

BAB V

PENUTUP DAN IMPLIKASI MANAJERIAL

Bab ini berisi kesimpulan dari hasil penelitian serta saran yang dapat diberikan kepada pihak-pihak terkait. Selain itu, bab ini juga memuat implikasi manajerial dari temuan penelitian dan uraian mengenai keterbatasan yang dihadapi selama proses penelitian

5.1. Kesimpulan

Bagian ini akan menjelaskan mengenai kesimpulan dari topik penelitian yaitu pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek terhadap keputusan pembelian produk Somethinc. Berdasarkan penelitian yang telah dilakukan, kesimpulannya adalah sebagai berikut:

1. Menurut hasil uji hipotesis penelitian, ditemukan bahwa kesadaran merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada produk Somethinc (H1 diterima). Hal ini menunjukkan bahwa semakin tinggi kesadaran merek maka semakin besar kemungkinan konsumen akan melakukan pembelian produk. Hal ini menunjukkan pentingnya kesadaran merek dalam memperkuat posisi merek Somethinc di benak konsumen.
2. Menurut hasil uji hipotesis penelitian, ditemukan bahwa asosiasi merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada produk Somethinc (H2 diterima). Hal ini menunjukkan bahwa semakin tinggi asosiasi merek merek yang positif seperti penggunaan *brand ambassador* terkenal maka akan mendorong rasa percaya dan ketertarikan konsumen dengan produk Somethinc, sehingga akan terjadi peningkatan nilai dalam keputusan pembelian Somethinc.
3. Menurut hasil uji hipotesis penelitian, ditemukan bahwa persepsi kualitas memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada produk Somethinc (H3 diterima). Hal ini menunjukkan bahwa semakin tinggi persepsi kualitas maka konsumen yang memiliki persepsi positif pada kualitas produk berdasarkan performa, keamanan, dan ulasan positif akan cenderung lebih yakin dan terdorong dalam melakukan pembelian.

4. Menurut hasil uji hipotesis penelitian, ditemukan bahwa loyalitas merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada produk Somethinc (H4 diterima). Hal ini menunjukkan bahwa setiap kali terjadi peningkatan nilai loyalitas merek, maka semakin kuat kecenderungan untuk melakukan pembelian ulang, mengabaikan faktor harga, dan merekomendasikan produk kepada orang lain. Ini menunjukkan bahwa loyalitas adalah faktor penting keputusan pembelian terhadap produk Somethinc.

Semakin tinggi kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek dari suatu produk, maka semakin besar pula kemungkinan konsumen tertarik untuk melakukan pembelian terhadap produk tersebut.

5.2. Implikasi manajerial

Berdasarkan penelitian yang dilakukan, hasil penelitian ini diharapkan dapat memberikan manfaat bagi kehidupan nyata, implikasi manajerial dapat diterapkan sebagai berikut:

Pada penelitian ini ditunjukkan bahwa kesadaran merek memiliki pengaruh terhadap keputusan pembelian. Berdasarkan hal ini, Somethinc perlu mengoptimalkan strategi untuk meningkatkan familiaritas konsumen terhadap merek mereka. Salah satu pendekatan yang dapat dilakukan adalah dengan memperkuat identitas visual merek, seperti secara konsisten menggunakan elemen warna khas Somethinc—ungu dan biru—dalam desain kemasan, konten promosi, maupun kampanye pemasaran. Konsistensi elemen visual ini berperan dalam memudahkan untuk dikenali oleh konsumen. Peningkatan kesadaran merek tidak hanya membantu menciptakan asosiasi positif di benak konsumen, tetapi juga memperkuat hal yang membedakan Somethinc dari para pesaing di industri kecantikan. Mengingat bahwa konsumen produk kosmetik cenderung memilih merek yang sudah mereka kenali dan percayai, maka membangun serta mempertahankan kesadaran merek menjadi strategi penting yang harus terus diupayakan. Dengan begitu, Somethinc memperkuat posisinya di pasar kosmetik Indonesia.

Penelitian ini juga menjelaskan bahwa asosiasi merek berpengaruh terhadap keputusan pembelian. Hal ini menunjukkan bahwa kredibilitas adalah faktor asosiasi merek yang paling kuat dirasakan oleh konsumen. Somethinc perlu terus memperkuat bukti keandalan produknya (sertifikasi BPOM, label halal, dan klaim yang terbukti), memberikan testimoni dari dokter terpercaya dan membangun komunikasi brand yang efektif terkait manfaat produk yang bisa lebih dioptimalkan supaya kepercayaan konsumen akan meningkat dan mendorong keputusan pembelian. Dengan begitu, asosiasi merek Somethinc tidak hanya terbatas pada keandalan produk, tetapi juga mencakup kepercayaan pelanggan.

Hasil penelitian menunjukkan bahwa persepsi kualitas memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Somethinc. Berdasarkan ini, Somethinc dapat mengembangkan variasi warna produk, terutama dalam kategori makeup (*foundation, cushion, lip product*). Perusahaan dapat melakukan riset lebih lanjut untuk mencocokkan *range* warna kulit konsumen Indonesia supaya dapat memberikan warna yang inklusif dan relevan dengan kebutuhan konsumen. Somethinc juga dapat menyediakan fitur *shade finder* melalui website atau aplikasi supaya dapat memudahkan konsumen dalam mengambil keputusan pembelian.

Penelitian ini menunjukkan bahwa loyalitas merek merupakan variabel yang paling berpengaruh secara positif dan signifikan terhadap keputusan pembelian, selain itu loyalitas merek juga memiliki pengaruh terbesar dibandingkan variabel lain pada keputusan pembelian. Hal ini merujuk pada Somethinc untuk lebih memaksimalkan potensi pemasaran mulut ke mulut sebagai strategi pemasaran organik. Karena Somethinc dapat meningkatkan loyalitas dengan menjaga konsistensi kualitas produk dan meningkatkan kepuasan pelanggan dengan menciptakan program insentif bagi konsumen yang aktif merekomendasikan produk Somethinc. Dengan cara ini Somethinc dapat memastikan dapat mempertahankan pelanggan lama untuk melakukan pembelian berulang tetapi juga menarik konsumen baru melalui rekomendasi antar konsumen.

5.3. Keterbatasan penelitian

Berdasarkan penelitian yang telah dilakukan, penulis menyadari adanya beberapa keterbatasan yang dapat menjadi bahan pertimbangan serta pedoman bagi penelitian selanjutnya. Adapun keterbatasan tersebut adalah seperti yang kita ketahui, Somethinc memiliki kategori produk yang berbeda beda, yakni *skincare* dan kosmetik dan penelitian ini hanya diteliti secara umum tanpa membedakan kategori produk.

5.4. Saran penelitian selanjutnya

Adapun saran dari penulis yang dapat menjadi pertimbangan bagi penelitian mendatang, penelitian selanjutnya disarankan untuk memfokuskan kajian pada satu kategori produk secara spesifik seperti *skincare* atau kosmetik Somethinc, supaya hasil analisis lebih terarah.

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LAMPIRAN

PENGARUH KESADARAN MEREK, ASOSIASI MEREK, PERSEPSI KUALITAS, DAN LOYALITAS MEREK PADA KEPUTUSAN PEMBELIAN KONSUMEN STUDI PADA PRODUK SOMETHINC

Halo! Perkenalkan, saya adalah Silvi Renata mahasiswa program studi Manajemen di Fakultas Bisnis dan Ekonomika. Saat ini, saya tengah menjalankan penelitian sebagai salah satu syarat untuk menyelesaikan tugas akhir saya. Penelitian ini berjudul "**Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, dan Loyalitas Merek pada Keputusan Pembelian Konsumen Studi pada Produk Somethinc**" Untuk mendukung kelancaran penelitian ini, saya membutuhkan partisipasi dari responden yang memenuhi kriteria berikut:

1. Konsumen yang telah membeli produk **Somethinc** minimal dua kali dalam satu tahun terakhir
2. Konsumen yang pernah menggunakan produk **Somethinc**.

Jika Anda memenuhi kriteria tersebut, saya sangat berharap Anda bersedia meluangkan waktu untuk mengisi kuesioner ini. Partisipasi Anda akan sangat berarti bagi keberhasilan penelitian ini.

Saya menjamin bahwa semua jawaban Anda akan diperlakukan dengan penuh kerahasiaan dan hanya digunakan untuk kepentingan akademik sesuai dengan standar profesionalitas dan etika penelitian.

Terima kasih banyak atas perhatian dan partisipasi Anda. Semoga Anda selalu diberikan kesehatan dan kesuksesan!

Pertanyaan Filter

1. Apakah anda pernah membeli produk Somethinc minimal 2 kali dalam setahun terakhir?
 - Ya
 - Tidak
2. Apakah anda pernah menggunakan produk Somethinc?
 - Ya
 - Tidak

Pertanyaan Demografi Responden

Nama

Jenis Kelamin

- ☐ Perempuan
- ☐ Laki-laki

Usia

- ☐ <20 tahun
- ☐ 21-25 tahun
- ☐ 26-30 tahun
- ☐ 31-35 tahun
- ☐ >35 tahun

Pendidikan Terakhir

- ☐ SMA/SMK
- ☐ Diploma
- ☐ Sarjana
- ☐ Pascasarjana

Kesadaran Merek

Kesadaran Merek didefinisikan sebagai konsep dasar pemasaran yang berkaitan dengan bagaimana pelanggan mengenali dan mengingat merek.

