

# The Influence of Brand Awareness on Purchasing Decisions Moderated by Consumer Satisfaction On Shopee Users at SMK Muhammadiyah 4 Lamongan

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**Abstract.** This study intends to test whether brand awareness has an effect on purchases moderated by consumer satisfaction. The sample in this study was 115 students with non-probability sampling techniques. Jenes research uses quantitative research. Data processing using SPSS program version 26. The results in the study showed that brand awareness has a significant effect on purchases, consumer satisfaction has a significant effect on purchases, while consumer satisfaction cannot moderate brand awareness on purchasing decisions

**Keywords:** Brand Awareness, Purchase Decision, Customer Satisfaction

## 1 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 the many brand awareness that has sprung up on online shopping sites causing behavior among students, especially students of SMK Muhammadiyah 4 Lamongan. Students used to shop at the nearby market, store, or mall, but now they prefer to shop online, demonstrating this shift in behavior, 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. [1].

One of the positive effects of the existence of this online buying and selling site is that students can become entrepreneurs by taking part in the sale of goods or services that can make them money. The presence of online buying and selling sites raises both positive and negative effects in students' lives. Students are developing a consumptive culture as a result of the growth of online marketplaces because they adopt patterns and ways of living that promote a wasteful mindset, such as purchasing items that are not necessary, 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 broad selection of goods, from stylish items to basic requirements. Shopee is a smartphone application that makes it simpler for consumers to conduct online shopping. Singapore-based Garena subsidiary Shopee was founded.

## **2 Literature Review And Hypothesis Development**

### **1. Brand Awareness**

([5] in Wicaksono., 2016) stated, Intangible assets such as names (images), companies, brands, symbols, slogans, associations, quality perception, brand care, customer base, and resources like patents, trademarks, and relationships with dealers are all major sources of competitive advantage and success for businesses. Brand awareness refers to a potential customer's capacity to identify or recall a brand that is associated with a particular product category. According to (Keller in Winadi, 2017: 3), Recall, Recognition, Purchase, and Consumption are the four metrics that can be used to measure customer awareness of a brand.

H1 : Does Brand awareness influence purchasing decisions

### **2. Purchase Decision**

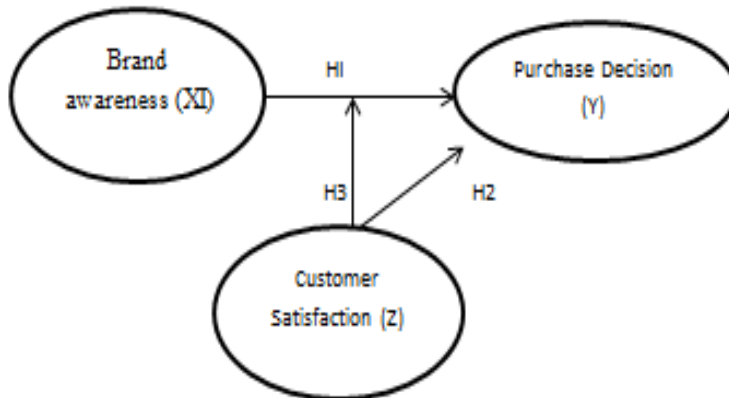
According to [9], making a purchase involves the buyer having knowledge of the issue at hand, learning more about a certain brand or product, and then weighing the pros and cons of each of these potential solutions before making a choice. Is a stage carried out by consumers before making a purchase decision for a product. According to [6] there are five indicators of purchasing decisions, namely as follows: Product Selection, Brand Selection, Place Selection or Distribution Channel, Purchase Time, Number of Purchases.

H2: Does consumer satisfaction affect purchasing decisions?

### **3. Customer Satisfaction**

[6] Customers can express their general satisfaction on one of three scales: disappointed, content, or extremely content. Customers will be unhappy if performance falls short of expectations. If performance is satisfactory, customers will be happy. According to [9] has six core concepts, namely: Confirmation of expectations, overall customer satisfaction, customer satisfaction dimension Customer discontent, willingness to suggest, and desire to repurchase

H3: Does consumer satisfaction moderate Brand awareness of purchase decisions?



**Figure 1.** Concept framework

### 3 Research Method

The type of research applied in this study is quantitative research, the population in this study is students of SMK Muhammadiyah 4 Lamongan who use the shopee application totaling 125 with samples from the population taken as a data source and can represent the entire population. According to the guidelines put forward by [8], the author employed the census method to determine the number of samples used in this study, according to which saturated sampling is a sampling technique employed when the entire population is represented by a sample. Census is another name for saturated samples. The method of sampling employed. Sample determination in this study was carried out with the type of *Non Probability Sampling*. This type of sample is not randomly selected. Not every component or component of the population has an equal chance of being chosen as a sample.

