

ISSN 2809-8501 (Online)
UTSAHA: Journal of Entrepreneurship

<https://journal.ifpublisher.com/index.php/joe>

Vol. 4, Issue 1, January 2025

doi.org/10.56943/joe.v4i1.714

Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of TikTok Shop | Tokopedia on Purchase Decision

Adelia Anjelita^{1*}, Muhartini Salim²

¹anjelitaadelia3@gmail.com, ²muhartinisalim@unib.ac.id

Universitas Bengkulu

*Corresponding Author: Adelia Anjelita

Email: anjelitaadelia3@gmail.com

ABSTRACT

E-commerce in Indonesia is growing fast, with TikTok Shop and Tokopedia becoming increasingly popular platforms. Many factors such as brand awareness, brand association, perceived quality, and brand loyalty are crucial in impacting consumer purchasing decisions. This research aims to analyze the influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on consumer purchase decisions at TikTok Shop | Tokopedia, both partially and simultaneously. This research applies quantitative methods with non-probability sampling techniques, specifically purposive sampling, in sample selection. Data was collected through an online questionnaire using Google Forms, which was distributed to active users who had made purchase transactions at TikTok Shop | Tokopedia. The population of this research consisted of at least 100 respondents. Data analysis was carried out using the Multiple Linear Regression method. The results showed that Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty have a positive and significant influence on purchasing decisions, both partially and simultaneously. Therefore, companies should improve their branding strategies to strengthen these four aspects to encourage purchasing decisions and maintain customer loyalty.

Keywords: *Brand Association, Brand Awareness, Brand Loyalty, Perceived Quality, Purchase Decision*

INTRODUCTION

Competition between e-commerce platforms is increasingly intense and complex in the evolving digital era. The e-commerce industry has reduced entry barriers and created a more competitive and conducive market (Hotana, 2018). Through the use of smartphones or other gadgets, customers are able to purchase desired items anytime and anywhere through e-commerce (Solihat & Sandika, 2022). In 2023, Shopee managed to lead the e-commerce market in Indonesia with Gross Merchandise Volume (GMV) reaching USD 20.8 billion. Tokopedia came in second with a GMV of USD 16.2 billion, indicating intense competition among the top platforms. Bukalapak and Lazada also hold significant market shares, with GMVs of USD 10.8 billion and USD 9.6 billion respectively. In addition, TikTok Shop showed rapid growth with GMV reaching USD 2.4 billion (Li, 2024). On January 31, 2024, TikTok Shop and Tokopedia officially merged their operations (*GoTo and TikTok Announce Transaction Completion, Formalizing Strategic Partnership for Indonesia*, 2024). This collaboration created a unique phenomenon in the e-commerce industry, especially in Indonesia (Karenina, 2023).

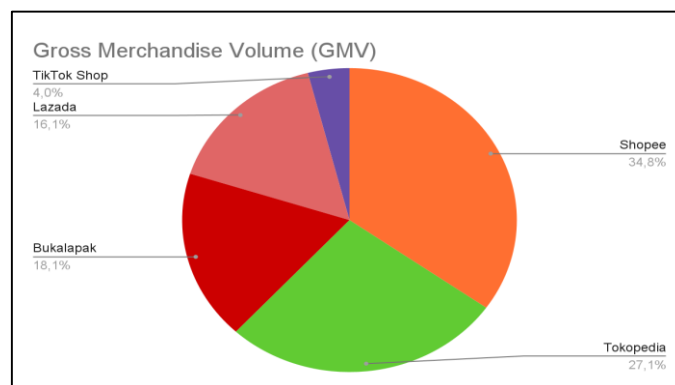


Figure 1. E-commerce Visitors in 2023 Based on GMV
Source: Li (2024)

In the buying process, consumers go through a stage called a purchase decision. Purchase decisions are actions taken by consumers after considering various alternatives and choosing a particular product or service (Kotler & Keller, 2021). This decision is influenced by various factors, such as preference, perceived quality, price, and brand loyalty.

Aaker (2018) states that brand awareness, brand association, perceived quality, and brand loyalty contribute to brand equity that influences purchasing decisions. Brand awareness refers to the level of consumer recognition and recall of a brand (Miller, 2012) and is proven to have a positive and significant influence on purchasing decisions (Ariadi et al., 2019). Brand association, which includes product attributes, benefits, and consumer experience (Agustina & Julitriarsa,

2022), also has a positive and significant influence on purchase decisions (Kusuma et al., 2020).

Furthermore, perceived quality is defined as the consumer's view of product quality based on subjective judgment (Aaker, 2018). This perception of quality is also proven to have a positive and significant influence on purchasing decisions (Indiani, 2022). Meanwhile, brand loyalty is a consumer's commitment to continue buying products from a particular brand (Agustina & Julitriarsa, 2022), which also contributes positively and significantly to purchase decisions (Nurhamidah, 2020).

