distinguishes the company's products or services from competitors, while the image reflects the public's perception of the company or organization. Both are interrelated and contribute to the formation of added value and consumer preferences. A strong brand can enhance the positive image of the company, which in turn can influence consumer purchasing decisions (Safithri, 2024). Therefore, effective brand development and positive image maintenance are key strategies for companies to attract and retain customers, and to differentiate themselves from the competition in the market.

Loyalty is a type of allegiance to a person or entity such as a company, brand, etc. Typically, a person demonstrates loyalty through their attitudes and actions by regularly supporting and upholding their beliefs. When a person feels satisfaction, trust, and emotional connection with something, object, brand, or something else, it is called loyalty. Buying goods with a certain brand is a simple example of loyalty (Rohadi, 2022). So brands have a very important role in building and maintaining customer loyalty to a product or service. A brand is not just a sign or symbol, but also a representation of the quality, value,

and trust offered by the company to its consumers. The success of a brand in identifying, defining, and giving a unique identity to its products or services contributes directly to the formation of customer loyalty. This loyalty is created through satisfaction, trust, and a strong emotional connection between consumers and the brand, which ultimately encourages consumers to continue to support and choose the product or service over other options available in the market. Therefore, effective brand development and marketing strategies that focus on building long-term relationships with consumers are key in creating customer loyalty.

A purchase decision is a process by which buyers use their knowledge to choose between two or more alternative products by considering various factors such as service, convenience, location, and quality. When customers decide to buy goods or services, they start by fulfilling their needs and knowing the problems that will arise in the future. After that, they proceed to make an assessment. Purchasing decisions are made after making several alternative assessments and evaluations, and go through various stages starting from finding a need problem, investigating information, making decisions about purchases, and taking action after purchase (Koci, 2023).

According to (Amaruddin, 2024) There are 5 factors that play a key role in making purchasing decisions, namely: (a) Perception and Judgment Factors. (b) Emotional Factors in Decision Making. (c) Motivation and Desire Factors. (d) Learning and Experience Factors. (e) Social and Cultural Factors.

Brand awareness is defined as the capacity of customers to identify or recall a brand and its association with a particular product category. Awareness indicates the presence of a brand in the minds of customers. It may be a driver in certain areas and usually plays an important role in brand equity. Increasing awareness is one way to expand the market reach of a brand, because it can influence views and attitudes (Zaid & Anam, 2021). In line with that, it means that such as the ability of consumers to satisfy their needs, for example, if the consumer is thirsty, has a headache or has a cold, the consumer can recognize and remember a brand that can meet their needs and allow consumers to choose exactly the brand they remember (Kall, 2021).

Brand awareness will appear in the minds of consumers if it goes through a process or stage as follows: (a) Not aware of the brand or unaware brand. (b) Brand recognition or brand recognition. (c) Recall of the brand or brand recall. (d) Top of mind. To achieve this, at least 2 activities are involved at the recognition and recall levels, namely by obtaining a brand identity and then associating it with a particular product class (Sangadji, 2022).

Brand image is what people think and feel when they hear or see a brand name, as well as what they think and feel when they buy something. Brand image consists of information and past experiences about the brand, and consumers who have a good brand image will be more likely to make purchases (Firmansyah, 2023). Brand image cannot be generated, but can be built through strong public relations, which are generated continuously and embedded in the minds of customers (Ariasih et al., 2024). This has a significant impact on customer trust in us. Brand image can be favorable or unfavorable based on market events and publicity. This brand image is strongly influenced by external influences, but significantly adds to brand equity (Susilo, 2021).

A customer's current perception of a brand is referred to as its image. Brand image can be described as a series of different connections formed in the minds of potential buyers. Indirectly, the brand image will affect the market position of a product produced by the company. In a noble and idealistic sense, brand image provides emotional value and not just a brain image. In other words, brand image is the character of the company and the accumulation of interactions and observations from individuals outside the business (Asdar, 2022). Brand image is a reflection of the overall perception of a brand, which is based on prior knowledge and experience of the brand. The image of a brand is related to its beliefs and preferences. Consumers who have a good image of a brand are more likely to make a purchase. Brand image is divided into three parts: (1) company image, which is

the association that consumers have with the company that produces a good or service; (2) user image, which is the association that consumers have with users who use a good or service; and (3) product image, which is the association that consumers have with a good or service (Irena, 2019).

