

## THE INFLUENCE OF BRAND AWARENESS, PROMOTION AND PRODUCT QUALITY ON CUSTOMER PURCHASING DECISION

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The purpose of this research is to determine the influence of brand awareness, promotion and product quality on purchasing decisions at The Executive Ciputra Cibubur Bekasi Store. The method used is descriptive quantitative, with a population of 250 customers while the research sample consists of 100 respondents consisting of 35 men and 65 women and the sampling technique is random (probably random). In analyzing the research data, SPSS 26 was used to calculate the results of the Multiple Linear Regression variable test, t test, F test, and determination analysis. The results of this research show that based on the t test, brand awareness, promotion and product quality have a positive and significant effect on purchasing decisions, and based on the t test, brand awareness and promotion have a positive and significant effect on purchasing decisions. Based on the results of the F Test, brand awareness, promotion and product quality together have a significant influence on purchasing decisions for customers of the Ciputra Cibubur Bekasi Executive Store. Based on the results of multiple regression analysis, brand awareness, promotion and product quality only account for 74.5% of purchasing decisions, while the remaining 25.5% is influenced by other variables not examined in this research.

### 1. INTRODUCTION

Fashion is a trend that continues to develop from time to time. Business in the fashion sector is an industry that is always full of enthusiasts because more and more people are interested in the world of fashion, especially among young people[1][2]. This is a great opportunity that you can get if you are involved in the world of fashion. In Indonesia itself, fashion is constantly experiencing relatively rapid development. Several factors influence change or development itself. Several things, such as mass media, the world of entertainment, business and the internet, are believed to have a significant influence on the development of fashion in Indonesia[3].

The emergence of various world-famous fashion brands in several high-end malls in Indonesia, such as Zara, H&M, Gucci, and others, plus local brands from the middle-up segment that are emerging, has made competition in the fashion business even tighter. The Executive Store Ciputra Cibubur Bekasi is one of the local brands from the company PT Delamibrands Kharisma Busana with target consumers which provides various men's and women's clothing ranging from formal, casual and other accessories such as Colorbox, Wrangler, and Wood, Lee and Adidas. Founded in 1979 by Johannes Farial, Delamibrands started by producing trousers for men's fashion under the Wood and John Far brands. Then, in 1984, The Executive, which was then called Executive 99, was started and became the market leader in the men's trousers fashion category. The brand name changed to The Executive in 2000, along with a change in company ownership. Apart from The Executive and Wood,

The Executive brand is still one of the favourite men's fashion brands in Jakarta today, and this is proven by the Indonesia Original Brand (IOB) survey several years ago. To face the intense competition in the fashion industry, The Executive must be able to increase its brand and product quality awareness among young executives as its target market, in addition to providing various promotions so that its customers are interested in making purchasing decisions. The Executive Store Ciputra Cibubur Bekasi is one of the local brands from the company PT Delamibrands Kharisma Busana with target consumers, which provides a variety of men's and women's clothing ranging from formal, casual and other accessories.



Brands have a significant position in product identification to customers. A brand that has distinctive characteristics and is readily known and recognized by customers is a brand that is successful in positioning customers' minds. This means that the brand has succeeded in proving its presence as a product that customers recognize so that what is in the customer's mind will be the understanding of a product[4][5]. According to Romaniuk, Wight, & Faulkner [6] brand awareness is the customer's capacity to recognize or remember what the brand provides from a particular product. Brands have an essential role in increasing consumer purchasing decisions. The greater the level of customer understanding of a brand, the greater the ability of an industrial product to be purchased by customers. Brand awareness is very strongly related to the presence of brand traces in the minds of customers, which results in the customer's capacity to recognize the brand in various market conditions[7]. According to Hasbun and Ruswanti[8] brand awareness, is the ability of a brand to be recognized by customers when they think about a specific product, which can be measured through recall, recognition, and purchasing decisions.