Indonesian consumers are part of the largest digital market with various considerations in making online purchases. The phenomenon of shopping through short videos on TikTok Shop, which is now integrated with Tokopedia, has changed consumer purchase decision patterns (Ulfa & Fikriyah, 2022). The major challenge in this case is to comprehend the influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Purchasing Decisions on the TikTok Shop | Tokopedia platform.

This study uses a quantitative approach and aims to empirically test the influence of these factors. Several previous studies have focused on big brands in the food, clothing, and electronics sectors. However, studies related to e-commerce on platforms such as TikTok Shop | Tokopedia are still relatively limited. This suggests a research gap that should be filled to capture the evolving dynamics of e-commerce, especially in the context of these collaborative platforms.

The gap in research related to e-commerce that continues to grow is the principal foundation of this study. This study replicates work conducted by Supiyandi et al. (2022), which examined the influence of brand awareness, brand association, perceived quality, and brand loyalty on purchasing decisions at Shopee. Their findings revealed that brand loyalty is the most dominant factor, while brand association has no significant influence.

This study focuses on TikTok Shop | Tokopedia and aims to analyze the influence of brand awareness, brand association, perceived quality, and brand loyalty on purchase decisions, both partially and simultaneously. The results of this study are expected to contribute to the literature on consumer behavior in e-commerce, especially on TikTok Shop | Tokopedia, and provide insight into the major factors that influence purchase decisions. In addition, these findings are expected to assist marketers and brand managers in formulating more effective marketing strategies.

LITERATURE REVIEW

Theoretical Framework

This study refers to Aaker's (2018) brand equity theory as the grand theory, which explains that brand awareness, brand association, perceived quality, and brand loyalty contribute to purchase decisions. In addition, this study also refers to the theory of consumer behavior from Kotler & Keller (2016) as the middle theory, which explains the influence of psychological, social, and brand factors in the consumer decision-making process. This theory is used to help comprehend the stages of consumers, from brand awareness to purchase decisions. Meanwhile, brand awareness, brand association, perceived quality, brand loyalty, and purchase decisions are used as applied theory in this study.

Purchase Decision

Ferreira et al (2022) note that consumer behavior in choosing, buying, and using products or services is influenced by the purchase decisions they make. Therefore, marketers are required to understand the consumer decision-making process to plan the right strategy. Customers often switch brands not because of dissatisfaction with the brands they usually use, but to seek variety (Sya'idah, 2020). In addition, purchase decisions can also be influenced by elements of brand equity, such as brand awareness, brand association, perceived quality, and brand loyalty (Nguyen et al., 2022). According to Kotler & Keller (2016), purchase decisions can be measured through several indicators, including top preferences in shopping, shopping destinations, consumer loyalty, and fulfillment of consumer needs.

Brand Awareness

Aaker (2018) defines brand awareness as the ability of consumers to recognize and remember a brand in various contexts. Brand awareness consists of two main elements, the brand recognition (the ability to recognize a brand when you see it) and brand recall (the ability to remember a brand without any help). Consumers tend to make quick and consistent purchasing decisions because they are familiar with the brand (Widayat et al., 2022). According to Kotler & Keller (2016), brand awareness can be measured using several indicators, namely top of mind, brand recall, brand recognition, and brand unaware.

Brand Association

Abbu & Gopalakrishna (2021) explain that brand association is a crucial component in marketing communication strategy, because it reflects the psychological relationship between consumers and brands. Brand associations play an important role in helping customers remember a brand and influence their decision to buy a particular brand. Therefore, the application of the right marketing mix in marketing strategy has a significant role in determining the criteria that

customers use in the purchasing decision process (Tresna et al., 2021). According to Supiyandi et al. (2022), brand association can be measured using three main indicators, namely attributes, benefits, and attitudes.

Perceived Quality

Solin & Curry (2023) explain that perceived quality is a consumer's assessment of the superiority or excellence of a product or service compared to other alternatives. In addition, perceived quality is not an objective measurement of the quality of the brand itself, but rather the subjective perceptions of consumers who are influenced by personal experience, information from advertisements, and the opinions of others. According to Rahman (2019), perceived quality can be measured using four main indicators, namely efficiency, fulfillment, system availability, and privacy.

Brand Loyalty

Ali et al (2025) explains that brand loyalty is a consumer's commitment to consistently repurchase a product or service they prefer in the future, despite situational influences and marketing efforts from competitors that may potentially change their behavior. In order to increase brand loyalty, one important factor that should not be overlooked is brand awareness, as high levels of loyalty can contribute to increased sales (Park & Namkung, 2022). According to Aaker (2018), brand loyalty can be measured using five main indicators, namely behavior measure, switching costs, measuring satisfaction, liking of the brand, and commitment.