Indikator Kesadaran merek

Indikator	Pertanyaan	Alternatif Jawaban				
BA1	Ketika saya berbelanja produk kecantikan, Somethinc adalah pilihan pertama saya	STS	TS	N	S	SS
BA2	Saya dapat mengenali Somethinc hanya dengan packaging produknya	STS	TS	N	S	SS
BA3	Saya teringat salah satu iklan produk Somethinc yang ada di televisi atau sosial media	STS	TS	N	S	SS
BA4	Saya dapat mengenali produk Somethinc hanya dengan melihat warnanya yang khas (ungu dan biru)	STS	TS	N	S	SS

Asosiasi Merek

Asosiasi Merek adalah segala informasi yang terhubung dengan pemahaman konsumen tentang suatu produk, baik secara langsung atau tidak langsung. Asosiasi merek secara mendasar berperan bagi identitas merek dan harus dibentuk dengan baik supaya dapat berdampak positif.

Indikator Asosiasi Merek

Indikator	Pertanyaan	Alternatif Jawaban				
BAS1	Somethinc menawarkan paket (bundling) produk yang membantu saya mendapatkan harga yang lebih murah	STS	TS	N	S	SS
BAS2	Produk Somethinc lebih murah dibandingkan dengan produk kecantikan lainnya	STS	TS	N	S	SS
BAS3	Somethinc sering menggunakan artis K-pop sebagai brand ambassador	STS	TS	N	S	SS
BAS4	Saya membeli produk Somethinc karena dapat diandalkan (kredibel)	STS	TS	N	S	SS

Persepsi Kualitas

Persepsi Kualitas merupakan kualitas merupakan salah satu prediktor kunci dalam proses pengambilan keputusan agar produk dan perusahaan mencapai kesuksesan.

Indikator Persepsi Kualitas

Indikator	Pertanyaan	Alternatif Jawaban				
PQ1	Produk kosmetik Somethinc memiliki kualitas produk yang baik sehingga cocok untuk digunakan oleh orang-orang dari berbagai usia	STS	TS	N	S	SS
PQ2	Produk kosmetik Somethinc menawarkan banyak pilihan shade dan warna sehingga saya dapat memilih mana yang paling cocok dengan warna kulit saya	STS	TS	N	S	SS
PQ3	Produk kosmetik Somethinc sering memberikan promosi dari diskon hingga gratis ongkir	STS	TS	N	S	SS
PQ4	Produk Kosmetik Somethinc selalu menjual barang berkualitas	STS	TS	N	S	SS

Loyalitas Merek

Loyalitas Merek adalah ketika kepuasan pelanggan tercipta dan kepuasan itu mendorong konsumen untuk memilih produk yang sama dari perusahaan yang sama

Indikator Loyalitas Merek

Indikator	Pertanyaan	Alternatif Jawaban				
BL1	Saya hanya akan menggunakan produk Somethinc untuk kebutuhan kecantikan saya	STS	TS	N	S	SS
BL2	Saya akan menyarankan teman-teman untuk menggunakan produk Somethinc ketika belanja produk kecantikan	STS	TS	N	S	SS
BL3	Saya akan terus menggunakan produk Somethinc meskipun harganya lebih tinggi dibandingkan merek lain	STS	TS	N	S	SS
BL4	Saya tidak melihat harga barang saat membeli produk Somethinc	STS	TS	N	S	SS

Keputusan Pembelian

Keputusan Pembelian adalah salah satu konsep dari perilaku konsumen baik secara individu, kelompok, atau organisasi di dalam melakukan pembelian, pemilihan, dan penggunaan barang atau jasa untuk memenuhi kebutuhan dan keinginan

Indikator Keputusan Pembelian

Indikator	Pertanyaan	Alternatif Jawaban				
PD1	Saya memilih menggunakan Somethinc sebagai pilihan pertama dalam membeli produk kecantikan	STS	TS	N	S	SS
PD2	Saya membeli produk Somethinc karena saya menginginkannya	STS	TS	N	S	SS
PD3	Saya tidak mempertimbangkan produk lain selain Somethinc saat berbelanja produk kecantikan	STS	TS	N	S	SS
PD4	Saya membeli produk Somethinc karena kebutuhan saya	STS	TS	N	S	SS

Bagian 2 dari 9

Pertanyaan Filter 1



Deskripsi (opsional)

Apakah anda pernah membeli produk Somethinc minimal 2 kali dalam setahun terakhir? *

☐ Ya

☐ Tidak

Bagian 3 dari 9

Pertanyaan Filter 2



Deskripsi (opsional)

Apakah anda pernah menggunakan produk Somethinc? *

☐ Ya

☐ Tidak

Demografi Responden



Deskripsi (opsional)

Nama

Teks jawaban singkat

Jenis Kelamin *

- ☐ Perempuan
- ☐ Laki-laki

Usia *

- ☐ <20 tahun
- ☐ 21-25 tahun
- ☐ 26-30 tahun
- ☐ 31-35 tahun
- ☐ >35 tahun

Pendidikan terakhir *



- ☐ SMA/SMK
- ☐ Diploma
- ☐ Sarjana
- ☐ Pascasarjana

Brand Awareness



Brand Awareness didefinisikan sebagai konsep dasar pemasaran yang berkaitan dengan bagaimana pelanggan mengenali dan mengingat merek.

Ketika saya berbelanja produk kecantikan, Somethinc adalah pilihan pertama saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya dapat mengenali Somethinc hanya dengan packaging produknya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya teringat salah satu iklan produk Somethinc yang ada di televisi atau sosial media *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



Saya dapat mengenali produk Somethinc hanya dengan melihat warnanya yang khas (ungu dan biru) *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Asosiasi Merek



Asosiasi Merek adalah segala informasi yang terhubung dengan pemahaman konsumen tentang suatu produk, baik secara langsung atau tidak langsung. Asosiasi merek secara mendasar berperan bagi identitas merek dan harus dibentuk dengan baik supaya dapat berdampak positif.

Somethinc menawarkan paket (*bundling*) produk yang membantu saya mendapatkan harga yang lebih murah *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



Produk Somethinc lebih murah dibandingkan dengan produk kecantikan lainnya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Somethinc sering menggunakan artis K-pop sebagai brand ambassador *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya membeli produk Somethinc karena dapat diandalkan (kredibel) *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Persepsi Kualitas



Persepsi Kualitas merupakan kualitas merupakan salah satu prediktor kunci dalam proses pengambilan keputusan agar produk dan perusahaan mencapai kesuksesan

Produk kosmetik Somethinc memiliki kualitas produk yang baik sehingga cocok untuk digunakan oleh orang-orang dari berbagai usia *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk kosmetik Somethinc menawarkan banyak pilihan *shade* dan warna sehingga saya dapat memilih mana yang paling cocok dengan warna kulit saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Produk kosmetik Somethinc sering memberikan promosi dari diskon hingga gratis ongkir *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju



Produk Kosmetik Somethinc selalu menjual barang berkualitas *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Loyalitas Merek



Loyalitas Merek adalah ketika kepuasan pelanggan tercipta dan kepuasan itu mendorong konsumen untuk memilih produk yang sama dari perusahaan yang sama



Saya hanya akan menggunakan produk Somethinc untuk kebutuhan kecantikan saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan menyarankan teman-teman untuk menggunakan produk Somethinc ketika belanja produk kecantikan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan terus menggunakan produk Somethinc meskipun harganya lebih tinggi dibandingkan merek lain *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya tidak melihat harga barang saat membeli produk Somethinc *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Keputusan Pembelian



Keputusan Pembelian adalah salah satu konsep dari perilaku konsumen baik secara individu, kelompok, atau organisasi di dalam melakukan pembelian, pemilihan, dan penggunaan barang atau jasa untuk memenuhi kebutuhan dan keinginan

Saya memilih menggunakan Somethinc sebagai pilihan pertama dalam membeli produk kecantikan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya membeli produk Somethinc karena saya menginginkannya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya tidak mempertimbangkan produk lain selain Somethinc saat berbelanja produk kecantikan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya membeli produk Somethinc karena kebutuhan saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jawaban Demografi Responden