Customer loyalty is a strong foundation for the sustainable success of a business (Fatimah 2024). In the midst of increasingly fierce competition, building and maintaining long-term relationships with customers is not only a necessity, but an important strategy to survive and thrive. This loyalty is not created overnight; it is built through consistency in quality, maintained trust, and continuous positive experiences provided to customers. When a business manages to win the hearts of its customers, they not only return, but also become ambassadors who promote the product or service, driving the wheels of business growth through the most powerful words and recommendations to others (Toker, 2022).

Marketers realise that a very important driver for creating sales is customer loyalty. Due to the importance of customer existence, companies must make various efforts to keep customers loyal to the company and not switch to existing competitors. Thus, it is clear that the idea of loyalty is more about behaviour than attitude, and loyal customers will pay attention to the behaviour they do when buying something (Puspaningrum 2021). Customer loyalty can generally be defined as a person's loyalty to a product, both certain goods and services. Customer loyalty is a manifestation and continuation of customer satisfaction in using the facilities and services offered by the company, as well as their desire to remain regular customers of the company. Therefore, customer loyalty can be interpreted as consumers making repurchases for (products) or services offered by the Company based on feelings of satisfaction in previous experiences after consuming and experiencing these products or services (Hermanto, 2019).

The purchase decision is the highest point of a series of considerations and evaluations made by the customer. Consumers go through many processes starting from identifying their needs, searching for information, evaluating alternatives, and finally deciding to buy (Rossanty et al., 2018). Objective factors such as price, quality, and product features are not the only ones that influence this process; there are also complex influences that impact emotions, psychology, and social (Ferine & Yuda, 2022). Marketers can create better strategies to attract and retain customers by knowing how purchasing decisions are made. Therefore, the purchase decision is not just about the transaction that occurs; it is also about how a brand can influence the buyer's mind and heart (Gunawan et al., 2022) (Fathoni et al., 2023).

After getting a service from a service provider, consumers can make a decision to buy something if they are dissatisfied or dissatisfied. Therefore, the concept of customer satisfaction is part of consumer decisions. Buying and selling is part of human life. Usually, a person makes a purchase decision first before buying anything. Purchasing decisions are individual activities that are directly involved in making decisions to buy whatever is offered by the seller (Darmawan et al., 2023).

When a person chooses the goods or services that best suit their needs and wants, the purchase decision is a pivotal moment in their journey. Personal preference is not the only factor that influences the decision; many others include social influence, previous experience, item quality and perceived value. Businesses must understand and appreciate the buying decision process in this increasingly complex and choice-filled world for them to fulfil current needs and build long-term relationships. Therefore, the purchase decision is the beginning of a new relationship between the customer and the brand; each subsequent interaction will strengthen or test this relationship.

(Sopa Martina, 2018) conducted research on Brand Awareness Its Effect on Domestic Tourist Purchasing Decisions using the research method is a survey with the main instrument of the questionnaire. A sample of 129 respondents was determined by purposive sampling technique. The data analysis technique used is descriptive

quantitative, classical assumption test, hypothesis testing, simple linear regression analysis and coefficient of determination analysis. The results of the study concluded that the level of brand awareness and the level of domestic tourist purchasing decisions at the Binong Jati Knitting Center had a positive and significant effect on purchasing decisions. (Rachmawati & Andjarwati, 2020) conducted research that aims to determine the effect of the independent variables Brand Awareness and Brand Image on the dependent variable Purchasing decisions on JNE Express users in South Surabaya. The research used is non-probability sampling with judgemental sampling method. the population in the study were end users who had used JNE Express in South Surabaya. Respondents in this study were aged 18-34 years. The sample used was 220 respondents. Quantitative research data by collecting data with a questionnaire. The data analysis technique uses multiple linear regression. The results in this study indicate that brand awareness and brand image have a positive and significant effect on purchasing decisions. (Apriany & Gendalasari, 2022) conducted research aimed at knowing the factors of brand awareness and brand image that will influence purchasing decisions on Summit bottled water. The study used the independent variables Brand Awareness and Brand Image and the dependent variable Purchasing Decisions conducted in Bogor, with data collection using a questionnaire distributed to 120 respondents. The research data was processed using the SPSS programme. The results of this study are Brand Awareness has no positive and insignificant effect on Purchasing Decisions at AMDK Summit, then Brand Image has a positive and significant effect on Purchasing Decisions at AMDK Summit and finally Brand Awareness and Brand Image have a positive and significant effect on Purchasing Decisions at AMDK Summit.

