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The Effect Of Brand Awareness, Promotion On Purchase Decision With Customer Satisfaction As A Moderation Variable study on shopee users at Muhammadiyah 5 Karanggeneng High School)

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Abstract

This study aims to examine and analyze the effect of brand awareness, promotion on purchasing decisions with consumer satisfaction as a moderating variable (studies on shopee users at SMA Muhammadiyah 5 Karanggeneng). The research sample was 125 students using a non-probability sampling technique. This type of research is quantitative research. The data is statistically processed using the SPSS for Windows version 26 program.

The results of the research based on the respondents' responses show that brand awareness partially has a significant effect on purchasing decisions. This means that Shopee's e-commerce brand awareness can improve consumer purchasing decisions. Partially promotion has a significant effect on purchasing decisions. This means that shopee promotions can improve purchasing decisions. Partially, consumer satisfaction has a significant effect on purchasing decisions. This means that shopee customer satisfaction can increase purchasing decisions. Consumer satisfaction does not moderate brand awareness of purchasing decisions. Consumer satisfaction does not moderate the promotion of purchasing decisions.

Keywords : brand awareness, promotion, buying decision, consumer satisfaction

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INTRODUCTION

With the internet, human life is getting easier. The advantages of *practical online* shopping can be accessed anywhere and anytime. *Online shopping* has now become a *trend* penetrating the world of schools and campuses. Due to promotions in *online* shopping, it causes behavior among students, especially students of SMA Muhammadiyah 5 Karanggeneng. This change in behavior can be seen from the shopping habits of students who used to shop at the nearest market, store or mall, while now they prefer to shop online, especially with the *online* shopping application, various kinds of goods can be seen and can be purchased using the internet without having to leave the house or come to the store directly. (Anggraini et 2 al., 2018). The presence of online buying and selling sites raises various positive and negative impacts in students' lives, including one of the positive impacts of the existence of this *online* buying and selling site, namely students can become entrepreneurs by participating in selling goods or services that can generate profits for them. And the negative impact due to the development of *online* buying and selling sites is to create a consumptive culture in students because they follow trends and lifestyles that cause wasteful attitudes, including buying goods that are not in accordance with needs, but buying goods only because of desire (Andriani, 2019). Shopee is an *online marketplace* application for buying and selling goods quickly and easily. Shopee offers a wide range of products ranging from fashion products to daily necessities. Shopee comes in the form of a mobile application making it easier for users to do *online* shopping activities. Shopee is a subsidiary of garena based in singapore.

Problem Statement

1. Does *brand awareness* affect purchasing decisions?
2. Does the promotion affect the purchase decision?
3. Does consumer satisfaction affect purchasing decisions?
4. Does consumer satisfaction moderate the influence of *brand awareness* on purchasing decisions?
5. Does consumer satisfaction moderate the influence of promotions on purchasing decisions?

Research Objectives

1. To find out the influence of *brand awareness* on purchasing decisions.
2. To find out the effect of promotions on purchase decisions.
3. To determine the effect of consumer satisfaction on purchasing decisions.
4. To find out consumer satisfaction, moderate the influence of *brand awareness* on purchasing decisions.

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5. To determine consumer satisfaction, moderate the influence of promotions on purchase decisions.

LITERATURE REVIEW

Brand Awareness

(Hermawan in Wicaksono., 2016) stated, *brand awareness* is the ability of a prospective buyer to recognize or remember a brand that is part of a product category, that brand awareness includes the most important assets of the business, consisting of intangible assets, names (images), companies, brands, symbols, slogans and associations, quality perception, brand care, customer base, and resources such as patents, Trademarks, and relationships with dealers, are all major sources of competitive advantage and future revenue. According to (Keller in Winadi, 2017: 3), there are four indicators that can be used to find out how far consumers are aware of a brand, namely: *Recall, Recognition, Purchase, Consumption*,

Promotions

Basu Swastha said, promotion is a one-way flow of information or customization made to direct a person or organization to actions that create exchanges in marketing. (According to Kotler in Ai Elis Karlinda 1992). Promotion includes all marketing *mix* tools whose main role is to provide more persuading communication. According to Kotler and Keller, promotion indicators are as follows: Promotion duration, Promotion quality, Promotion quantity, Promotion time, Accuracy of promotion targets.