Timestamp	Apakah anda pernah membeli produk Somethinc minimal 2 kali dalam setahun terakhir?	Apakah anda pernah menggunakan produk Somethinc?	Nama	Jenis Kelamin	Usia	Pendidikan terakhir
3/30/2025 19:33:10	Ya	Ya	Aby	Perempuan	21-25 tahun	Sarjana
3/30/2025 20:57:24	Ya	Ya	JW	Perempuan	21-25 tahun	SMA/SMK
3/30/2025 21:39:32	Ya	Ya	Nicoco :3	Perempuan	<20 tahun	SMA/SMK
3/30/2025 21:40:53	Ya	Ya	C	Perempuan	21-25 tahun	SMA/SMK
3/30/2025 21:40:56	Ya	Ya	Cressida	Perempuan	<20 tahun	SMA/SMK
3/30/2025 21:42:00	Ya	Ya		Perempuan	<20 tahun	SMA/SMK
3/30/2025 22:55:25	Ya	Ya	Ida Ayu Putu Wagiswari	Perempuan	21-25 tahun	SMA/SMK
3/30/2025 23:09:27	Ya	Ya	angel	Laki-laki	21-25 tahun	Sarjana
3/30/2025 23:09:41	Ya	Ya	Ratna Dewi Candra	Perempuan	21-25 tahun	Sarjana
3/31/2025 9:40:55	Ya	Ya	Fernando Oscar Julio	Laki-laki	21-25 tahun	Sarjana
3/31/2025 12:22:26	Ya	Ya	Nadia Aurellia	Perempuan	<20 tahun	SMA/SMK
3/31/2025 13:21:51	Ya	Ya	Shak	Perempuan	21-25 tahun	SMA/SMK
3/31/2025 15:48:27	Ya	Ya	Yosef	Laki-laki	<20 tahun	SMA/SMK
3/31/2025 17:11:44	Ya	Ya		Perempuan	21-25 tahun	Sarjana
3/31/2025 17:24:58	Ya	Ya	Aurora	Perempuan	<20 tahun	SMA/SMK
3/31/2025 18:13:28	Ya	Ya	Nayla Syifa'ul Hanin	Perempuan	<20 tahun	SMA/SMK



3/31/2025 19:04:47	Ya	Ya	Catarina Pasriana M	Perempuan	21-25 tahun	SMA/SMK
3/31/2025 20:06:26	Ya	Ya	Fidya	Perempuan	21-25 tahun	SMA/SMK
3/31/2025 20:28:59	Ya	Ya	Rizkailla	Perempuan	21-25 tahun	SMA/SMK
3/31/2025 21:05:22	Ya	Ya	Whimsy	Perempuan	21-25 tahun	Sarjana
4/1/2025 17:49:44	Ya	Ya	Natasya C	Perempuan	21-25 tahun	SMA/SMK
4/1/2025 20:13:24	Ya	Ya	Gracia	Perempuan	21-25 tahun	Sarjana
4/2/2025 12:02:54	Ya	Ya	Yennie	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 12:31:31	Ya	Ya	Kidung	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 12:41:12	Ya	Ya	Nathania	Perempuan	21-25 tahun	Sarjana
4/2/2025 13:11:32	Ya	Ya	Pinat	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 14:18:34	Ya	Ya	Rohmatul Maulidah.	Perempuan	<20 tahun	SMA/SMK
4/2/2025 14:39:36	Ya	Ya	mutia	Perempuan	<20 tahun	SMA/SMK
4/2/2025 16:23:12	Ya	Ya	Shania	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 16:23:56	Ya	Ya	Grace	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 20:30:03	Ya	Ya	Ni Putu Nia Sawitri	Perempuan	21-25 tahun	SMA/SMK
4/2/2025 20:34:45	Ya	Ya	Malvin	Laki-laki	21-25 tahun	Sarjana
4/3/2025 16:06:04	Ya	Ya	Maudy	Perempuan	26-30 tahun	Sarjana
4/4/2025 13:53:55	Ya	Ya	bingbing	Laki-laki	<20 tahun	SMA/SMK
4/6/2025 9:59:10	Ya	Ya	Phalosa	Perempuan	<20 tahun	Sarjana
4/6/2025 10:00:04	Ya	Ya	Tridy Maria Livina Lumba	Perempuan	<20 tahun	SMA/SMK
4/6/2025 10:00:27	Ya	Ya	Mikaela	Perempuan	<20 tahun	SMA/SMK
4/6/2025 10:48:14	Ya	Ya	Rachel	Perempuan	21-25 tahun	Diploma
4/6/2025 10:55:08	Ya	Ya	eva	Perempuan	<20 tahun	SMA/SMK
4/6/2025 10:59:53	Ya	Ya	Fara	Perempuan	21-25 tahun	SMA/SMK
4/6/2025 11:53:51	Ya	Ya	Karent Franisputri	Perempuan	21-25 tahun	Sarjana
4/6/2025 12:13:28	Ya	Ya	Cheryl	Perempuan	<20 tahun	SMA/SMK
4/6/2025 12:23:18	Ya	Ya	Norcyssa	Perempuan	<20 tahun	SMA/SMK
4/6/2025 12:25:18	Ya	Ya	Keira Abeer	Perempuan	21-25 tahun	SMA/SMK
4/6/2025 12:28:45	Ya	Ya	Risma Larasati	Perempuan	21-25 tahun	SMA/SMK



4/6/2025 13:51:17	Ya	Ya	Karina	Perempuan	21-25 tahun	Pascasarjana
4/6/2025 14:07:10	Ya	Ya	Gendis Asri Palupi	Perempuan	<20 tahun	SMA/SMK
4/6/2025 14:43:55	Ya	Ya	aily	Perempuan	21-25 tahun	SMA/SMK
4/6/2025 17:08:38	Ya	Ya	E	Perempuan	21-25 tahun	SMA/SMK
4/6/2025 17:35:04	Ya	Ya	pearl	Perempuan	21-25 tahun	SMA/SMK
4/6/2025 17:38:41	Ya	Ya	Emerie Sehrish	Perempuan	<20 tahun	SMA/SMK
4/6/2025 17:40:50	Ya	Ya	shaynee	Perempuan	<20 tahun	SMA/SMK
4/6/2025 21:56:22	Ya	Ya	Angel N	Perempuan	21-25 tahun	Sarjana
4/7/2025 1:05:19	Ya	Ya	Mita	Perempuan	26-30 tahun	SMA/SMK
4/7/2025 2:58:02	Ya	Ya	Febi	Perempuan	21-25 tahun	SMA/SMK
4/7/2025 13:06:57	Ya	Ya	eily	Perempuan	<20 tahun	SMA/SMK
4/7/2025 14:49:32	Ya	Ya	Erna	Perempuan	21-25 tahun	SMA/SMK
4/7/2025 16:14:20	Ya	Ya		Perempuan	<20 tahun	SMA/SMK
4/7/2025 20:10:26	Ya	Ya	Gielsya	Perempuan	21-25 tahun	SMA/SMK
4/7/2025 20:31:13	Ya	Ya	Elio	Laki-laki	<20 tahun	SMA/SMK
4/7/2025 20:41:16	Ya	Ya	Juliet	Perempuan	<20 tahun	SMA/SMK
4/7/2025 22:17:33	Ya	Ya	Abby	Perempuan	<20 tahun	SMA/SMK
4/8/2025 10:27:48	Ya	Ya	Kezia	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 10:40:48	Ya	Ya	Dean	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 10:53:33	Ya	Ya		Perempuan	21-25 tahun	SMA/SMK
4/8/2025 10:56:55	Ya	Ya	hani	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:11:05	Ya	Ya	YYH	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:15:44	Ya	Ya	Bintang	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:17:55	Ya	Ya	Yasmin	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:32:49	Ya	Ya	Tifa	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:49:44	Ya	Ya	DPK	Perempuan	21-25 tahun	Sarjana
4/8/2025 11:50:21	Ya	Ya	Dew	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 11:56:37	Ya	Ya	dian	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 12:50:33	Ya	Ya	nina	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 13:13:04	Ya	Ya	Bella	Perempuan	21-25 tahun	SMA/SMK