Hypothesis Development

The Influence of Brand Awareness on Purchase Decisions

Previous research conducted by Anindya & Indriastuti (2023) suggests that brand awareness has a positive and significant influence on purchase decisions. Research by Rachmawati & Andjarwati (2020) also found that brand awareness significantly influences purchase decisions, and that social media marketing acts as a mediator in the influence of brand awareness. Based on these findings, a provisional hypothesis can be proposed regarding the variable brand awareness on purchase decisions as follows:

H₁: Brand Awareness has a positive and significant influence on Purchase Decisions

The Influence of Brand Association on Purchase Decisions

Previous research conducted by Putri & Rushadiyati (2019) showed that brand association has a positive and significant influence on purchase decisions. These results are in line with research by Kurniawan et al. (2021), which found that

brand association also has a positive and significant influence on purchase decisions for Indomie brand instant noodles at universities in Kendal Regency. Based on these findings, a provisional hypothesis can be proposed regarding the brand association variable on purchase decisions as follows:

H₂: Brand Association has a positive and significant influence on Purchase Decisions

The Influence of Perceived Quality on Purchase Decisions

Previous research conducted by Rusmanida (2020) shows that there is a positive and significant influence between the perceived quality variable and purchase decisions. This finding is in line with research by Ariadi et al. (2019), which states that brand loyalty and perceived quality have a positive and significant influence on consumer's purchase decisions. Based on these findings, a provisional hypothesis can be proposed regarding the perceived quality variable on purchase decisions as follows:

H₃: Perceived Quality has a positive and significant influence on Purchase Decision

The Influence of Brand Loyalty on Purchase Decisions

Previous research conducted by Tresna et al. (2021) shows that brand loyalty has an influence on purchase decisions. This finding is in line with the research of Haeruddin (2021), which reveals that brand loyalty and brand awareness simultaneously have a positive and significant influence on the purchase decision of Semen Tonasa. Based on the results of this study, a provisional hypothesis can be proposed for the brand loyalty variable on purchase decisions as follows:

H₄: Brand Loyalty has a positive and significant influence on Purchase Decisions

The Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Purchase Decisions

According to research conducted by Alfarisi, Setyowati, and Setyowati (2019), the results showed that brand awareness, brand association, perceived quality, and brand loyalty collectively have a positive and significant influence on purchase decisions for Sadari Kopi coffee products in Surakarta City. This is in line with the research findings of Sya'idah, Jauhari, Fauzia, and Safitri (2020), which also show that brand awareness, brand association, perceived quality, and brand loyalty together have a positive and significant influence on purchase decisions. Based on the results of this research, the following provisional hypothesis can be proposed:

H₅: Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty simultaneously influence Purchase Decisions

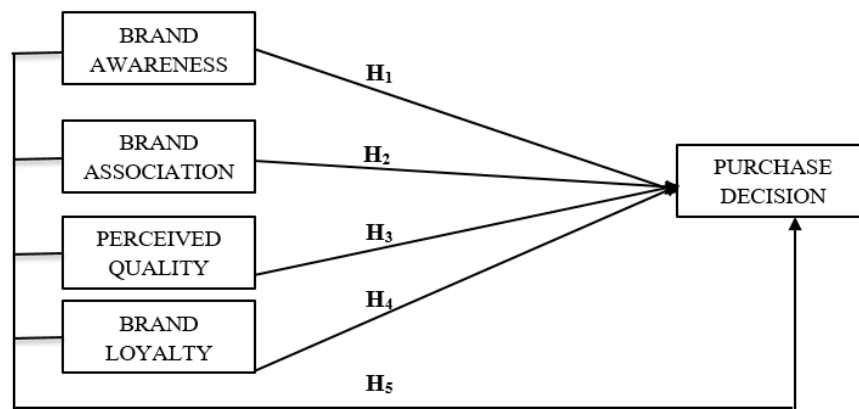


Figure 2. Research Model

Source: Proposed by Researchers

RESEARCH METHODOLOGY

This study applies quantitative methods that focus on numerical data collection and statistical analysis. The type of study used is descriptive and causal, because the purpose of this study is to examine the direct influence between variables on purchase decisions (Malhotra, 2019). The population of this study are consumers who have made purchase transactions through Tiktok Shop | Tokopedia in Indonesia. This study uses non-probability sampling with purposive sampling technique to select samples from the consumer population. It starts by dividing the consumer population into several groups based on certain characteristics relevant to the study, such as frequency of purchase, category of product purchased, or the number of times they actively use Tiktok Shop | Tokopedia. Hair et al. (2019) states that sampling is a crucial step that has a significant influence on the quality and validity of the analysis results, hence the minimum sample size is between 5 to 10 times the number of indicators of the variable being analyzed, resulting in a population of 100 respondents.

Data collection in this study was carried out through a questionnaire using Google Forms which were distributed online to expand the reach and increase the number of respondents participating to obtain representative data. The questionnaire was designed using a 5-point Likert scale, from “strongly disagree” to “strongly agree,” to measure the respondent's level of agreement with statements related to the variables under study (Malhotra, 2019).

