

PREDICTION OF BRAND AWARENESS ON PURCHASING DECISIONS: BRAND IMAGE AS MEDIATION

Sudarwati¹, Rizky Ramadhan Aprian Aditama², Ryan Susanto³, Riris Wahyuning Tias⁴

^{1,3,4}Faculty of Economics, Islamic Batik of Surakarta University

²Faculty of Economics, Slamet Riyadi University

E-mail : sudarwatiuniba@gmail.com

Abstract : *This study aims to examine and analyze the effect of brand ambassadors and brand awareness on purchasing decisions and measure the role of brand image as a mediating variable in the influence of brand ambassadors and brand awareness on purchasing decisions on Erigo products. This model involves training variables as supporting variables. This research was applied to consumers of Erigo products in the Greater Solo area, the sample taken amounted to 100 respondents, with sampling using purposive sampling technique. This research was analyzed using Partial Least Square (PLS) with SmartPLS3 software. The results showed that brand ambassadors have a positive and significant effect on brand image. Brand ambassadors have a positive and significant effect on purchasing decisions. Brand awareness has a positive and significant effect on brand image. Brand awareness has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Brand ambassadors through brand image mediation have no significant effect on purchasing decisions. And brand awareness through brand image mediation has a positive and significant effect on purchasing decisions.*

Keywords: *Brand Image, Purchase Decision*

1. Introduction

Industrial competition is currently growing rapidly, especially in the fashion industry. Many product brands have sprung up offering different quality and variety of products. This makes consumers have more choices of goods to buy, and demands to be more selective. This consumer purchasing decision is what is expected by producers or companies to be able to choose the products offered according to their wishes, quality and price. The reasons for product selection made by consumers are influenced by several things, such as preference for certain products because of their quality, or consumers who have no experience with the product to be purchased, so that these consumers choose and buy products that are well-known brands (Ghadani et al., 2022). The reason for these consumers is what makes consumers create a positive brand image for the products they produce. In its development, to introduce products to the public, media is needed to promote the products produced, which aims to make consumers always remember the brand of the product, which is commonly referred to as brand awareness (Ryan & Johan, 2022).

Consumer purchasing decisions on a product are influenced by several variables, one of which is brand ambassadors. Brand ambassadors displayed by brand ambassadors can create a good impression on the products offered. With the brand ambassador, consumers trust the content of the message conveyed (Amalia Probosini et al., 2021). When the brand ambassador figure is present or appears at an event, the consumer's mind is automatically the product represented (Naomi & Ardhiyansyah, 2021). Brand ambassadors emotionally make the company's relationship with consumers better, and will indirectly influence purchasing decisions (Febrina et al., 2017).

With a good brand ambassador, it can shape the company's brand image even better. The compatibility between the brand ambassador and the brand image will make an important thing that will influence purchasing decisions on a product. Consumer attitudes and actions towards brand image are important, which encourage consumers to buy a product (Muslimin et al., 2022). Consumers will feel safe using products that already have a good brand image. The better the brand image that exists on a product, the more interested consumers will be in buying the product.

Purchasing decisions are also influenced by brand awareness. Consumers prefer products that are easily recognizable compared to other brand products. Companies form brand awareness so that their products are easy to remember. High brand awareness will be able to increase purchasing decisions even higher. Consumers tend to buy products that are easy to recognize, easy to remember and easy to pronounce, compared to products that are unfamiliar to hear (Herdana, 2016).

Erigo is a fashion product that offers a wide range of clothing needs, such as shirts, pants, jeans, jackets, hats and bags. Erigo presents high quality products with modern and attractive designs. Erigo is able to adapt to the evolution of the millennial generation's fashion style, always dynamically following the latest trends. Erigo products are in great demand by the millennial generation as a brand that is known for its identity as the work of the nation's children. Only Erigo has not been able to make new breakthroughs by marketing its products abroad, despite participating in several exhibitions at one of the most prestigious fashion events in America, New York Fashion Week 2022 (NYFW). Compared to other local products, Erigo ranks at the top.