4/8/2025 13:16:09	Ya	Ya		Perempuan	21-25 tahun	SMA/SMK
4/8/2025 15:44:38	Ya	Ya	Jenni	Perempuan	21-25 tahun	Sarjana
4/8/2025 16:08:28	Ya	Ya	Nabila	Perempuan	21-25 tahun	Sarjana
4/8/2025 16:26:22	Ya	Ya		Perempuan	21-25 tahun	SMA/SMK
4/8/2025 22:17:45	Ya	Ya	j	Perempuan	<20 tahun	SMA/SMK
4/8/2025 23:18:29	Ya	Ya	Arla Bernanda	Perempuan	21-25 tahun	SMA/SMK
4/8/2025 23:24:31	Ya	Ya	Agnes Yahya	Perempuan	21-25 tahun	Sarjana
4/9/2025 11:32:45	Ya	Ya	Frilie	Perempuan	21-25 tahun	SMA/SMK
4/9/2025 11:34:46	Ya	Ya	Christine	Perempuan	26-30 tahun	Pascasarjana
4/9/2025 11:36:30	Ya	Ya	janice	Perempuan	<20 tahun	Sarjana
4/9/2025 11:38:06	Ya	Ya	gracella	Perempuan	21-25 tahun	Sarjana
4/9/2025 11:39:30	Ya	Ya	kiara maeruz	Perempuan	21-25 tahun	SMA/SMK
4/9/2025 11:40:53	Ya	Ya	Bethania	Perempuan	21-25 tahun	Sarjana
4/9/2025 11:42:05	Ya	Ya	Yohanna	Perempuan	26-30 tahun	Sarjana
4/9/2025 11:43:37	Ya	Ya	Cynthia	Perempuan	21-25 tahun	SMA/SMK
4/9/2025 11:45:05	Ya	Ya	Ruth	Perempuan	<20 tahun	SMA/SMK
4/9/2025 11:46:34	Ya	Ya	angelique	Perempuan	21-25 tahun	Sarjana
4/9/2025 13:34:12	Ya	Ya	oline	Perempuan	21-25 tahun	Sarjana
4/9/2025 20:33:14	Ya	Ya	Dea	Perempuan	21-25 tahun	Sarjana
4/9/2025 20:48:58	Ya	Ya	Angela	Perempuan	21-25 tahun	SMA/SMK
4/9/2025 22:22:40	Ya	Ya		Perempuan	21-25 tahun	SMA/SMK
4/9/2025 22:36:43	Ya	Ya	Jesika	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 0:05:28	Ya	Ya	ANW	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 10:28:51	Ya	Ya	Ledi	Perempuan	21-25 tahun	Diploma
4/10/2025 11:32:36	Ya	Ya	Fenita indri	Perempuan	21-25 tahun	Sarjana
4/10/2025 13:01:32	Ya	Ya	gis	Perempuan	21-25 tahun	Sarjana
4/10/2025 15:56:06	Ya	Ya	Elisa	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 15:56:32	Ya	Ya	Fifi	Perempuan	26-30 tahun	Sarjana
4/10/2025 16:10:26	Ya	Ya	Cc	Perempuan	21-25 tahun	Sarjana
4/10/2025 16:14:50	Ya	Ya	Sania Onamay	Perempuan	21-25 tahun	SMA/SMK



4/10/2025 16:40:46	Ya	Ya		Laki-laki	21-25 tahun	SMA/SMK
4/10/2025 16:56:00	Ya	Ya	Miko	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:00:57	Ya	Ya	agata	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:01:30	Ya	Ya	Ghina	Perempuan	<20 tahun	SMA/SMK
4/10/2025 17:04:27	Ya	Ya	Shafa	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:12:58	Ya	Ya	Edgard	Laki-laki	21-25 tahun	SMA/SMK
4/10/2025 17:15:21	Ya	Ya	nana	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:18:12	Ya	Ya	Ilminadia	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:26:14	Ya	Ya	Gabby	Perempuan	<20 tahun	SMA/SMK
4/10/2025 17:28:06	Ya	Ya	Olivia	Perempuan	<20 tahun	SMA/SMK
4/10/2025 17:28:48	Ya	Ya	Nurramadhani	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:38:52	Ya	Ya	Putri Laura	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:45:17	Ya	Ya	E (Inisial)	Laki-laki	21-25 tahun	Sarjana
4/10/2025 17:51:24	Ya	Ya	Rita	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 17:55:26	Ya	Ya	Didi	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 18:34:22	Ya	Ya	fita nur	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 19:33:44	Ya	Ya	Heral	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 20:26:08	Ya	Ya	Alya	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 21:10:56	Ya	Ya		Perempuan	21-25 tahun	SMA/SMK
4/10/2025 21:29:06	Ya	Ya	kanesya	Perempuan	21-25 tahun	SMA/SMK
4/10/2025 21:43:52	Ya	Ya	Cut Asrita	Perempuan	<20 tahun	SMA/SMK
4/10/2025 22:25:00	Ya	Ya	Simen	Laki-laki	21-25 tahun	SMA/SMK
4/10/2025 22:52:30	Ya	Ya	Novia	Perempuan	21-25 tahun	SMA/SMK
4/11/2025 9:19:22	Ya	Ya	Carolyn	Perempuan	21-25 tahun	SMA/SMK
4/11/2025 13:29:18	Ya	Ya	Zhafirah	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:19:53	Ya	Ya	Nur	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:19:56	Ya	Ya	Fazzileta Gulrana Pelangi Sasmita	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:20:10	Ya	Ya	Rea hafiza	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:20:24	Ya	Ya	afelia	Perempuan	<20 tahun	SMA/SMK

4/11/2025 14:22:03	Ya	Ya	Aira	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:22:14	Ya	Ya	Anet	Perempuan	<20 tahun	SMA/SMK
4/11/2025 14:44:56	Ya	Ya	Hamzalah Poetra	Laki-laki	<20 tahun	SMA/SMK
4/11/2025 14:46:21	Ya	Ya	Khoirina Fahma	Perempuan	<20 tahun	SMA/SMK
4/11/2025 16:44:18	Ya	Ya	Lorensya	Perempuan	21-25 tahun	Sarjana
4/11/2025 19:04:50	Ya	Ya	le, Yosephine Angel H.	Perempuan	21-25 tahun	SMA/SMK
4/11/2025 22:54:50	Ya	Ya	Selly	Perempuan	21-25 tahun	Sarjana
4/12/2025 3:04:03	Ya	Ya	Nad	Perempuan	21-25 tahun	SMA/SMK
4/12/2025 21:34:18	Ya	Ya		Perempuan	21-25 tahun	Sarjana
4/12/2025 23:49:09	Ya	Ya	Mahira Tatjana.	Perempuan	21-25 tahun	SMA/SMK
4/13/2025 8:32:41	Ya	Ya	Jenny	Perempuan	21-25 tahun	SMA/SMK
4/13/2025 15:26:11	Ya	Ya		Perempuan	<20 tahun	Diploma
4/13/2025 15:30:14	Ya	Ya	kaka	Perempuan	21-25 tahun	SMA/SMK
4/14/2025 15:49:50	Ya	Ya	Erlinda Gilberta Wibawa	Perempuan	26-30 tahun	Pascasarjana
4/15/2025 15:32:12	Ya	Ya	Faustine Salim	Perempuan	21-25 tahun	SMA/SMK
4/15/2025 18:29:59	Ya	Ya	Gabryella	Perempuan	21-25 tahun	Sarjana
4/15/2025 18:56:07	Ya	Ya	Vianca Noa	Perempuan	<20 tahun	SMA/SMK
4/16/2025 0:04:31	Ya	Ya	Ratu	Perempuan	21-25 tahun	SMA/SMK
4/16/2025 11:40:33	Ya	Ya	Susan	Perempuan	21-25 tahun	Sarjana

Jawaban pertanyaan tiap indikator

BA1	BA2	BA3	BA4	BAS1	BAS2	BAS3	BAS4	PQ1	PQ2	PQ3	PQ4	BL1	BL2	BL3	BL4	PD1	PD2	PD3	PD4
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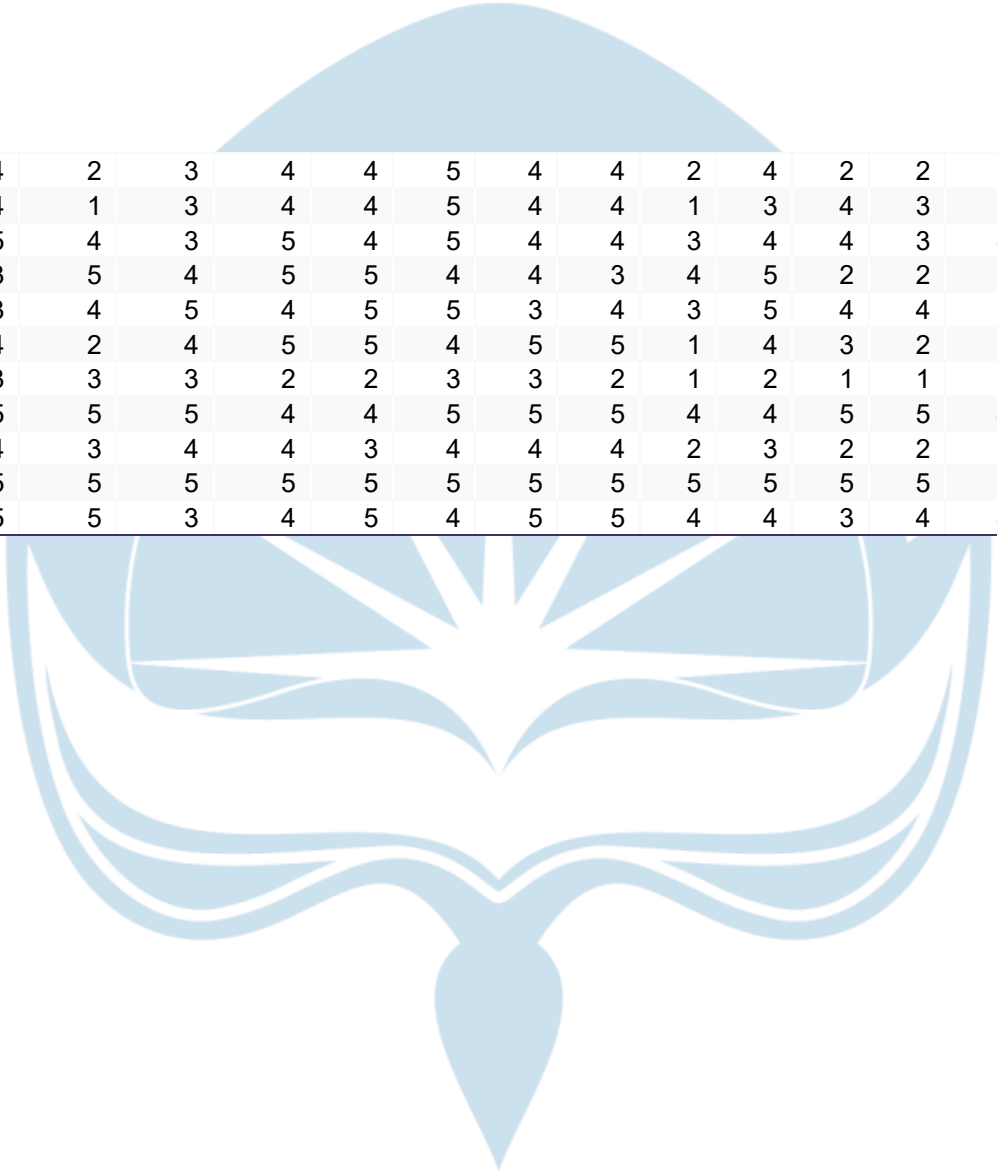
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Hasil uji reliabilitas dan uji validitas