Purchase Decision

Purchasing decision according to (tjiptono, 2008) is a process where buyers know the problem, find information about a particular product or brand and evaluate some of each of these alternatives to be used in solving the problem, which then leads to a purchase decision. Is a stage carried out by consumers before making a purchase decision for a product. According to Kotler and Armstrong (2019: 158) there are five indicators of purchasing decisions, namely as follows: Product Selection, Brand Selection, Place Selection or Distribution Channel, Purchase Time, Number of Purchases.

Customer Satisfaction

(Philip kotler in sunyoto, 2013) consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, customers will feel disappointed but performance in accordance with consumer expectations will feel satisfied and if performance can exceed expectations then consumers will feel very

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satisfied, happy or happy. According to Tjiptono (2014) has six core concepts, namely: Overall customer satisfaction, Customer satisfaction dimension, Confirmation of expectations, Repurchase intention, Willingness to recommend, Customer dissatisfaction

HYPOTHESIS FORMULATION

Based on the description of the theoretical foundation, the framework can be formulated as follows:

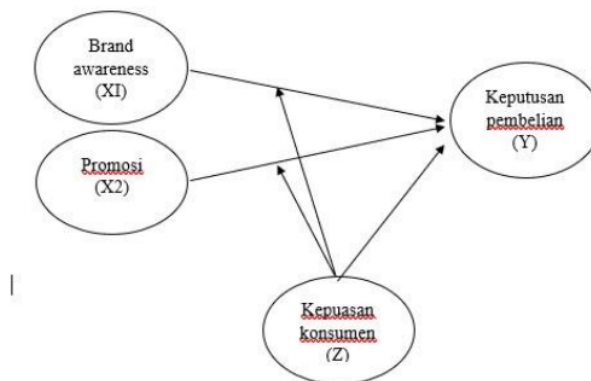


Figure 1 Concept Outline

H₁ = *Brand awareness* influences purchasing decisions.

H₂ = Promotion affects purchase decisions.

H₃ = Consumer satisfaction affects purchasing decisions

H₄ = Consumer satisfaction moderates the influence of *brand awareness* on purchasing decisions.

H₅ = Consumer satisfaction moderates the influence of promotions on purchase decisions

METHOD

The type of research applied in this study is quantitative research, the population in this study is students of SMA Muhammadiyah 5 Karanggeneng who use the shopee application totaling 125 with samples from the population taken as a data source and can represent the entire population. The determination of the number of samples used by the author in this study is by census method, based on the provisions proposed by (Sugiyono, 2002), which says that saturated sampling is a sampling technique when all members of the population are used as samples. Another term for saturated samples is census. The sampling technique used. Sample determination in

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this study was carried out with the type of *Non Probability Sampling*. This type of sample is not randomly selected. Not all elements or elements of the population have the same opportunity to be selected as a sample.

RESULTS AND DISCUSSION

Test Instrument Data

1. Test Validity

The results of the Validity Test conducted with the SPSS Version 26 program in this study are as follows:

Tabel 1 Validitas Brand Awareness (X1)

1	0,633	0,147	Valid
2	0,735	0,147	Valid
3	0,730	0,147	Valid
4	0,650	0,147	Valid
5	0,727	0,147	Valid
6	0,699	0,147	Valid
7	0,766	0,147	Valid
8	0,618	0,147	Valid

Source : data processed SPSS 26, 2023

Based on table 1 above, it can be seen that the calculated r value is greater than the table r of (0.147) with the conclusion that all items in the *brand awareness* indicator (X1) are valid and worthy of testing.

Table 2 Promotion Validity (X2)

1	0,640	0,147	Valid
2	0,623	0,147	Valid
3	0,632	0,147	Valid
4	0,645	0,147	Valid
5	0,677	0,147	Valid
6	0,692	0,147	Valid
7	0,677	0,147	Valid
8	0,728	0,147	Valid
9	0,634	0,147	Valid
10	0,628	0,147	Valid

Source : data processed SPSS 26, 2023

Based on table 2 above, it can be seen that the calculated r value is greater than the table r of (0.147) with the conclusion that all items in the promotion indicator



(X2) are valid and worthy of testing

Table 3 Validity of Purchase Decision (Y)

1	0,791	0,147	Valid
2	0,742	0,147	Valid
3	0,760	0,147	Valid
4	0,672	0,147	Valid
5	0,744	0,147	Valid
6	0,639	0,147	Valid
7	0,610	0,147	Valid
8	0,713	0,147	Valid
9	0,308	0,147	Valid
10	0,386	0,147	Valid

Source : data processed SPSS 26, 2023

Based on table 3 above, it can be seen that the calculated r value is greater than the table r of (0.147) with the conclusion that all items in the purchase decision indicator (Y) are valid and worthy of testing.