Tabel 1. Local Brand

No	Local Brand	Total Followers
1	Erigo	2.400.000
2	AHHA	1.100.000
3	Thanksinsomnia	702.000
4	Bloods	507.000
5	Cosmic	217.000
6	Mules	72.000
7	Shopataleen	541.000
8	Shining Bright	486.000

Source: Instagram

These brands are newcomer brands that carry the streetstyle theme and are easy to wear dailywear. Based on the number of followers on Instagram, Brand Erigo has the most followers and in the sindonews.com article it is written that Erigo is the best selling brand at Shopee in the last 2 years, so researchers will focus this research on Erigo products.

2. Literature Review

1) Purchase Decision

Purchasing decisions are a series of processes that start from consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision (Fandy Tjiptono, 2014).

2) Brand Ambassador

Brand ambassadors are brand representatives who strengthen the brand through their reputation. In general, brand ambassadors are brand representatives who mediate between

internal and external brand management and can significantly influence customer perceptions of the brand (Alireza Naser Sadrabadi, Mahyar Kamali Saraji, 2018).

3) Brand Image

Brand image is a name, term, sign, design symbol, or a combination of all of them, the purpose of which is to identify goods or services from a seller or group of sellers and to distinguish them from competitors' products or services (Sterie1 et al., 2019).

4) Brand Awareness

Osak, (2020) says brand awareness is the buyer's capacity to recall a brand by perceiving a brand or reviewing a brand. Brand awareness is a form of awareness of a brand related to the strength of the brand in people's memories, depicted in people's minds, able to make people identify various brand elements (such as brand names, logos, symbols, characters, packaging and slogans) in various situations (Nufian S Febriani, 2018).

3. Research Methods

This type of research is descriptive quantitative research, namely research using data and research in the form of numbers and analyzed using statistics. The subjects of this research are Erigo consumers in the Solo City area. The data source used in this study is a primary data source, namely a data source derived from a questionnaire distributed to respondents. The sample used in this study was 100 people. The sampling technique used is purposive sampling. Purposive sampling is sampling based on considerations to match the researcher's criteria in order to increase the accuracy of the sample (Sugiyono, 2010). The criteria are Erigo consumers within the scope of the Greater Solo area and Erigo consumers with an age limit of over 17 years. Data collection techniques with observation, documentation, questionnaires and literature studies. The data collection method in this research is a questionnaire. The questionnaire is a method used for data collection by asking respondents to fill in questions or statements with the answers provided, then returning them to the researcher after filling in completely (Cresswell et al., 2013). The data was processed using the Partial Least Square (PLS) technique with SmartPLS3 software. Research to test the validity and reliability of research instruments with Convergent Validity, AVE, Cronbach's Alpha, and Composite Reliability instrument tests, and confirm the accuracy of the model, while testing the effect of a variable on other variables with Path Coefficients and p-Values.

The indicators used in collecting data on consumer decision variables are the steadiness of buying after knowing product information, deciding to buy because of the most popular brands, buying because it suits your wants and needs and buying because you get recommendations (Miati, 2020). The indicator of the brand ambassador variable is recommendation. Attractiveness, trustworthiness and Expertise (Sterie1 et al., 2019). Indicators of brand image variables, namely strengthness, uniqueness and favorability (Sterie1 et al., 2019). Meanwhile, the indicators of the brand awareness variable are brand recall, recognition, purchase and consumption (Astuti et al., 2021).

4. Results And Discussions

The results of testing the validity of the construct have all been met, from 4 variables there are 21 indicators. The validity test results show that there is 1 invalid indicator, namely in the purchase decision variable item number 1 (CDBS1), so it must be eliminated. So that there are only 20 indicators with a factor loading value > 0.50, it means that these indicators are suitable for use to represent constructs in research.