Brand awareness product has a role in influencing consumer purchasing decisions. Products that do not have good brand awareness will give consumers a tendency to choose from many product options, which, in the end, will choose high-quality products. So, if consumers have brand awareness of a particular product, it will save more time in deciding on product selection. Building brand awareness of a product is one strategy that companies can use to be different and win the competition. Apart from that, brand awareness can reduce the effects of price wars so that even though the price of a product is higher, when the product has good brand awareness, consumers will still choose that product[9]

Promotion, as explained by Phillip Kotler and Armstrong[10], refers to activities aimed at communicating the benefits of a product and convincing potential consumers to purchase it. Promotion is a crucial component in marketing, used to inform consumers about the launch of new products and stimulate purchases [11] [12]. The effectiveness of promotion, according to Lukito and Fahmi[13], can be measured through factors such as reach, frequency, message quality, channels, and timing of promotions. Product quality, as expressed by Kotler and Keller [14], reflects the characteristics of goods and services in satisfying consumer needs, evaluated from the consumer's perspective, not just the company's needs.

Product quality as described by Nela Evelina [15] and Sundalangi[16], highlights the added value of a product that makes it superior to competitors' products. Tjiptono and Candra [17] add dimensions to product quality such as performance, durability, features, reliability, conformance, serviceability, aesthetics, and perceived quality. According to Kotler [18] and Swastha and Irawan [19] Purchase decisions is the actions of consumers to buy or not buy a product. In making purchase decisions, consumers always consider factors such as quality, price, and the popularity of the product in society. Dimensions of purchase decisions, as presented by Intan Lina Katrin and Diyah Setyorini [20], include product choices, brand choices, distributor choices, quantity of purchase, timing of purchase, and payment methods.

Brand awareness, promotions and product quality influence purchasing decisions, including maintaining and increasing Executive brand awareness as a local brand with good product quality in the middle-up segment, offering promotions with discounts at lower prices compared to its competitors, holding flash sales, offering various types of promos What is interesting is that product quality is improved, and various products are created. With brand awareness, promotion and product quality provided, consumers can decide which brand they want to buy when they want to make a purchasing decision.

## 2. METHOD

Research methodology is a scientific method conducted to obtain data with specific objectives and purposes characterized by systematic, rational, and empirical features. The approach used in this research is a quantitative descriptive approach. The methods employed include observation,



questionnaires, documentation, and literature review[21]. Customers at The Executive Store Cibubur Bekasi are the subjects of this research.

Population refers to the total number of individuals or groups within the research area that are intended to be studied. In this study, the population consists of 250 customers of The Executive Store Ciputra Cibubur Bekasi. The sample size is 100 people, and the sampling technique used is purposive sampling, where respondents who fill out the questionnaire are customers who made purchases at The Executive Store Ciputra Cibubur Bekasi.

### 3. FINDINGS AND DISCUSSION

#### Multiple Regression Test

In this study, after ensuring that the data has been deemed valid and reliable through validity and reliability tests, a multiple linear regression test was conducted. The aim is to evaluate the extent to which independent variables (Variables X1, X2, and X3), namely brand awareness, promotion, and product quality, influence the dependent variable (Y), namely the purchasing decisions of customers at The Executive Store Ciputra Cibubur Bekasi. The analysis was carried out using the SPSS Statistics 26 program for Windows.