Table 4 Validity of Consumer Satisfaction (Z)

1	0,434	0,147	Valid
2	0,425	0,147	Valid
3	0,429	0,147	Valid
4	0,343	0,147	Valid
5	0,795	0,147	Valid
6	0,713	0,147	Valid
7	0,656	0,147	Valid
8	0,632	0,147	Valid
9	0,693	0,147	Valid
10	0,698	0,147	Valid
11	0,560	0,147	Valid
12	0,676	0,147	Valid

Source : data processed SPSS 26, 2023

Based on table 4 above, it can be seen that the calculated r value is greater than the table r of (0.147) with the conclusion that all items in the consumer satisfaction indicator (Z) are valid and worthy of testing.

2. Reliability Test

In testing this research instrument using the help of SPSS Version 26 software which has been explained based on the following table.

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Table 5 Reliability Test Results

Variable	Cronbach's alpha		
BA (X1)	0,845	0,600	Reliabel
Promosi (X2)	0,854	0,600	Reliabel
KP (Y)	0,816	0,600	Reliabel
KK (Z)	0,834	0,600	Reliabel

Source: processed data SPSS 26, 2023

Regarding Brand Awareness (X1), Promotion (X2) to Purchase Decision (Y) and moderated by Consumer Satisfaction (Z) in the questionnaire is said to be reliable. This can be seen from Cronbach's Alpha values of $0.845 > 0.600$: $0.854 > 0.600$: $0.816 > 0.600$: $0.834 > 0.600$ respectively this shows that *Cronbach's Alpha* value is greater than 0.600 which means all statements related to *brand awareness*, promotion of purchase decisions and moderated by consumer satisfaction are declared good and reliable.

Classical Assumption Test

1. Normality Test

The normality test used in this study is a test through the *Kolmogorov-smirnov One-Sample test* and then the following results can be obtained:

Table 6 Normality test results

Model	Kolmogorov-smirnov Z		
Unstandardized residual	0.86 ^c	>0,05	Data normal

Source: processed data SPSS 26, 2023

Based on table 6 of the regression normality test results, it is known that the asymp sig value is $0.86 > \alpha 0.05$ so that the classical assumptions for the normality test are fulfilled and it can be concluded that the data used are normally distributed.

2. Multicollinearity Test

The test results can be seen in the following table:

Table 7 Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		



TOTAL_X1	0,428	2.348	
TOTAL_X2	0,419	2.387	
TOTAL_Z	0,966	1.035	

Source: Data Processed SPSS 26, 2023

Based on table 7 above, it can be seen that *brand awareness*. Promotion and consumer satisfaction have a tolerance value which is >0.1 each. This shows that these three variables do not indicate the occurrence of multicollinearity. Likewise, the VIF table shows that the VIF value is <10, this can also indicate the occurrence of multicollinearity.

3. Heteroskedasticity Test

The heteroskedasticity test is carried out through a glacier test with the condition that a significant value of more than alpha 0.05 then there are no symptoms of heteroskedasticity. Based on the heteroskedasticity test, the following results were obtained:

Table 8 Heteroskedasticity Test

Model		Unstandardized coefficients		Beta	T	Sig
		B	Std error			
1	(constant)	6.520	3.213		-.796	.430
	Total_X1	.065	.142	.802	1.555	.127
	Total_X2	.253	.111	-.548	-1.054	.297
	Total_Z	.372	.056	.012	.087	.931

Source : data processed SPSS 26, 2023

Based on table 8 of the regression heteroscedasticity test results above, it can be seen that the significance value for the *brand awareness* variable is 0.127, for the promotion variable is 0.297, for the consumer satisfaction variable is 0.931. All three variables have a significance level of alpha > 0.05 so that the classical assumptions for heteroscedasticity tests are met and it can be concluded that the data used are not exposed to heteroscedasticity.

4. T Test (Partial)

The t-test is performed to show how far the influence of individual independent variables in explaining the variation of the dependent variable. The t test is conducted to determine whether there is an influence between *brand awareness* on purchasing decisions.