1. Kesadaran Merek

Reliability Statistics		Item-Total Statistics				
Cronbach's Alpha	N of Items		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
0.767	4	BA1	12.0667	7.926	0.461	0.763
		BA2	11.5667	6.875	0.576	0.707
		BA3	11.8000	6.441	0.579	0.708
		BA4	11.5667	6.737	0.667	0.660

2. Asosiasi Merek

Reliability Statistics		Item-Total Statistics				
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Cronbach's Alpha	N of Items	BAS1	10.9667	4.792	0.703	0.624
		BAS2	11.6333	5.964	0.411	0.779
		BAS3	11.5000	5.431	0.447	0.770
		BAS4	10.9000	4.921	0.712	0.623
0.761	4					

3. Persepsi Kualitas

Reliability Statistics		Item-Total Statistics				
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Cronbach's Alpha	N of Items	PQ1	12.8333	2.626	0.725	0.712
		PQ2	12.8667	2.740	0.582	0.775
		PQ3	12.9000	2.576	0.546	0.801
		PQ4	12.9000	2.645	0.656	0.741
0.806	4					

4. Loyalitas Merek

Reliability Statistics		Item-Total Statistics				
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
Cronbach's Alpha	N of Items	BL1	10.0667	8.478	0.422	0.794
		BL2	9.4333	9.151	0.605	0.710
		BL3	10.0667	6.616	0.687	0.642
		BL4	10.3333	7.885	0.618	0.685
0.767	4					

5. Keputusan Pembelian

Reliability Statistics		Item-Total Statistics				
Cronbach's Alpha	N of Items		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
0.751	4	PD1	11.4667	3.844	0.743	0.569
		PD2	10.7333	5.582	0.605	0.694
		PD3	11.8000	4.028	0.478	0.774
		PD4	10.6000	5.490	0.501	0.722

Hasil regresi linear berganda

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-0.950	1.168		-0.814	0.417		
BA (X1)	0.165	0.063	0.146	2.610	0.010	0.686	1.457
BAS (X2)	0.162	0.073	0.140	2.228	0.027	0.547	1.830
PQ (X3)	0.249	0.078	0.185	3.201	0.002	0.643	1.554
BL (X4)	0.469	0.048	0.550	9.756	0.000	0.676	1.479

a. Dependent Variable: PD (Y)

Hasil Uji F

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	883.425	4	220.856	79.567	.000 ^b
Residual	410.810	148	2.776		
Total	1294.235	152			

a. Dependent Variable: PD (Y)

b. Predictors: (Constant), BL (X4), PQ (X3), BA (X1), BAS (X2)

Hasil Uji Determinasi

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.826 ^a	0.683	0.674	1.66606	2.082

a. Predictors: (Constant), BL (X4), PQ (X3), BA (X1), BAS (X2)

b. Dependent Variable: PD (Y)

Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions

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Abstract—Shopping through e-commerce is one of the new tools in the current era. Various brands offer the large selection of products or services making shopping through e-commerce like shopping in the city center, but online. Currently, many e-commerce companies are running similar services because e-commerce is important to build a strong brand from the audience and shows the value of the products or services they offer. The aim of the research is to see how significant the influence of Shopee's brand equity is on consumer purchasing decisions in Indonesia. The research applies a quantitative approach with linear regression analysis to see the causal relationship between variables, with the help of the SPSS 23 application for windows. Data are collected by distributing structured questionnaires online to 100 respondents from various segments of age, gender, and area of residence. The results show that the variables of brand equity including brand awareness, perceived quality, and brand loyalty have an influence on consumer purchasing decisions. However, brand association has no effect on purchasing decision. The most influential variable on purchasing decisions is brand loyalty from all the variables used. Moreover, it is suggested that Shopee application managers should pay more attention to factors that affect brand equity since it has a positive and significant influence on online purchasing decisions.

Index Terms—Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Consumers' Purchasing Decisions

I. INTRODUCTION

E-COMMERCE or electronic commerce is commonly called an online store. Nowadays, many people have started to switch from traditional shopping to online shopping. There are many advantages of online shopping, such as no need to leave the house,

practically anywhere at any time, and a wide selection of products. Shopee is one of the e-commerce sites that Indonesians often use. Shopee offers a variety of products and services ranging from fashion to daily necessities. Besides being website-based, Shopee is also present in a mobile application, making it easier for people to access it anytime and anywhere from the smartphone.

Shopee has begun to enter the Indonesian market at the end of May 2015. It is a subsidiary of Garena based in Singapore. Shopee is present in several Southeast Asian countries, such as Singapore, Malaysia, Vietnam, Thailand, the Philippines, and Indonesia. It offers many products, but the categories offered are more focused on fashion products and household goods. It also implements an interactive service system that makes it easier for sellers and buyers to interact through the Live Chat feature and make payments.

Moreover, it provides various payment systems, such as bank transfer, Indomaret, Kredivo, credit cards. Besides that, it also offers the ShopeePay that can be used as an electronic wallet and Shopee Coin or virtual coins to get results from purchasing goods with promos. With a particular cashback system, Shopee Coins can be exchanged for discounts when purchasing goods.

In the Internet era, the rapid development of the business world creates business rivals, mothers who only stay at home can sell products and compete with companies. E-commerce plays an important role in connecting sellers and buyers. With a large selection of products or services in the market being an advantage of e-commerce, it also means increasingly fierce business competition. Marketing is one of the main activities carried out by companies to maintain their survival. However, in modern marketing like this,

Received: July 20, 2021; received in revised form: Oct. 15, 2021; accepted: Oct. 15, 2021; available online: Feb. 07, 2022.
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Cite this article as: A. Supiyandi, S. Hastjarjo, and Y. Slamet, "Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions", *CommIT Journal* 16(1), 9–18, 2022.

the marketing paradigm has shifted. The companies do not only create transactions to achieve marketing success, but they must also improve service quality to achieve customers' commitment and loyalty on time [1]. Therefore, e-commerce must have a brand to convince the audience and show the value of the products they offer.

A brand is a sign or symbol that serves as a tool to identify the product of a company or business and differentiate it from competitors. A brand can also be defined as sellers' promise to buyers that they will consistently deliver distinct features [2]. Branding not only defines an identity but also creates an emotional bond between consumers' senses wherever they are. So, in the end, a brand can provide brand awareness to consumers and make them re-evaluate all product categories (brand associations) to create brand loyalty [3]. Specifically, one of the essential advantages of an established brand is the brand commitment attached to its loyal customers [2]. It can be concluded that brands have the power to attract repeat purchases of products or services. Hence, it is not surprising that many consumers buy certain brands with higher selling prices than other brands with lower prices for similar products or services.

Brand equity is a set of assets or liabilities associated with a brand, name, or symbol to increase or decrease the value provided by a product or service to a company or customers. Brand equity can be grouped into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty [4]. Products that have strong brand equity can compete and dominate the market. Moreover, a high value of brand equity is the desire of every brand. It implies that the brand has closeness to the public market. Consumers also consider brand equity in purchasing decisions. It is because brand equity can shape consumers' perceptions of a product that is believed to have higher quality than other products [3]. Brand equity is an asset that can provide its own value in the eyes of customers, if the brand equity is high, then the added value that consumers get from the product will also increase compared to other product brands [5]. In short, the value offered by the product to the audience is known as brand equity [1].

According to data from *ecommerceiq.asia* [6], in 2015, the value of e-commerce transactions reached US\$3.56 billion or around Rp46 trillion. Then, in 2016, it reached US\$4.89 billion or more than Rp68 trillion. It was estimated that it would continue to grow steadily until 2020. This increase coincided with the number of Internet users in Indonesia, with 82 million people or about 30% of the total population in Indonesia.