(Ulumudin, 2021) conducted research with the aim of examining the effect of brand awareness, brand image and purchase intention on purchasing decisions for Pacific Noris folding bicycles. The population is the owners and users of Pacific Noris folding bicycles in Surabaya City. This research is quantitative research. The data collection technique uses the survey method. The data used is primary data through distributing questionnaires to respondents. Sampling using the Lemeshow formula. The number of samples was 97 respondents. The analysis method uses multiple linear regression analysis with the SPSS v23.0 application tool. The results of the study indicate that brand awareness has a positive effect on purchasing decisions for Pacific Noris folding bicycles, brand image has a positive effect on purchasing decisions for Pacific Noris folding bicycles and purchase interest has a positive effect on purchasing decisions for Pacific Noris folding bicycles.

## 2. METHODS

The method used in this research is the survey method, where researchers distribute questionnaires to consumers to obtain the required data. This research uses a quantitative approach. Quantitative methods, based on positivism, are used to investigate certain populations or samples, collect data using research instruments, and analyse data quantitatively or statistically to test predetermined hypotheses. Sugiyono in (Agustianti et al., 2022)

### Research Hypothesis

The hypothesis is a temporary solution to the problem under study. Hypotheses are based on the formulation of problems, theoretical foundations, and descriptions of previous research. Based on this framework, the hypothesis of this study can be drawn as follows: H1 : There is a positive and significant influence between brand awareness on purchasing decisions. H2 : There is a positive and significant influence between brand image on purchasing decisions. H3 : There is a positive and significant influence between customer loyalty on purchasing decisions. H4 : There is a simultaneous positive and significant

influence between brand awareness, brand image and customer loyalty on purchasing decisions.

#### Population and Sample

Population is the entire group to be studied based on the characteristics that have been determined by the researcher and will be the source of research data. Researchers will select the target population according to the research objectives (Priyanda et al., 2022). Population is a generalisation area consisting of objects or subjects that have certain quantities and attributes chosen by researchers to study before drawing conclusions (Siregar and Hardana 2022). The population in this study is every consumer who uses Apple brand products or goods in Indonesia.

A sample can be a small part of the population taken in a certain way to describe the population, or part of its number and characteristics (Suhardi and M. Hidayat 2023). In this study, data collection was obtained by purposive sampling with the sample criteria being consumers who have worked and a minimum education level of S1, then distributing questionnaires online using google form with a Likert scale directly to 115 consumers or customers in Indonesia and using the SPSS version 29 application tool. In this study, data analysis used Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression, Hypothesis Test and finally the Coefficient of Determination Test.

#### Model Concept

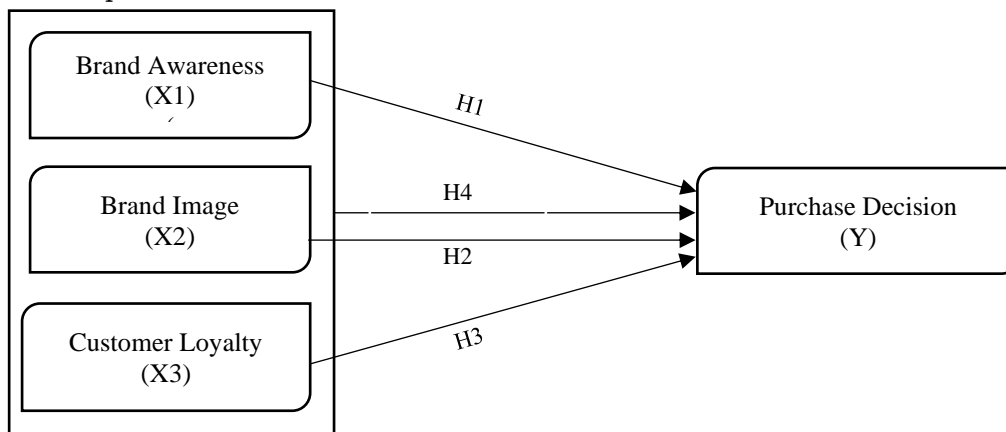


Figure 1. Concept Model

### 3. RESULTS AND DISCUSSION

#### Characteristics of Respondents

The results of 115 respondents who filled out and answered the questionnaire are explained based on the table below :