Table 9 T test (partial)

Variabel	T- hitung	sig	T-tabel	
Brand awareness	3.577	0,000	0,147	
Promosi	4.561	0,000	0,147	
Kepuasan konsumen	7.137	0,000	0,147	

Based on table 9, it can be interpreted that the significant value of the brand awareness variable (X1) is 0.000, promotion (X2) is 0.000 and consumer satisfaction (Z) is 0.000. By looking at this significant value, it can be concluded that the variables brand awareness (X1), promotion (X2) and consumer satisfaction (Z) partially affect the purchase decision (Y) because all independent variables have a significant value < 0.05.

5. Coefficient of Determination R²

Based on data processing, the value of the R square of 0.375 has been obtained, this shows that there is an influence between brand awareness (X1), promotion (X2), and consumer satisfaction (Z) on purchase decisions (Y) by 37.5%, while the remaining 36.0% can be explained by variables that were not studied in this study.

6. Multiple Linear Regression Analysis

Multiple linear regression is an analysis used to see the effect of a number of independent variables on dependent variables. Based on the results of the analysis, a regression equation model has been obtained which is formed as follows: $Y = 6.520 + .397 X_1 + .253 X_2 + .372 Z + e$

7. Moderrated Regression Analysis (MRA)

According to Ghozali (2013: 174) moderation variables are variables that affect (strengthen or weaken) the relationship between independent variables and dependent variables.

DISCUSSION

1. The Influence of *Brand Awareness* on Purchasing Decisions

The results of hypothesis testing conducted stated that *brand awareness* has a significance value of $0.000 < 0.05$ with a calculated t value of 3.577 with a positive direction. This means that this study shows that *brand awareness* has a significant

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effect on purchasing decisions so that hypothesis one (H_1) is accepted. The results of testing the brand *awareness* hypothesis can mean that the more we are aware of the brand, the easier it is for us to make a decision to make a purchase.

2. The Influence of Promotions on Purchasing Decisions

The results of hypothesis testing conducted stated that the promotion variable had a significance value of $0.000 < 0.05$ with a calculated t value of 4.561 with a positive direction. This means that this study shows that promotion has a significant effect on purchasing decisions, so hypothesis two (H_2) is accepted. The results of this hypothesis testing can be interpreted that the better or more vigorous the promotion carried out, the higher the level of consumer purchase decisions, the need for an evaluation of promotional strategies that will be carried out next, and should be done regularly, especially during certain or special events in order to increase the number of consumers who will affect income.

3. The influence of consumer satisfaction on purchasing decisions

The results of hypothesis testing conducted stated that the consumer satisfaction variable had a significance value of $0.000 < 0.05$ with a calculated t value of 7,137 with a positive direction. This means that consumer satisfaction has a significant effect on purchasing decisions, so hypothesis three (H_3) is accepted. The results of testing this hypothesis can mean that a consumer will feel satisfaction if they always get promising services when buying a product from the company

4. Consumer Satisfaction moderates the influence of brand awareness on purchasing decisions

The MRA test results of the significant level of consumer satisfaction variables moderating brand awareness showed a value of 0.321 which means a significant > 0.05 (insignificant) which means that the moderation variable of consumer satisfaction does not strengthen the influence of *brand awareness* on purchasing decisions.

5. Consumer Satisfaction moderates the influence of promotions on purchasing decisions

The results of the test conducted showed that the variable of consumer satisfaction not moderating promotions had a significance value of $0.081 > 0.05$. This means that this study shows that consumer satisfaction variables are not able to moderate promotions on purchase decisions

CONCLUSION

1. Brand awareness has a significant effect on purchasing decisions for Shopee users at SMA Muhammadiyah 5 Karanggeneng
2. Promotion has a significant effect on purchasing decisions for shopee users at SMA Muhammadiyah 5 Karanggeneng.



3. Consumer satisfaction has a significant effect on purchasing decisions for Shopee users at SMA Muhammadiyah 5 Karanggeneng.
4. Consumer satisfaction that moderates the influence of *brand awareness* does not significantly affect purchasing decisions, because based on the calculated t value obtained by 0.321 which means the significance of > 0.05 (not significant).
5. Consumer satisfaction moderating the influence of promotions does not have a significant effect on purchasing decisions, because based on the calculated t value obtained of $0.081 > 0.05$ (insignificant).

SUGGESTION

Future research should replace or add moderation variables that have a stronger effect in addition to consumer satisfaction variables in moderating the relationship between independent variables and dependent variables

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