Moreover, the digital economy and applications of

TABLE I
TOP FIVE CUSTOMER TO CUSTOMER (C2C)/ PEER TO PEER (P2P) APPLICATIONS ON APPLE IOS AND GOOGLE PLAY.

No.	Apple iOS	Google Play
1	Shopee	Shopee
2	Tokopedia	Tokopedia
3	OLX	Bukalapak
4	Bukalapak	OLX
5	Carousell	Carousell

the creative industry are supported by telecommunication operators that have committed to providing a digital platform to support logistics, e-commerce, and financial services businesses. The development of this industry is rapid, similar business players are growing, and the competition is getting higher. It can be seen from Shopee's business performance, demonstrated in six countries in Southeast Asia. Shopee has achieved a total transaction value of more than US\$ 3 billion in Southeast Asia and Taiwan. Shopee also ranks first in the top five of Customer to Customer (C2C)/ Peer to Peer (P2P) applications (Apple iOS and Google Play) [6], as seen in Table I.

Brands are very important to stimulate customers to make purchases and become loyal to the brand. When customers face various brands, prices, and product attributes, they tend to choose the brand first and think about the price later. So, according to the theory proposed by Aaker, brand equity can affect customer confidence in purchasing decisions [7]. If previous research examines the brand equity of companies that sell products or services [4], the research sees how significant the influence of brand equity is on purchasing decisions in e-commerce. Looking at the trend of website visitor data and data on the popularity of mobile e-commerce applications, the researchers use Shopee as a sample of the research.

II. LITERATURE REVIEW

A. Brand Equity

Brand equity is the differential effect of the combination of brand awareness and brand meaning on consumers' response on brand marketing [8]. Brand meaning refers to the consumer's dominant perception of company brand. Brand equity is a multidimensional construction of the influence of brand image or attitude towards a particular brand [9]. The brand equity of a product or service is shaped by several factors: brand image, perceived quality, brand association, brand awareness, brand loyalty, and country of origin. All of which can add or reduce the value of a product or service [2]. Many modifications were made to the sub-variables to measure brand equity, both in terms of

concepts and theories. So that it can be adapted to the needs of researchers. However, one theory that is still commonly used is Aaker [2], which measures brand equity with four dimensions: brand awareness, brand association, perceived quality, and brand loyalty.

B. Brand Awareness

Brand awareness is prospective buyers' ability to recognize and recall a brand as part of a certain product [10]. Brand awareness can help the brand expected by the company, create customers' familiarity with the brand, and demonstrate commitment to it. According to Keller, brand awareness consists of two dimensions. First, brand recognition is consumers' ability to recognize brands that have been shown as evidence. Second, brand memory means consumers' abilities to trigger brands in memory when recognizing products, needs that can be met, purchases, or situations as time [11].

C. Brand Associations

Brand association is a concept that links consumers' memories with a particular brand [2]. It is important to create favorable brand associations and a trustworthy brand to identify successful consumers' attitudes towards a brand or company. According to Aaker, there are three dimensions to measure brand association. First, attributes describe the characteristics of a brand. What consumers think is related to the brand or attached to it when buying or consuming it. Product attributes are divided into several indicators: product quality, product features, product style and design, product support services, brands, packaging, and labels. Second, benefits are personal values attached to a product or service. It is categorized into three types: functional, experiential, and symbolic. Third, attitude is an evaluation of liking the use of products related to self-motivation [11].

D. Perceived Quality

Perceived quality is the customers' perceptions of the quality or superiority of a product or service in terms of its function compared to other products [11]. Customers' perceptions are an assessment, which is not always the same from one customer to another. Perceived quality is objective. It can be the customers' perception of the attributes that are considered important to them. A positive perceived quality can be built through efforts to identify the dimensions of quality that are considered important by customers (target market segments) and build quality perceptions on the essential dimensions of the brand. The dimensions of brand quality can be seen from several aspects: brand

performance, features, conformance to specifications, reliability, durability, and serviceability [11]. In certain product classes, the customers can see important dimensions directly through an overall quality assessment. For example, the amount of foam produced by a detergent indicates a more effective cleaning capability. Customers' positive perceived quality can provide various benefits for brand development, such as creating a clear position and opening up opportunities for brand extension.

E. Brand Loyalty

Loyalty is a form of loyal customer behavior not to change brands. Meanwhile, brand loyalty measures consumers' loyalty to a brand and the core of brand equity, which is a central idea in marketing because it measures a customer's relationship to a brand [11]. Loyalty or brand loyalty is a level above brand awareness. Brand loyalty and interest have a significant influence on consumers. Loyal consumers buy their favorite brands regularly and tend not to switch brands [2]. According to Algesheimer, brand loyalty has two dimensions [11]. First, behavioral brand loyalty is a deeply held commitment to consistently repurchase a preferred service in the future, despite situational influences and marketing efforts that show the potential to cause the behavior. Second, attitudinal brand loyalty is the repurchase intention, willingness to pay a premium price or availability of loyal consumers to spend more to buy the brand, and intention to talk about good things regarding the brand.

F. Consumers' Purchase Decision

Purchase decision is the selection of two or more alternative choices of consumers in purchasing [8]. Online purchase decision-making for consumers is a dynamic process consisting of various stages. The traditional model of the purchasing decision-making process includes five stages: problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior [2]. According to Kotler and Keller, the buying process begins when the buyers realize a problem or need triggered by internal or external stimuli [7]. According to Aaker, purchasing decision indicators are buying stability, considerations in buying, and conformity of attributes with wants and needs [7]. Brand equity is a consideration for consumers in purchasing decisions because it can create a positive image. So, it increases purchasing decisions [5].

For consumers, freedom is often expressed by a variety of product choices. There is always a choice. So, there is always an opportunity for consumers to make a

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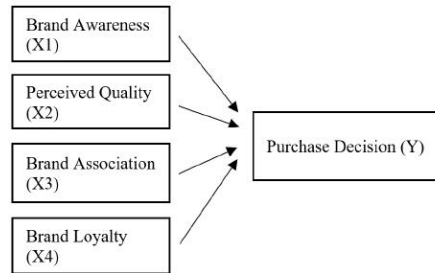


Fig. 1. Research model.

decision. In addition, experimental consumer research reveals that giving consumers choices when there is actually no single choice can be the right business strategy. This strategy can increase sales massively [8].

III. RESEARCH METHOD

A. Research Type

The research applies a quantitative approach with an analysis of causal relationships. The independent variables consist of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4). Meanwhile, the dependent variable is purchase decision (Y). The data used are primary data, through surveys to respondents (sample). The secondary data are from literature studies related to problems, website traffic, and documentation information taken through the online system from sites that can be accounted for. Then, the population is the Indonesians who use Shopee.

B. Research Model

There are four elements of brand equity in the research model. It includes brand awareness, brand association, perceived quality, and brand loyalty. The model can be seen in Fig. 1.

C. Hypothesis

The analytical technique to test the research hypothesis is multiple linear regression analysis, with the help of Statistical Programs for Social Science (SPSS) software version 23 for Windows. The hypotheses proposed are as follows.

- H0: Brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, does not affect purchasing decisions simultaneously or jointly.

- H1: Brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, has a positive and significant influence on purchasing decisions simultaneously or jointly.
- H2: Brand awareness affects purchasing decisions partially or separately.
- H3: Perceived quality affects purchasing decisions partially or separately.
- H4: Brand association affects purchasing decisions partially or separately.
- H5: Brand loyalty affects purchasing decisions partially or separately.

D. Population and Sample

The method applied in the research is a quantitative approach. This approach is chosen because it is popular in the field of purchasing decisions. In determining the number of samples, the research applies a technique or formula in accordance with the theory of Naresh K Malhotra. At least the number of samples must be four or five times the number of question items. So, 100 samples are obtained from 5 (variables) $\times$ 20 (question items) [12]. Then, the questionnaire is measured using the Likert scale to obtain primary data for analysis. The Likert scale consists of 1 (strongly disagree), 2 (disagree), 3 (doubtful), 4 (agree), and 5 (strongly agree).

Because the research is conducted during the Covid-19 pandemic, the researchers cannot carry out a direct distribution. So, the questionnaire is distributed online. The data collection is assisted by social media-based applications, such as WhatsApp, Telegram, Instagram, and Facebook. The distribution of the questionnaires was carried out for seven days, from May 28th, 2021, to June 4th, 2021. The questionnaire addresses questions that clearly focus on factors that are relevant to purchasing decisions in making online purchases. Questionnaires are distributed to 100 respondents using a non-probability sampling technique. Then, the method of determining the sample is purposive sampling with Shopee users who both access it through the website and mobile applications (Android). The questionnaire is divided into six parts: respondents' demographic information, brand awareness, perceived quality, brand association, brand loyalty, and consumers' purchase decision. Then, the four variables of the brand equity are measured with four statement items each. In the research, purchasing decisions are defined as online buying behavior.

In the demographic information section, the respondents are asked about their name, gender, age, and area where they live. There are 39 men (39%) and 61 women (61%). Because the questionnaire is distributed

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TABLE II
RESPONDENTS' AGE AND REGION.