This study uses multiple regression to test the influence of brand awareness, brand association, perceived quality, and brand loyalty on purchase decisions partially and simultaneously. Partial testing is carried out to determine the contribution of each independent variable to the purchase decision using the t test. Simultaneous testing is carried out to measure the influence of all variables together using the F test. This research will use the Statistical Package for the Social Sciences (SPSS) to perform various statistical analyses, such as descriptive

analysis, hypothesis testing, and regression analysis. SPSS allows more efficient and accurate data processing, thereby helping to understand the patterns and influences between the variables in this study (Field, 2018).

RESULT AND DISCUSSION

Research Result

The results of the screening questions asked in the Google Form provide an overview of the initial characteristics of respondents who fit the research criteria. This data reflects the distribution of respondents based on predetermined aspects, such as mentioning several key variables, such as age, online shopping experience, or reason for shopping. The following is a summary of the results of the screening questions that have been carried out:

Table 1. Characteristics of Respondents

Category	Total (n)	Percentage (%)
Sex		
Male	46	27.9
Female	119	72.1
Age		
< 15	3	1.8
16-20	59	35.8
21-25	62	37.6
25-30	8	4.8
31-36	6	3.6
> 36	27	16.4
Highest Education Level		
Elementary	3	1.8
Junior high	5	3.6
High school	115	69.7
Bachelor's/Master's/Doctoral degree	42	25.5
Employment Status		
Student	115	69.7
Civil Servants / Military / Police	6	3.6
Private sector employee	25	15.2
Entrepreneur/ Self-employed	4	2.4
Farmer	9	5.5
Other professions	6	3.6
Income/Pocket Money (IDR)		
< IDR 500,000	87	52.7
IDR 5,000,000 - IDR 2,000,000	63	38.1
IDR 3,000,000 IDR 5,000,000	9	5.5
> IDR 5,000,0000	6	3.6

Source: Processed Data by Researchers

Table 2. Frequency of Shopping

Category	Total (n)	Percentage (%)
1 time	63	38.2
2-5 times	57	34.5
5-10 times	26	15.8
>10 times	19	11.5

Source: Processed Data by Researchers

Table 3. Category of Products

Category	Total (n)	Percentage (%)
Fashion	110	66.7
Skincare	70	42.4
Make Up	35	21.2
Food	25	15.2
Electronic/Gadget	16	9.7
Household Appliances	15	9.1
Automotive	8	4.8
Others	12	7.2

Source: Processed Data by Researchers

Table 4. Reasons for Shopping

Category	Total (n)	Percentage (%)
Free Shipping	82	49.7
Flash Sale	67	40.6
Ease of Transaction	48	29.1
Live Streaming	47	28.5
Video Content	39	23.6
Other Reasons	6	3.6

Source: Processed Data by Researchers

Based on the table above, the data shows that the majority of respondents are female (72.1%), with the largest age group in the range of 21-25 years (37.6%). The most dominant last education is high school/vocational school (69.7%), and most respondents work as students (69.7%).

In terms of income, more than half of the respondents (52.7%) have an income below IDR 500,000. The frequency of online shopping at TikTok Shop | Tokopedia in the past six months varied, with the majority of respondents making purchases 1-5 times (72.7%).

The most frequently purchased products are fashion (66.7%), followed by skincare (42.4%) and makeup (21.2%). The main reasons respondents chose TikTok Shop | Tokopedia as a shopping platform were free shipping (49.7%) and flash sales (40.6%). In addition, the ease of transaction (29.1%) and live streaming feature (28.5%) also contributed to increasing the appeal of TikTok Shop | Tokopedia as an online shopping platform.

Validity Test

The validity test is carried out to ensure that the research instrument is able to measure variables accurately. The analysis results in Table 5 indicate that all items on Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, and Purchase Decision have a correlation value (*r*-Count) greater than *r*-Table ($p < 0.05$). This proves that all items are valid and suitable for use in research.

Table 5. Validity Test

Indicator	<i>r</i> -Table	<i>r</i> -Count	Result
Brand Awareness			
When thinking of platforms to shop online, TikTok Shop Tokopedia is the first platform I would recall	0.1528	0.875	Valid
I can easily recall TikTok Shop Tokopedia without the help of ads or promotions	0.1528	0.816	Valid
I recognize TikTok Shop Tokopedia when I see their logo, slogan, or advertisement	0.1528	0.630	Valid
Before taking this survey, I had never heard of TikTok Shop Tokopedia	0.1528	0.672	Valid
Brand Association			
TikTok Shop Tokopedia provides features that facilitate my shopping online	0.1528	0.918	Valid
TikTok Shop Tokopedia helps me find products at prices that suit my needs	0.1528	0.927	Valid
I liked the experience of using TikTok Shop Tokopedia for shopping	0.1528	0.903	Valid
Perceived Quality			
The product search process on TikTok Shop Tokopedia is fast and efficient	0.1528	0.921	Valid
TikTok Shop Tokopedia always provides the products they offer in the cart/catalog	0.1528	0.903	Valid
All technical functions on TikTok Shop Tokopedia (such as search, payment, and order tracking) run well without interruption	0.1528	0.896	Valid
I feel safe making transactions at TikTok Shop Tokopedia	0.1528	0.900	Valid
Brand Loyalty			
I tend to shop online again through TikTok Shop Tokopedia	0.1528	0.900	Valid
Switching to another platform feels more difficult than simply sticking with TikTok Shop Tokopedia	0.1528	0.878	Valid
I am satisfied with the shopping experience at TikTok Shop Tokopedia	0.1528	0.806	Valid