Table 2. Convergent Validity Test

Indikator	Item	Outer Loading	Description
Brand Ambassador	BAM1	0,790	Valid
	BAM2	0,759	Valid
	BAM3	0,837	Valid
	BAM4	0,847	Valid
	BAM5	0,837	Valid
Brand Awareness	BAW1	0,802	Valid
	BAW2	0,776	Valid
	BAW3	0,778	Valid
	BAW4	0,767	Valid
	BAW5	0,884	Valid
	BAW6	0,766	Valid
Brand Image	BIM1	0,837	Valid
	BIM2	0,904	Valid
	BIM3	0,871	Valid
	BIM4	0,907	Valid
	BIM5	0,848	Valid
Consumer Buying Decision	CBDS2	0,704	Valid
	CBDS3	0,832	Valid
	CBDS4	0,836	Valid
	CBDS5	0,781	Valid

Source: Primary data, processed in 2023

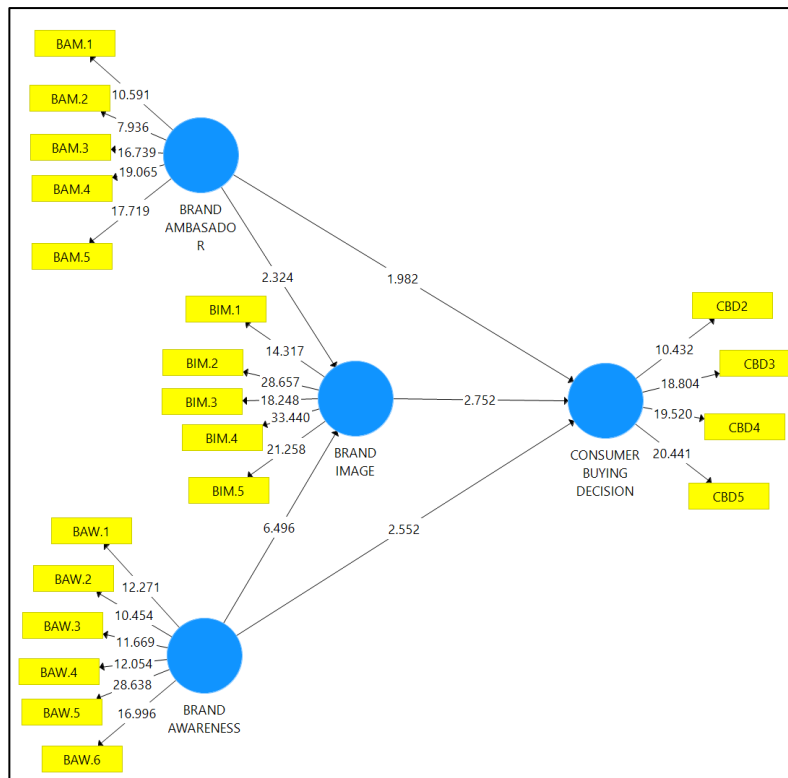
Table 3. AVE, Cronbach's Alpha, dan Composite Reliability Test

Variabel	AVE	Cronbach's Alpha	Composite Reliability	Description
Brand Ambassador	0,664	0,874	0,908	Reliabel
Brand Awareness	0,635	0,884	0,912	Reliabel
Brand Image	0,763	0,922	0,942	Reliabel
Consumer Buying Decision	0,624	0,797	0,869	Reliabel

Source: Primary data, processed in 2023

The reliability test results show that the average variance extract (AVE) value is > 0.50, the composite reliability value and Cronbach alpha's > 0.70 where this value has met the rule of thumb which is > 0.60. These results can be interpreted if respondents are consistent in answering questionnaire questions.

The results of data analysis that explain the influence of brand ambassadors and brand awareness on purchasing decisions through brand image mediation are shown in Figure 1 below:



Source: Results of data analysis using Smart PLS 3.0

Picture 1. Result Data Analysis

Based on data analysis, it shows that brand ambassadors on brand image have a path coefficient value of 2.324 and a p-value of 0.021 (significance <0.05). This means that brand ambassadors have a positive and significant effect on brand image. Brand ambassadors on purchasing decisions have a path coefficient of 1.982 and a p-value of 0.048 (significance <0.05). These results mean that brand ambassadors have a positive and significant effect on purchasing decisions. Brand awareness on brand image has a path coefficient of 6.496 and a p-value of 0.000 (significance <0.05). This shows that brand awareness has a positive and significant effect on brand image. Brand awareness on purchasing decisions has a path coefficient of 2.552 and a p-value of 0.011 (significance <0.05). This means that brand awareness has a positive and significant effect on purchasing decisions. Brand image on purchasing decisions has a path coefficient of 2.752 and a p-value of 0.006 (significance <0.05). This means that brand image has a positive and significant effect on purchasing decisions. Brand ambassadors on purchasing decisions with brand image mediation have a path coefficient value of 1.599 and a p-value of 0.111 (significance > 0.05). This means that brand ambassadors through brand image mediation have no significant effect on purchasing decisions. Brand awareness on purchasing decisions with brand image mediation has a path coefficient of 2.748 and a p-value of 0.006 (significance <0.05). This means that brand awareness through brand image mediation has a positive and significant effect on purchasing decisions.

Table 4. Result Data Analysis

Variabel	<i>Path Coefficients</i>	<i>P-Values</i>	<i>Description</i>
BAM→BIM	2,324	0,021	Positively Significant
BAM→CBD	1,982	0,048	Positive Significant
BAW→BIM	6,496	0,000	Positive Significant
BAW→CBD	2,552	0,011	Positive Significant
BIM→CBD	2,752	0,006	Positively Significant
BAM→BIM→CBD	1,599	0,111	Not Significant
BAW →BIM→CBD	2,748	0,006	Positively Significant

Source: Results of data analysis using Smart PLS 3.0

The results showed that brand ambassadors have a significant effect on brand image. The results of this study are in line with Wedayanti & Ardani (2020) 's research, which states that brand awareness has a significant positive effect on Brand Image in Oriflame cosmetics. And in line with his research Andarista et al., (2022). The results of further research indicate that brand ambassadors have a positive and significant effect on purchasing decisions. The results of this study are in line with the research of Sriyanto & Kuncoro, (2019) and Astuti et al., (2021) which state that brand ambassadors have a positive and significant effect on purchasing decisions.

The results of further research indicate that brand awareness has a positive and significant effect on brand image. This is in accordance with the research of Welsa et al., (2022) which states that brand awareness has a positive and significant effect on brand image In line with his research Alif Fianto et al., (2014). The results of other studies show that brand awareness has a positive and significant effect on purchasing decisions. The results of this study are in line with research (Steriel et al., 2019) which states that brand ambassadors have an effect on purchasing decisions on PT Telesindo Shop products as Telkomsel's main distributor and also research from (Muslimin et al., 2022) which examines the Purchase Decision for Nugget Fried Banana Products in Makassar City. The results of further research indicate that brand image has a positive and significant effect on purchasing decisions. The results of this study are in line with the research of Primolassa & Soebiantoro, (2022) which states that brand image has a positive and significant effect on product purchasing decisions through the Tokopedia application.

Further research on the influence of brand ambassadors through brand image mediation on purchasing decisions. shows the results have no effect. This means that brand image cannot mediate the relationship between brand ambassadors and purchasing decisions. on Erigo products. The results of direct testing indicate a significant influence between brand ambassadors on purchasing decisions for Erigo products.

Research on the effect of brand awareness on purchasing decisions through brand image mediation, shows significant positive results. It can be interpreted that the better brand awareness is carried out, it will increase brand image and have an impact on increasing purchasing decisions for Erigo products. The direct test results show a significant influence between brand awareness on purchasing decisions on Erigo products. The results of indirect testing between brand awareness on brand image and brand image on purchasing decisions are significant so that brand image is proven to be a partial mediator of the effect of brand awareness on purchasing decisions on Erigo products.

5. Conclusion

The conclusion from the results showed that brand ambassadors have a positive and significant effect on brand image on Erigo products. Brand ambassadors have a positive and significant effect on purchasing decisions on Erigo products. Brand awareness has a positive and significant effect on brand image on Erigo products. Brand awareness has a positive and significant effect on purchasing decisions on Erigo products. Brand image has a positive and significant effect on purchasing decisions on Erigo products. Brand ambassadors through brand image mediation have no significant effect on purchasing decisions on Erigo products. And brand awareness through brand image mediation has a positive and significant effect on purchasing decisions on Erigo products.

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