Age	Region	Frequency	Percentage
16–20 years	North Kayong, Pontianak, Pohnuato, Mempawah, Kubu Raya	14	14
21–25 years	North Kayong, Gorontalo, Ketapang, Pontianak, Semarang, Putussibau, Sanggau, Bengkayang, Kubu Raya, Garut, Sambas, Denpasar, Yogyakarta, Bandar Lampung, Jakarta, Bogor, Depok	43	43
26–30 years	Jakarta, Pontianak, Kubu Raya, Ketapang, Ambon, Surakarta, Yogyakarta, Pacitan, Boyolali, Pekalongan, Semarang, South Tangerang, Sanggau, Serdang Bedagai	30	30
31–35 years	Pontianak, Depok, Ketapang	6	6
>36 years	Surakarta, Kediri, Ketapang	7	7
Total		100	100

online, the sample is within the scope of the Indonesia. The detail of the respondents' age and region is shown in Table II.

E. Validity and Reliability

According to Sekaran and Bougie, validity is test of how well the instrument developed for measure a particular concept that is supposed to be measured. It means that the measuring instrument used to obtain the data is valid [13]. In the research, the tool to test the validity of the question items on the questionnaire is to use correlation Pearson's product moments. The questionnaire consists of 16 questions covering 4 dimensions of brand equity: brand awareness (X1), perceived quality (X2), brand association (X3), brand loyalty (X4), and four questions about a purchase decision. The indicators in the brand awareness are the level of brand awareness ranging from the level of recognizing the brand, namely the customers can recognize a brand, to the level where the brand becomes a dominant recalled brand. It means that the brand becomes a part of the consideration to allow customers to choose the brand. Brand association indicators are in customers' memory regarding a brand, including product form or characteristics, benefits for customers (rational or psychological benefits), relative prices, ease of use, customers' characteristics, lifestyle or personality, product class, product competitors, and product geographic location. Then, perceived quality is the customers' perception of a product or service's overall quality or superiority concerning its intended purpose. The indicators of perceived quality are in the

form of brand performance, features, conformance to specifications, reliability, durability, and serviceability. Moreover, brand loyalty is related to customers' loyalty to the brand. Meanwhile, consumers' purchasing decisions are influenced by their behavior in buying products. The indicators for purchasing decisions are buying stability, consideration in buying, and suitability of attributes with wants and needs. The indicators can be seen in Table III.

To test the validity of the questionnaire, the researchers use the Pearson product-moment correlation coefficient as a measuring tool. Pearson's product-moment correlation is used to test the validity of the questionnaire in the research. The validity of the data is seen from the value of the correlation coefficient (r) with a significance level of 0.05. If r -count is greater than r -table, the questionnaire as a measuring tool is valid. However, if the r -count is smaller than the r -table, the questionnaire as a measuring tool is not valid [10]. The number of samples studied is 100, with a significance of 5%. Then, the value of the r -table is 0.196. It can be concluded that all items of the research statement are valid. Table IV shows the validity test results.

The instrument is said to be reliable is an instrument which, when used several times to measure the same object, will produce the same data [13]. In the research, Cronbach's alpha statistical test is used to measure the level of reliability. In Cronbach's alpha statistical test, a variable is said to be reliable if Cronbach's alpha value is greater than 0.5 [14]. Question items on variables X1, X2, X3, X4, and Y are declared reliable because they had Cronbach's alpha value of more than 0.50. The output is presented in Table V.

IV. RESULTS AND DISCUSSION

A. Classic Assumption Test

The purpose of the classical assumption test is to obtain a regression equation that has the Best Linear Unbiased Estimator (BLUE) property. The classical assumption test carried out in the research is the multicollinearity test, heteroscedasticity test, and normality test.

First, to find out whether there is multicollinearity in the regression model or not, the researchers look at the value of the Variance Inflation Factor (VIF). If the VIF value is greater than 10 and the tolerance is below 0.1, the multicollinearity occurs [15]. Table VI shows that the VIF value for all variables is more than 10, and the tolerance value is more than 0.1. So, there is no multicollinearity between variables.

Second, a heteroscedasticity test sees whether there is a similarity or dissimilarity of variance between one

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TABLE III
THE RESEARCH INDICATORS.

Variables	Items	Questions
Brand Awareness (X1)	X1.1	When I want to shop online, Shopee is the first thing I think of
	X1.2	I can recognize Shopee just by looking at the appearance of the application
	X1.3	I remember one of the Shopee advertisements that air on television or online media
	X1.4	I can recognize advertisements from the Shopee just by looking at the dominant color
Perceived Quality (X2)	X2.1	Shopee provides an easy online shopping experience so that it can be used by people of various ages
	X2.2	Shopee offers a large selection of shipping services so that I can choose the cheapest one
	X2.3	Shopee often provides promotions from cashback up to Rp100,000 to free shipping
	X2.4	Shopee always sells qualified goods
Brand Association (X3)	X3.1	Shopee has a Live Chat feature that can help me to negotiate prices directly
	X3.2	Shopping at Shopee is cheaper compared to other online shopping applications
	X3.3	Shopee often uses K-pop artists as brand ambassadors
	X3.4	Shopping on the Shopee has a high level of credibility
Brand Loyalty (X4)	X4.1	I will only use Shopee for shopping
	X4.2	I will suggest to my friends to use Shopee when shopping
	X4.3	I will continue to use Shopee even though the price is higher than other applications
	X4.4	I do not see the price of the item when shopping on Shopee
Purchase Decision (Y)	Y1	I choose to use the Shopee as the first choice when I want to shop
	Y2	I shop on Shopee because I want to
	Y3	I do not consider other applications when shopping (besides Shopee)
	Y4	I shop with Shopee because of my needs

TABLE IV
VALIDITY TEST RESULTS OF RESEARCH INSTRUMENT.

Items	Test results		Description
	Correlation	R- Table	
X1.1	0.609	0.196	Valid
X1.2	0.680	0.196	Valid
X1.3	0.690	0.196	Valid
X1.4	0.636	0.196	Valid
X2.1	0.703	0.196	Valid
X2.2	0.761	0.196	Valid
X2.3	0.697	0.196	Valid
X2.4	0.773	0.196	Valid
X3.1	0.639	0.196	Valid
X3.2	0.757	0.196	Valid
X3.3	0.661	0.196	Valid
X3.4	0.784	0.196	Valid
X4.1	0.784	0.196	Valid
X4.2	0.818	0.196	Valid
X4.3	0.935	0.196	Valid
X4.4	0.629	0.196	Valid
Y1	0.880	0.196	Valid
Y2	0.851	0.196	Valid
Y3	0.876	0.196	Valid
Y4	0.733	0.196	Valid

TABLE V
RELIABILITY TEST RESULTS OF RESEARCH INSTRUMENTS.

Variable	Cronbach's Alpha	N of Item
X1	0.547	4
X2	0.713	4
X3	0.674	4
X4	0.793	4
Y	0.806	4

TABLE VI
MULTICOLLINEARITY TEST RESULTS.

Model	Collinearity Statistics	
	Tolerance	VIF
X1	0.813	1.230
X2	0.450	2.224
X3	0.426	2.347
X4	0.586	1.708

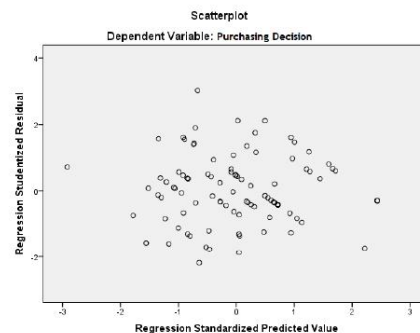


Fig. 2. Heteroscedasticity test results.

observation and another in a regression model. It uses a scatterplot graph. A good regression model usually does not experience heteroscedasticity. Through the scatterplot graph, it can be seen whether a regression model has heteroscedasticity or not. If there is a certain pattern in the graph, it indicates that heteroscedasticity

has occurred [15]. From Fig. 2, the points spread randomly above and below the number 0 on the Y-axis. It can be concluded that there is no heteroscedasticity in the regression model in the research.

Third, Fig. 3 shows that the points approach the diagonal line. If the distribution of residual data is normal, the line that describes the actual data will

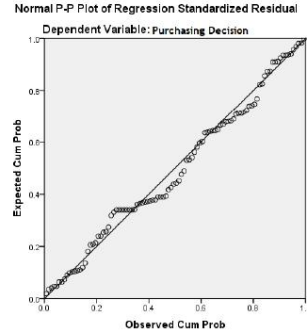


Fig. 3. Normality test results.

TABLE VII
MULTIPLE LINEAR REGRESSION ANALYSIS.

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	1.700	1.628	0.299
X1	0.215	0.092	0.021
X2	0.241	0.100	0.017
X3	0.116	0.123	0.347
X4	0.368	0.067	0.000

follow the diagonal line [15]. Thus, the model is good. It can also be stated that the distribution of the residual data is normal.