I prefer using TikTok Shop Tokopedia over other platforms	0.1528	0.928	Valid
I often recommend TikTok Shop Tokopedia to others	0.1528	0.893	Valid
Purchase Decision			
I choose to use TikTok Shop Tokopedia as the first choice when I want to shop online	0.1528	0.879	Valid
I shop at TikTok Shop Tokopedia because I want to	0.1528	0.807	Valid
I don't consider other apps when shopping (other than TikTok Shop Tokopedia)	0.1528	0.826	Valid
I shop at TikTok Shop Tokopedia because of my needs	0.1528	0.794	Valid

Source: Processed Data by Researchers

Reliability Test

Table 6 shows that the Cronbach's Alpha value for all variables exceeds 0.6, thus all variables are declared reliable and suitable for use in research.

Table 6. Reliability Test

Variable	Number of Item	Cronbach's Alpha	Result
Brand Awareness (X_1)	4	0.718	Reliable
Brand Association (X_2)	3	0.904	Reliable
Perceived Quality (X_3)	4	0.926	Reliable
Brand Loyalty (X_4)	5	0.928	Reliable
Purchase Decision (Y)	4	0.839	Reliable

Source: Processed Data by Researchers

Normality Test

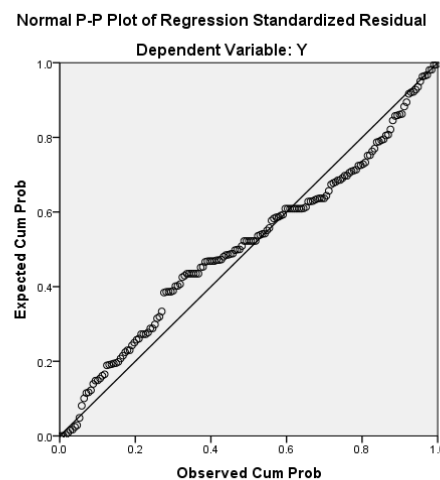


Figure 3. Normality Test

Source: Processed Data by Researchers

The normality test was conducted to assess whether the data in this study were normally distributed. Based on the analysis results, the Normal Probability Plot (P-P Plot) graph in Figure 3 indicates that the data points are scattered around the diagonal line and follow the line pattern. This indicates that the data is normally distributed, thus it can be used in further analysis.

Multicollinearity Test

Table 7. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Brand Awareness	0.410	2.438
Brand Association	0.256	3.911
Perceived Quality	0.287	3.490
Brand Loyalty	0.434	2.202

Source: Processed Data by Researchers

Multicollinearity test is conducted to ensure that there is no high linear relationship between independent variables. The analysis results show that the Tolerance value for all variables is more than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. This indicates that there are no multicollinearity symptoms, making the regression model in this study suitable for use.

Heteroscedasticity Test

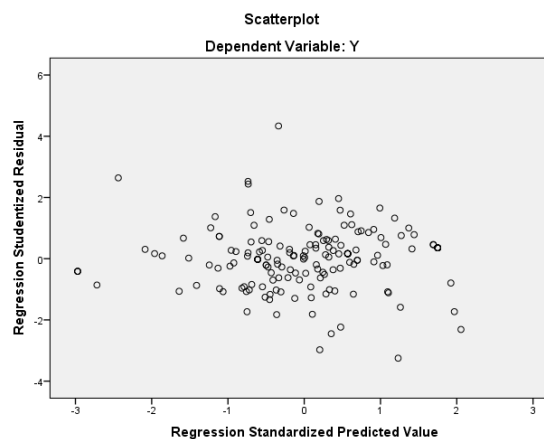


Figure 4. Heteroscedasticity Test

Source: Processed Data by Researchers

The heteroscedasticity test is conducted to determine whether there is an inequality of residual variances in the regression model. Based on the analysis results, the scatter plot graph in Figure 4 shows that the points are scattered randomly and do not form a certain pattern. This indicates that there are no

symptoms of heteroscedasticity, allowing the regression model to be used accurately.