Table 1. Characteristics of Respondents

Description	Category	Total Respondents	Percentage
Gender	Male	46	40%
	Female	69	60%
Last education level	S1 (Strata 1 / Bachelor)	86	74,8%
	S2 (Strata 2 / Master)	28	24,3%
	S3 (Strata 3 / Doctoral)	1	0,9%
Length of employment	< 1 Years	7	6,1%
	1 - 5 Years	61	53%
	5 - 10 Years	33	28,7%
	> 10 Years	14	12,2%
	< Rp5.000.000	17	14,8%

Income range	Rp5.000.001 - Rp10.000.000	63	54,8%
	Rp10.000.001 - Rp15.000.000	21	18,3%
	> Rp15.000.001	14	12,2%

The table above shows that 60% of the respondents are female. In terms of education level, S1 is greater than S2 and S3, namely 74.8%. In terms of length of work, 1-5 years is more dominant with a percentage of 53%. Finally, in terms of groups with an income range of Rp5,000,001 - Rp10,000,000 dominated by 54.8%. The respondent data above already represents the sample criteria that this questionnaire is intended for people who have jobs or who are working.

#### Validity Test

This is used to measure how valid the questionnaire distributed to respondents is, where the questions given represent the variables themselves. The basis for decision making, if  $r_{count}$  is greater than  $r_{table}$  then the questions given are valid. If  $r_{count}$  is smaller than  $r_{table}$  then the questions given are invalid. To determine the value of  $r_{table}$ , we can take it from the existing  $r$  table then use the significance level for a two-way test and an alpha value of 5% or 0.05. To determine the  $df$  value, the total population sample is subtracted by two so that the  $df$  value is 113. Based on the results of the data processed, the questionnaire questions distributed are declared valid and have represented the variables.

#### Reliability Test

To measure where if the instrument is used repeatedly in measuring a similar object, it creates similar data on each measure. How to measure it if the Cronbach's Alpha value is greater than 0.60, the instrument can be said to be reliable. Conversely, if Cronbach's Alpha is smaller than 0.60, it is said to be unreliable. Based on the results of the data that has been processed, it can be said to be reliable or consistent.

Table 2. Reliability Test

Variable	Cronbach's Alpha	R table	Description
Brand Awareness (X1)	0.782	0.60	Reliable
Brand Image (X2)	0.833	0.60	Reliable
Customer Loyalty (X3)	0.805	0.60	Reliable
Purchase Decision (Y)	0.836	0.60	Reliable

#### Classical Assumption Test

##### Normality Test

Table 3. Test of Normality

Variable	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	sig	Statistic	df	sig
Brand Awareness	.224	115	>.001	.706	115	>.001
Brand Image	.251	115	>.001	.781	115	>.001
Customer Loyalty	.211	115	>.001	.776	115	>.001
Purchase Decision	.193	115	>.001	.750	115	>.001

Based on the results of the analysis of the table above, the Sig value is obtained. X1 (<0.001), X2 (<0.001), X3 (<0.001), Y (<0.001) <0.05, it is concluded that it is not normally distributed. Because the data is not normally distributed, then use another method, namely the Nonparametric Test then use the One Sample Kolmogorov-Smirnov Test and there are results as shown below.

Table 4. One Sample Kolmogorov-Smirnov Test

N		115	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.36849362	
	Absolute	.072	
	Positive	0.55	
	Negative	-.072	
Test Statistic	.072		
Asymp. Sig. (2-tailed) <sup>c</sup>	.199		
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.138	
	99% Confidence Interval	Low Bound	.130
		Upper Bound	.147
a. Test distribution is Normal			
b. Calculated from data			
c. Lilliefors Significance Correction			
d. Lilliefors method based on 10000 Monte Carlo samples with stating seed 20000000			

Based on the results of the table analysis above, the Asymp. Sig. (2-tailed) 0.199 > 0.05, so the data is normally distributed.

#### Multicollinearity Test

Model		Unstand ardized B	Coefici ents Std, Error	Standardized Coefficients Beta	t	Sig.	Colline arity Tolera nce	Statistic VIF
1	(Constant)	1.717	1.116		1.538	.127		
	Brand Awareness	-.016	.059	-.012	-.277	.782	.381	2.627
	Brand Image	.325	.062	.287	5.271	<.001	.232	4.317
	Customer Loyalty	.920	.083	.709	11.106	<.001	.168	5.960

Based on the results of the analysis of the table above, it is obtained that the tolerance value X1 (0.381), X2 (0.232) and X3 (0.168) > 0.100 while the VIF value X1 (2.627), X2 (4.317) and X3 (5.960) < 10.00, it is concluded that there are no symptoms of multicollinearity.