B. Multiple Regression Analysis

Multiple regression analysis is conducted to determine the effect of brand equity consisting of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4), on purchasing decisions (Y) with Shopee. From Table VII, the regression equation is obtained as follows.

$$Y = 1.700 + 0.215X_1 + 0.241X_2 + 0.116X_3 + 0.368X_4. \quad (1)$$

Based on the regression equation in Eq. (1), it can be concluded that if the brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4) have a constant value, the purchase decision will be worth of 1.700. Moreover, if there is an increase in the value of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4), it will increase the purchasing decision.

TABLE VIII
F-TEST RESULTS.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	474.637	4	118.659	36.116	0.000
Residual	312.123	95	3.286		
Total	786.760	99			

TABLE IX
T-TEST RESULTS.

Variable	T-Table	T-Count	Sig.	Criteria
X1	1.985	2.342	0.021	H2 is accepted
X2	1.985	2.419	0.017	H3 is accepted
X3	1.985	0.945	0.347	H4 is rejected
X4	1.985	5.512	0.000	H5 is accepted

TABLE X
COEFFICIENT OF DETERMINATION TEST RESULTS.

Model	R	R-Squared	Adjusted R-Squared
1	0.777	0.603	0.587

C. F-Test

All independent variables consisting of brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4) have a significant effect on the dependent variable of purchasing decisions (Y) simultaneously. From Table VIII, the researchers obtain a significance value of 0.000 or bigger than 0.05. It implies that H0 is rejected and H1 is accepted.

D. T-Test

The t-test is conducted to determine the effect of each independent variable separately. According to Table IX, it is known that brand awareness (X1), perceived quality (X2), and brand loyalty (X4) have a positive and significant influence on online consumers' purchasing decisions with the Shopee. However, brand association (X3) does not influence purchasing decisions.

E. Multiple Coefficient of Determination (R^2)

Table X shows the coefficient of determination (R^2) of 0.603. It means that the independent variables consisting of brand awareness (X1), perceived quality (X2), brand associations (X3), and brand loyalty (X4) can explain 60.3% of the dependent variable (purchase decision (Y)). Meanwhile, the others (39.7%) are explained by other variables that are not discussed in the research.

F. Discussion

A strong brand can build an image in the audience's minds through the right marketing strategy and provide

added value to the offered value by a product to the audience, which is called brand equity.

Many factors influence consumers in buying a product, such as brand equity, price, packaging, or attributes attached to the product. However, according to the explanation, when consumers are faced with choices, such as brand equity, price, and product attributes, they will tend to choose the brand name first and think about the price later. The higher the brand equity of a product is, the higher its appeal will be to the audience. Brand equity is grouped into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty [4].

Based on the data presented in Table VII, the four dimensions of brand equity which include brand awareness (X1), perceived quality (X2), brand associations (X3), and brand loyalty (X4), have a significant effect on consumers' purchasing decisions together. With a significant value of 0.000, it proves that brand equity significantly affects online product purchasing decisions through Shopee.

The first hypothesis (H1) that brand equity, including brand awareness, brand association, perceived quality, and brand loyalty, simultaneously or jointly has a positive and significant influence on purchasing decisions is accepted. It is with the regression equation in Eq. (1). This result is evidenced by the results of the F-test analysis, which shows the calculated F-value is 36.116. It is bigger than the F-table value of 2.47. Then, the significance level is 0.000, which is smaller than the significance probability of 0.05. Thus, the results support the previous study that brand equity, including brand awareness, perceived quality, brand association, and brand loyalty, has a positive and significant effect on purchasing decisions [1]. The results indicate that the brand equity of e-commerce can provide value to the goods sold in it and affect the decision to purchase goods online.

The second hypothesis (H2) that brand awareness affects purchasing decisions partially or separately is accepted. Brand awareness has a positive and significant effect on purchasing decisions, with a regression coefficient value of 0.215. It is evidenced by the results of the t-test analysis, which shows the t-count value of 2.342 (bigger than the t-table value of 1.985) and the significance level of 0.021 (smaller than the significance probability of 0.05). Thus, the results are in line with previous studies that brand awareness has a positive and significant impact on purchasing decisions [1]. The results also indicate that marketplace or e-commerce brands can influence online purchasing decisions.

The third hypothesis (H3) that perceived quality affects purchasing decisions partially or separately is

accepted. The perceived quality has a positive and significant effect on purchasing decisions with a regression coefficient value of 0.241. It is also proven by the results of the t-test analysis which the t-count value is 2.419 (bigger than the t-table value of 1.985), and the significance level is 0.017 (smaller than the significance probability of 0.05). Therefore, the results support the previous study that perceived quality has a positive and significant effect on purchasing decisions [1]. The results show that consumers' perceived quality influences purchasing decisions through unique attributes and creates strong reasons for consumers who want to shop online to purchase through the desired marketplace or e-commerce.

The fourth hypothesis (H4) that brand association affects purchasing decisions partially or separately is rejected. The brand association has no positive and significant effect on purchasing decisions with a regression coefficient value of 0.116. The t-test analysis results show the t-count value of 0.945 (smaller than the t-table value of 1.985) and the significance level of 0.347 (bigger than the significance probability of 0.05). So, the results are not in line with the previous research [1]. It is mentioned that brand association has a positive and significant effect on purchasing decisions. The results indicate that brand association, such as the difference in the value of Shopee's products from the other marketplace and the addition of other unique features (Live Chat), has no effect on consumers' purchasing decisions in online shopping.

The fifth hypothesis (H5) that brand loyalty affects purchasing decisions partially or separately is accepted. Brand loyalty has a positive and significant effect on purchasing decisions, with a regression coefficient value of 0.368. The results of the t-test analysis also show it. It shows that the t-count value is 5.512 (bigger than the t-table value of 1.985), and the significance level is 0.000 (smaller than the significance probability of 0.05). So, the research supports the previous study that brand loyalty has a positive and significant effect on purchasing decisions [1]. The results indicate that customers who are loyal to a brand tend to be more confident in the choices they make. Moreover, brand loyalty of the marketplace or e-commerce can influence online purchasing decisions. Customers feel a bond with the brand, which raises their confidence in making purchasing decisions.

The most influential variable on purchasing decisions is brand loyalty from all the variables used. It is proven by the value of the partial determination coefficient equal to 0.368. It means 36.8% of purchasing decisions are influenced by brand loyalty. In other words, increasing brand loyalty will considerably influence purchasing decisions through Shopee.

Cite this article as: A. Supiyandi, S. Hastjarjo, and Y. Slamet, "Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions", *CommIT Journal* 16(1), 9–18, 2022.

Based on the research results and discussions that have been carried out, the suggestions that researchers can give are as follows. First, Shopee application managers should pay more attention to factors that affect brand equity since it has a positive and significant influence on online purchasing decisions. Second, the Shopee application manager should focus more on increasing the brand loyalty of Shopee. The manager can hold events that can increase love for the Shopee or use famous brand ambassadors in society. In the research, brand loyalty has the greatest influence compared to other variables.

V. CONCLUSION

After researching the relationship between brand equity variables consisting of four dimensions (brand awareness, perceived quality, brand associations, and brand loyalty) to consumer purchase decision variables, the research concludes as follows. Partially, brand awareness has a positive and significant influence on purchasing decisions. It means that every time there is an increase in the value of brand awareness, there will be a value increase in consumers' purchasing decisions. Then, the perceived quality has a positive and significant influence on purchasing goods online through the Shopee. If there is an increase in perceived quality value, the consumers' purchase decision will also experience an increase. However, the brand association does not positively and significantly influence consumers' purchasing decisions. It means that every time there is an increase in the value of the brand association, there is no effect on the consumers' purchasing decisions. Meanwhile, brand loyalty has a positive and significant influence on the consumers' purchasing decisions using the Shopee application. It implies that every time there is an increase in the value of brand loyalty, the consumers' purchase decision variable will also experience an increase.

The research is conducted to see the relationship between brand equity variables consisting of four dimensions of brand awareness, perceived quality, brand associations, and brand loyalty to the consumers' purchase decision simultaneously. The brand equity variables have a positive and significant relationship. Every time there is an increase in the value of the brand equity, the consumers' purchasing decision will also experience an increase. The dimension that most influences consumers' purchasing decisions is brand loyalty. It implies that the more loyal consumers are to the brand, the greater the possibility that they will buy the product.

Many factors influence purchasing decisions, but the research only focuses on brand equity. The findings

are that the brand equity of e-commerce influences purchasing decisions of a product. For example, when a consumer wants to shop for clothes with the Erigo brand with the model and the same size on two different platforms, the customers will prefer the platform they feel has high brand value. The limitations are the variables used in the research. Moreover, to focus more on an area using an even sample, it is necessary to simplify the questionnaires. According to the researchers, there are still too many words in one question so that respondents can be more informed and easier to understand.

Further research can also add other variables that influence purchasing decisions and use different research objects and a larger number of evenly distributed samples throughout Indonesia. In addition, future researchers can also simplify the questionnaire. In the research, there are still too many statements in one variable. Hence, readers can more easily understand what is measured in the research.

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