**Table 1. Multiple Regression Test**

		<b>Unstandardized Coefficients</b>	
<b>Model</b>		<b>B</b>	<b>Std. Error</b>
1	Constanta	34,789	5,256
	Brand Awareness_ X1	,735	,128
	Promotion_ X2	,716	,112
	Product Quality_ X3	,729	,137

a. Dependent Variable, Purchase Interest (Y)

Table 1 shows that the regression coefficient for variable X1 is 0.735, meaning that if the other independent variables remain constant and X1 increases by 1%, Y will increase by 0.735. It can be concluded that there is a relationship between brand awareness and purchasing decisions. The regression coefficient for variable X2 is 0.716, which can be interpreted as when the other independent variables remain constant and X2 increases by 1%, Y increases by 0.716, indicating a positive relationship between promotion and purchasing decisions. The regression coefficient for variable X3 is 0.729, meaning that if the other independent variables remain constant and X3 increases by 1%, Y increases by 0.729. It can be concluded that there is a positive relationship between product quality and purchasing decisions among customers at The Executive Store Ciputra Cibubur Bekasi.

#### Partial Test

**Table 2. Multiple Regression Test**

<b>Model</b>		<b>t count</b>	<b>Sig</b>
1	Constant	6,678	,000
	Brand Awareness_ X1	3,238	,135
	Promotion_ X2	3,175	,124
	Product Quality_ X3	3,245	,117

a. Dependent Variable, Purchase Interest (Y)

Based on the table above, it can be seen that the calculated t-value for variable X1 (brand awareness) is  $3.238 > t\text{-table } 1.675$  with a significance value of  $0.135 > 0.05$ . This means that brand awareness has a positive and significant partial effect on purchasing decisions. Therefore, it is concluded that  $H_0$  is rejected, and  $H_1$  is accepted. The calculated t-value for variable Promotion (X2) is  $3.175 > t\text{-table } 1.675$  with a significance value of  $0.124 > 0.05$ , indicating that promotion has a positive and significant partial effect on purchasing decisions. Thus,  $H_0$  is rejected, and  $H_2$  is accepted. The calculated t-value for variable Product Quality (X3) is  $3.245 > t\text{-table } 1.675$  with a significance value of  $0.117 > 0.05$ . This means that the product quality variable has a positive and

significant partial effect on the purchasing decision variable. Based on these criteria, the decision is that  $H_0$  is accepted.

#### F test

**Table 3. F Test**

Model	Sum of Squares	Df	Mean of Squares	F	Sig
1 Regression	113,395	5	22,679		3,378,024b
Residual	642,960	95	6,768		
Total	756,355	190			

Based on the table above, it is known that the calculated F-value is  $3.378 >$  the F-table value of 2.51, and the significance value is  $0.024 < 0.05$ . This can be interpreted as  $H_0$  being rejected. Therefore, it is concluded that simultaneously brand awareness (X1), promotion (X2), and product quality (X3) have a positive and significant effect on purchasing decisions for customers at The Executive Store Ciputra Cibubur Bekasi.

#### Determination test

**Table 4. Determination Test**

Model	R	R Square	Adjusted R Square	Standar Error of the Estimate
1	0,348 <sup>a</sup>	.745	.98	2,671

Based on the table above, it is known that the R square ( $R^2$ ) value is 0.348, which can be used to determine the extent of the influence of variables X1, X2, and X3 (brand awareness, promotion, product quality, and service quality) on variable Y (purchase decision) in combination for customers at The Executive Store Ciputra Cibubur Bekasi by calculating the coefficient of determination (KD). The calculation results suggest that the combined influence of brand awareness, promotion, and product quality on the purchase decision of customers at The Executive Store Ciputra Cibubur Bekasi is 74.5%, while the remaining 25.5% is influenced by other factors.

## 4. CONCLUSION

Based on the above research results, through t-tests, multiple regression coefficients, F-tests, and coefficient of determination tests, it can be concluded that there is a positive and significant influence on the variables of brand awareness, promotion, and product quality on purchase decisions for customers at The Executive Store Ciputra Cibubur Bekasi. It is known that the R square value is 0.745 or 74.5%, meaning that purchase decisions are influenced by brand awareness, promotion, and product quality for customers at The Executive Store Ciputra Cibubur Bekasi by 74.5%, while the remaining 25.5% is influenced by other factors not included in this study, such as service quality, perceived price, perceived value, and others.

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