#### Heteroscedasticity Test

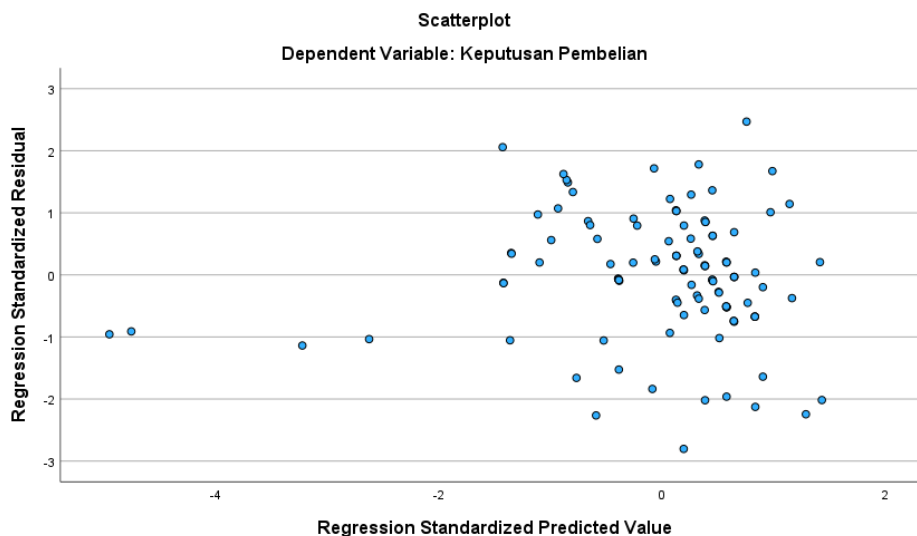


Figure 1. Heteroscedasticity Test

Based on the results of the graph analysis above, it shows that there is no clear pattern, such as dots spreading above and below the number 0 on the Y axis, which means that heteroscedasticity does not occur. For numerical proof in the table, it will be explained below.

Table 6. Heteroscedasticity Test

Model		Unstand ardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.258	.715		1.759	.081
	Brand Awareness	.007	.038	.030	.198	.844
	Brand Image	-.053	.040	-.261	-1.333	.186
	Customer Loyalty	.037	.053	.160	.699	.486

a. Dependent Variable : Abs\_Res

Based on the results of the analysis of the table above, obtained Sig values. X1 (0.844), X2 (0.185), X3 (0.486) > 0.05, it is concluded that there is no heteroscedasticity problem.

#### Multiple Linear Regression

Useful for investigating and proving whether or not there is an influence between the independent variable on the dependent variable.

Table 7. Multiple Linear Regression

Model		Unstand ardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.717	1.116		1.538	.127
	Brand Awareness	-.016	.059	-.012	-.277	.782
	Brand Image	.325	.062	.287	5.271	<.001
	Customer Loyalty	.920	.083	.709	11.106	<.001

a. Dependent Variable : Purchase Decision

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \quad (1)$$

$$Y = 1717 + (-0.016)X_1 + 0.325X_2 + 0.920X_3 \quad (2)$$

The constant of 1.717 indicates that if X1, X2 and X3 are equal to 0, then the value of Y remains at 1.717.

Based on variable X1, the regression test results show that variable X1 has a negative regression coefficient with a value of  $b = (-0.016)$ , meaning that here if there is an increase in the value of variable X1 by 1 point, there will also be an increase in variable Y by  $(-0.016)$ . Based on the X2 variable, the regression test results show that the X2 variable has a positive regression coefficient with a value of  $b = 0.325$ , meaning that here if there is an increase in the value of the X2 variable by 1 point, there will also be an increase in the Y variable by 0.325. Based on the X3 variable, the regression test results show that the X3 variable has a positive regression coefficient with a value of  $b = 0.920$ , which means that here if there is an increase in the value of the X3 variable by 1 point, there will also be an increase in the Y variable by 0.920.

#### Hypothesis Test

##### T test

Table 8. T test

Model		Unstand ardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.717	1.116		1.538	.127
	Brand Awareness	-.016	.059	-.012	-.277	.782
	Brand Image	.325	.062	.287	5.271	<.001

Customer Loyalty	.920	.083	.709	11.106	<.001
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a. Dependent Variable : Purchase Decision

Based on the results of the table analysis above, variable X1 obtained t value (-0.277) < t table (1.98118) and Sig. (0.782) > 0.05, it is concluded that X1 has a positive and insignificant effect on Y. Based on the results of the table analysis above, the X2 variable obtained the t value (5.271) > t table (1.98118) and Sig. (<0.001) <0.05, it is concluded that X2 has a positive and significant effect on Y. Based on the results of the table analysis above, the X3 variable obtained the t value (11.106) > t table (1.98118) and Sig. (<0.001) <0.05, it is concluded that X3 has a positive and significant effect on Y.