Multiple Linear Regression Test

The regression results show that the relationship between the independent variables and the dependent variable is particularly strong, with an R value of 0.929. The R square value of 0.863 indicates that the model can explain most of the variability of the dependent variable. After adjustment, the adjusted R-square value of 0.860 still indicates that the model is stable and relevant. In addition, the error rate in estimation was recorded at 1.22152, which is relatively small, allowing the model to provide accurate predictions of the dependent variable.

Partial Testing

This test aims to measure the significance of the influence of each independent variable on the dependent variable partially, assuming that other variables remain constant. If the t value is greater than the t table at the 5% significance level, then the independent variable has a significant influence on the dependent variable. Conversely, if t count is smaller than t table at the same significance level, then the independent variable has no influence on the dependent variable.

Partial Hypothesis Proving can be explained in Table 8.

Table 8. Partial Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.113	0.466		2.387	0.018
Brand Awareness (X ₁)	0.327	0.043	0.348	7.611	0.000
Brand Association (X ₂)	0.142	0.071	0.117	2.017	0.045
Perceived Quality (X ₃)	0.156	0.052	0.164	3.003	0.003
Brand Loyalty (X ₄)	0.261	0.027	0.423	9.519	0.000

a. Dependent Variable: Purchase Decision (Y)

Source: Processed Data by Researchers

Table 8 explains the influence of each variable that:

1. The calculation results show that the t_{value} for X₁ is 7.611. With a significance level of 5%, the t_{table} is 1.9749, so t_{count} is greater than t_{table} ($7.611 > 1.9749$). In addition, the significance value of 0.000 which is smaller than 0.05 indicates that Brand Awareness (X₁) has a positive and significant influence on Purchase Decisions (Y).
2. The calculation results show that the t_{value} for X₂ is 2.017. With a significance level of 5%, a t_{table} of 1.9749 is obtained, so t_{count} is greater than t_{table} ($2.017 > 1.9749$). In addition, the significance value of 0.045

which is smaller than 0.05 indicates that Brand Association (X_2) has a positive and significant influence on Purchase Decisions (Y).

3. The calculation results show that the t_{value} for X_3 is 3.003. With a significance level of 5%, a t_{table} of 1.9749 is obtained, so t_{count} is greater than t_{table} ($3.003 > 1.9749$). In addition, the significance value of 0.003 which is smaller than 0.05 indicates that Perceived Quality (X_3) has a positive and significant influence on Purchase Decisions (Y).
4. The calculation results show that the t_{value} for X_4 is 9.519. With a significance level of 5%, a t_{table} of 1.9749 is obtained, so t_{count} is greater than t_{table} ($9.519 > 1.9749$). In addition, the significance value of 0.000 which is smaller than 0.05 indicates that Brand Loyalty (X_4) has a positive and significant influence on Purchase Decisions (Y).

Simultaneous Testing

This test aims to analyze the influence of the independent variable on the dependent variable simultaneously with a significance level of 5%. If the F_{count} value is greater than F_{table} , it can be concluded that the independent variables simultaneously have a significant influence on the dependent variable. Conversely, if the F_{count} value is smaller than F_{table} , then the independent variable has no influence on the dependent variable. The simultaneous test results are presented in Table 9 below:

Table 9. Simultaneous Hypothesis Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Reg.	1503.930	4	375.983	251.982	.000
Res.	238.736	160	1.492		
Total	1742.666	164			

Source: Processed Data by Researchers

Based on the results of the calculation using the F_{count} value of 251.982. With a significance level of 5%, it is known that the F_{table} value is 2.43. Since the F_{count} (251,982) is greater than F_{table} (2.43) and the significance value of 0.000 is smaller than 0.05, it can be concluded that Brand Awareness, Brand Associations, Perceived Quality, and Brand Loyalty simultaneously influence Purchasing Decisions.

Research Discussion

The results of research based on testing the first hypothesis show that Brand Awareness has a positive and significant partial influence on purchase decisions. These findings are consistent with Anindya & Indriastuti's (2023) research. In addition, these results are also in line with the research of Rachmawati & Andjarwati (2020). Thus it shows that H_0 is rejected and H_a is accepted, thus the

higher the consumer's awareness of a brand, the more likely they are to choose and purchase the product.

The results of research based on testing the second hypothesis show that Brand Association has a positive and significant partial influence on Purchase Decision. This is in line with research conducted by Putri & Rushadiyati (2019) and Kurniawan et al. (2021). Thus H_o is rejected and H_a is accepted, which indicates that the stronger the brand association in the minds of consumers, the more likely they are to choose the brand.

The results of research based on testing the third hypothesis show that Perceived Quality has a positive and significant influence partially on the Purchase Decision. The results of this study are in line with research conducted by Rusmanida (2020) and Ariadi et al. (2019). Thus H_o is rejected and H_a is accepted, which implies that the higher consumers' perceptions of the quality of a brand, the more likely they are to purchase it.