#### F test

Table 9. F test  
ANNOVA<sup>a</sup>

Model		Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	2596.191	3	865.397	449.933	<.001 <sup>b</sup>
	Residual	213.496	111	1.923		
	Total	2809.687	114			

a. Dependent Variable : Purchase Decision

b. Predictors : (constant), Customer Loyalty, Brand Awareness, Brand Image

Based on the results of the analysis of the table above, the value of f count (449.933) > f table (3.08) and Sig (<0.001) <0.05, it is concluded that there is a positive and significant effect of variables X1, X2 and X3 simultaneously on Y.

#### Test Coefficient of Determination

Table 10. Test Coefficient of Determination  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 <sup>a</sup>	.924	.922	1.387

a. Dependent Variable : Purchase Decision

b. Predictors : (constant), Customer Loyalty, Brand Awareness, Brand Image

Based on the results of the above analysis, the percentage of variation in variable Y that can be explained by variables X1, X2, X3 is 92.4% (0.924) while the remaining 7.6% is explained by other variables outside the regression model.

#### Discussion

The analysis conducted provides a comprehensive understanding of the validity, reliability, and various statistical tests performed on the dataset. Firstly, the validity test indicates that the questionnaire distributed to respondents effectively represents the variables under study, as the rcount values exceed the established rtable, affirming their validity. Moreover, the reliability test, measured through Cronbach's Alpha values, confirms that the instrument consistently yields reliable results, crucial for repeated measurements. Moving on to the classical assumption tests, despite initial indications of non-normality, subsequent analyses utilizing nonparametric tests demonstrate normal distribution, ensuring the appropriateness of further statistical methods. Additionally, the absence of multicollinearity and heteroscedasticity ensures the robustness of the multiple linear regression model employed to assess the relationships between independent and dependent variables. The hypothesis tests further validate the significance of individual predictors on the dependent variable, while the coefficient of determination underscores

the substantial proportion of variance in the dependent variable explained by the independent variables. Overall, this rigorous analysis underscores the methodological soundness and reliability of the study's findings, providing valuable insights into the relationships between the variables under investigation.

#### 4. CONCLUSION

The study reveals that Brand Image and Customer Loyalty significantly impact Purchasing Decisions, whereas Brand Awareness holds a positive but insignificant influence. It suggests companies prioritize resources toward enhancing Brand Image and fostering Customer Loyalty through effective marketing strategies like advertising campaigns and customer reward programs. Moreover, it emphasizes the importance of considering factors beyond Brand Awareness, such as perceived quality and customer satisfaction, in driving repeat purchases. The findings underscore the need for businesses to adapt their services to customer needs to bolster brand perception, loyalty, and ultimately increase sales. Additionally, the study highlights the collective influence of Brand Awareness, Brand Image, and Customer Loyalty on Purchasing Decisions, contributing to 92.4% of explained variance, with the remaining 7.6% possibly influenced by other variables like product quality, promotion, and pricing. The study may have been conducted within a specific demographic or geographic region, limiting the generalizability of the findings to broader populations or different market contexts. Additionally, the reliance on self-reported data through questionnaires introduces the possibility of response bias, where participants may provide socially desirable responses rather than their true opinions or behaviors. Moreover, the study's focus on specific variables such as brand awareness, brand image, and customer loyalty may overlook other important factors that could influence purchasing decisions, such as external market conditions or competitor strategies. Future research could address these limitations by employing more diverse and representative samples, encompassing various demographics, geographic locations, and market segments. Additionally, utilizing mixed methods approaches, such as combining quantitative surveys with qualitative interviews or observational studies, could provide deeper insights into consumer behavior and decision-making processes. Exploring additional variables beyond brand awareness, brand image, and customer loyalty, such as product quality, pricing strategies, and perceived value, could offer a more comprehensive understanding of purchasing decisions. Furthermore, longitudinal studies could track consumer behavior over time to assess the long-term effects of marketing strategies on brand perception and purchasing behavior. Finally, comparative studies across different industries or markets could reveal sector-specific insights and best practices for enhancing brand performance and driving consumer engagement.

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