The results of research based on testing the fourth hypothesis show that Brand Loyalty has a positive and partially significant influence on Purchase Decision. This research is in line with research conducted by Tresna et al. (2021). It is also aligned with research conducted by Haeruddin (2021). Thus H_o is rejected and H_a is accepted, which means that the higher the consumer loyalty to a brand, the more likely they are to continue to choose and purchase that brand.

The results of research based on testing the fifth hypothesis show that Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty simultaneously have a positive and significant influence on Purchase Decision. This research is in line with research conducted by Alfarisi et al. (2019) and Sya'idah (2020). Thus H_o is rejected and H_a is accepted, which means that these findings indicate that these four variables have an important role in shaping consumer preferences and decisions in choosing a brand.

CONCLUSION AND SUGGESTION

Conclusion

It can be concluded that Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty have a positive and significant influence on purchase decisions, both partially and simultaneously. The higher the brand awareness, strong brand association, perceived good quality, and consumer loyalty to a brand, the more likely consumers are to make purchases. This finding is in line with previous research, which confirms that these factors play an important role in shaping consumer preferences and decisions. Therefore, companies need to improve branding strategies to strengthen these four aspects to encourage purchasing decisions and maintain customer loyalty.

Suggestion

For future research, it is recommended that the scope of variables be expanded by considering other factors that can influence purchase decisions, such as price, promotional strategies, or customer experience. In addition, research can be conducted on different industries or brands to determine whether the results obtained remain consistent in different contexts. Research methods can also be further developed, for example with a qualitative approach or longitudinal study to comprehend changes in consumer behavior over a period of time. Thus, future research can provide more comprehensive insights into the factors that influence purchase decisions.

REFERENCES

- Aaker, D. A. (2018). *Manajemen Ekuitas Merek*. Mitra Utama.
- Abbu, H. R., & Gopalakrishna, P. (2021). Synergistic effects of market orientation implementation and internalization on firm performance: Direct marketing service provider industry. *Journal of Business Research*, 125, 851–863. <https://doi.org/10.1016/j.jbusres.2019.06.004>
- Agustina, A., & Julitriarsa, D. (2022). Pengaruh Pengalaman Konsumen dan Kepuasan Konsumen terhadap Niat Beli Ulang pada Pembelian Produk skincare di E-Commerce Shopee. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 2(2), 287. <https://doi.org/10.35917/cb.v2i2.268>
- Alfarisi, S., Setyowati, N., & Setyowati, S. (2019). Pengaruh Elemen Ekuitas Merek Terhadap Keputusan Pembelian Produk Kopi Sadari Kopi Di Kota Surakarta. *JURNAL AGRIBISNIS TERPADU*, 12(2), 146. <https://doi.org/10.33512/jat.v12i2.6777>
- Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2025). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, 29(1), 114–135. <https://doi.org/10.1108/SJME-08-2023-0219>
- Anindya, F., & Indriastuti, H. (2023). The Rise of Viral Marketing and Brand Awareness Influence Purchase Decisions of Somethinc Products. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 7(1 SE-Articles), 173–183. <https://doi.org/10.29040/ijebar.v7i1.8176>
- Ariadi, A., Yusniar, M. W., & Rifani, A. (2019). Pengaruh Brand Awareness, Brand Loyalty, Perceived Quality, Brand Image terhadap Keputusan Pembelian Konsumen (Studi Konsumen Sepeda Motor Matic Honda Scoopy Pada Dealer Honda Di Kota Banjarmasin). *Jurnal Wawasan Manajemen*, 7(3), 252–268. <https://doi.org/https://doi.org/10.20527/jwmthemanagementinsightjournal.v7i3.58>
- Ferreira, P., Faria, S., & Gabriel, C. (2022). The influence of brand experience on brand equity: the mediating role of brand love in a retail fashion brand. *Management & Marketing. Challenges for the Knowledge Society*, 17(1), 1–14. <https://doi.org/10.2478/mmcks-2022-0001>
- Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics*. SAGE

Publications.

- GoTo and TikTok Announce Transaction Completion, Formalizing Strategic Partnership for Indonesia. (2024). GoTo.
- Haeruddin, M. I. W. (2021). The Influence of Brand Equity on Consumer's Purchase Decision: A Quantitative study. *PINISI Discretion Review*, 4(2), 211. <https://doi.org/10.26858/pdr.v4i2.19698>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis: A Global Perspective*. Prentice Hall and Pearson.
- Hotana, M. S. (2018). Industri E-Commerce dalam Menciptakan Pasar yang Kompetitif Berdasarkan Hukum Persaingan Usaha. *Jurnal Hukum Bisnis Bonum Commune*, 1(1), 28. <https://doi.org/10.30996/jhbbc.v0i0.1754>
- Indiani, N. L. P. (2022). Peran Lokasi, Variasi Produk, dan Ekuitas Merek terhadap Keputusan Pembelian Konsumen. *Jurnal Ilmiah Akuntansi Dan Bisnis*, 7(2), 158–165. <https://doi.org/10.38043/jiab.v7i2.3450>
- Karenina, M. R. (2023). *Manfaat Positif Dibalik Kolaborasi TikTok Shop dan Tokopedia*. UNAIR News.
- Kotler, P., & Keller, L. K. (2016). *Marketing Management*. Harlow, Essex Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (Global Edi). Pearson Education.
- Kurniawan, B., Sutrisno, S., & Damayanti, L. (2021). Pengaruh Brand Equity Terhadap Keputusan Pembelian Mie Instan Merek Indomie (Studi Pada Mahasiswa Perguruan Tinggi di Kabupaten Kendal). *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 7(3). <https://doi.org/10.35794/jmbi.v7i2.30562>
- Kusuma, M., Agustono, A., & Setyowati, N. (2020). Pengaruh Word of Mouth dan Ekuitas Merek Terhadap Keputusan Pembelian Gethuk (Studi Kasus Gethuk Semar). *Jurnal Ekonomi Pertanian Dan Agribisnis*, 4(2), 433–446. <https://doi.org/10.21776/ub.jepa.2020.004.02.20>
- Li, W. (2024). *Top 5 Online Marketplaces in Indonesia by GMV 2023*. ECDB.
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation*. Pearson.
- Miller, D. (2012). *Consumer-Brand Relationships* (S. Fournier, M. Breazeale, & M. Fetscherin (Eds.)). Routledge. <https://doi.org/10.4324/9780203128794>
- Nguyen, V. T., Tran, T. H. D., & Ngo, T. X. B. (2022). The Influence of Brand Equity on Customer Purchase Decision: A Case Study of Retailers Distribution. *Journal of Distribution Science*, 20(2), 11–18. <https://doi.org/http://dx.doi.org/10.15722/jds.20.02.202202.11>
- Nurhamidah, N. (2020). Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Kabupaten Garut. *Jurnal Kalibrasi*, 17(1), 33–38. <https://doi.org/10.33364/kalibrasi/v.17-1.739>
- Park, C.-I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability*, 14(3), 1657. <https://doi.org/10.3390/su14031657>
- Putri, R. Y., & Rushadiyati, R. (2019). Analisis Ekuitas Merek terhadap Keputusan Pembelian Produk Pada PT. Sun Hope Indonesia. *Jurnal Administrasi Dan Manajemen*, 9(1), 104–112. <https://doi.org/10.52643/jam.v9i1.340>
- Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian. *E-Journal Ekonomi Bisnis Dan*

- Akuntansi*, 7(1), 25. <https://doi.org/10.19184/ejeba.v7i1.14849>
- Rahman, A. (2019). *Analisis Hubungan E-Service Quality terhadap Ecustomer Satisfaction yang di Mediasi oeh Customer Perceived Value (Studi Kasus pada Pelanggan Toko Online Tokopedia)*. Universitas Syarif Hidayatullah Jakarta.
- Rusmanida, R. (2020). Pengaruh Kesadaran Merek dan Persepsi Kualitas terhadap Keputusan Membeli secara Online melalui Kepercayaan Merek pada e-Commerce Shopee di Kota Banjarmasin. *Jurnal Ilmu Manajemen (JIMMU)*, 5(1), 16. <https://doi.org/10.33474/jimmu.v5i1.1586>
- Solihat, M., & Sandika, D. (2022). e-Commerce di Industri 4.0. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16, 273–281. <https://doi.org/10.32815/jibeka.v16i2.967>
- Solin, A., & Curry, A. (2023). Perceived quality: in search of a definition. *The TQM Journal*, 35(3), 778–795. <https://doi.org/10.1108/TQM-09-2021-0280>
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions. *CommIT (Communication and Information Technology) Journal*, 16(1), 9–18. <https://doi.org/10.21512/commit.v16i1.7583>
- Sya'idah, E. H. (2020). Pengaruh Brand Equity terhadap Keputusan Pembelian. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 5(3), 204. <https://doi.org/10.32503/jmk.v5i3.1106>
- Tresna, P. W., Chan, A., & Herawaty, T. (2021). Pengaruh Ekuitas Merek terhadap Keputusan Pembelian (Studi pada Konsumen Shopee). *AdBispreneur*, 6(1), 1. <https://doi.org/10.24198/adbispreneur.v6i1.26473>
- Ulfa, W. S., & Fikriyah, K. (2022). Analisis Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Muslim di Tiktok Shop. *Jurnal Ekonomika Dan Bisnis Islam*, 5(2 SE-), 106–118. <https://doi.org/10.26740/jekobi.v5n2.p106-118>
- Widayat, Nursakinah, & Widjaya, R. (2022). The Relationship Modelling of Advertising, Electronic Word of Mouth and Brand Awareness on Fashion Product Purchasing Decision. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, 8(2), 170–194. <https://doi.org/10.21070/jbmp.v8i2.1601>