### 4 Results And Discussion

#### 4.1 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:

**Table 1** validity of *Brand Awareness* (X1)

<b>Statem ent</b>	<b>rCa lcul ate</b>	<b>rTab le</b>	<b>Inform ation</b>
1	0,63 3	0,14 7	valid
2	0,73 5	0,14 7	valid
3	0,73 0	0,14 7	valid
4	0,65 0	0,14 7	valid
5	0,72 7	0,14 7	valid
6	0,69 9	0,14 7	valid
7	0,76 6	0,14 7	valid
8	0,61 8	0,14 7	valid

Source : data processed SPSS 26, 2023

It is evident from table 1 above 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 validity of Purchasing Decision (Y)**

<b>Statement</b>	<b>RHitung</b>	<b>rTable</b>	<b>Information</b>
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 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 purchase decision indicator (Y) are valid and worthy of testing.

**Table 3 validity of Consumer Satisfaction (Z)**

<b>Statement</b>	<b>rCalculation</b>	<b>rTable</b>	<b>Information</b>
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

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Source : data processed SPSS 26, 2023

It is evident from Table 3 above that the computed r value is higher 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.

**Table 4** Reliability Test Results

<b>Variabl e</b>	<b>Cronbach's alpha</b>	<b>Limitati on</b>	<b>Information</b>
X	0,845	0,600	Reliable
Y	0,816	0,600	Reliable
Z	0,834	0,600	Reliable

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Source: processed data SPSS 26, 2023

Regarding Brand Awareness (X) 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*, to purchase decisions and moderated by consumer satisfaction are stated to be good

and reliable.

## 4.2 Classical Assumption Test

### 4.2.1. Normality Test

The Kolmogorov-Smirnov One-Sample test was utilized in this study's normality test, and the following outcomes were produced as a result:

**Table 5** Normality test results

Type	Kolmogorov-smirnov Z	Criterion	Information
Unstandardized residual	0.86 <sup>c</sup>	>0.05	Normal data

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 assumption for the normality test is fulfilled and it can be concluded that the data used are normally distributed

### 4.2.2. Multicollinearity Test

The test results can be seen in the following table:

**Table 6** Multicollinearity Test Results *Coefficients<sup>a</sup>*

Type	<i>Collinearity Statistics</i>		Information
	<i>Tolerance</i>	<i>VI F</i>	
1	<i>(Constant)</i>		
	TOTA	0,428	2.3
	L_X		48

No multicollinearity occurs

TOTA	0,966	1.0	No
L_Z		35	multicol linearity occurs

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Source: Data Processed SPSS 26, 2023

Based on table 6 above, it can be seen that *brand awareness*, consumer satisfaction has a tolerance value which is >0.1 each. This shows that these two 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.

#### 4.2.3. 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:

Type	Unstandardized coefficients		T	Sig
	B	Std error		
(constant)	6.520	3.213	-7.96	.430
Total_X	.065	.142	1.555	.127
Total_Z	.372	.056	.087	.931

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Source : data processed SPSS 26, 2023



Based on table 7 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 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.

#### 4.2.4. T Test (Partial)

The t test is used to demonstrate how much each independent variable contributes to the variation of the dependent variable. To ascertain whether brand knowledge has an impact on purchasing choices, the t test is used.

**Table 8** T test (partial)

<b>Variab</b>	<b>T-</b>	<b>Si</b>	<b>T-</b>	<b>informa</b>
<b>le</b>	<b>co</b>	<b>g</b>	<b>ta</b>	<b>tion</b>
	<b>un</b>		<b>bl</b>	
	<b>t</b>		<b>e</b>	
<i>Brand</i>	3.5	0,	0,	Significa
<i>awaren</i>	77	00	14	nt
<i>ess</i>		0	7	positive effect
Custom	7.1	0,	0,	Significa
er	37	00	14	nt
satisfac		0	7	positive
tion				effect

Based on table 8, it can be interpreted that the significant value of the brand awareness variable (X) is 0.000 and consumer satisfaction (z) is 0.00 as well. By looking at this significant value, it

can be concluded that the variables brand awareness (X) and consumer satisfaction (Z) partially affect the purchase decision (Y) because all independent variables have a significant value  $< 0.05$ .

#### **4.2.5. Coefficient of Determination $R^2$**

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 (X) and consumer satisfaction (Z) on purchase decisions (Y) of 37.5%, while the remaining 36.0% can be explained by variables that were not studied in this study.

#### **4.2.6. Analysis of multiple linear regression**

Multiple linear regression analysis is used to determine how many independent factors have an impact on dependent variables. Based on the results of the analysis, a regression equation model has been obtained which is formed as follows:  $Y = 6.520 + .397 X_1 + .372 Z + e$

(1)

#### **4.2.7. Moderated Regression Analysis (MRA)**

According to [4] moderation variables are those that influence how strongly or weakly independent and dependent variables are correlated.

## **5 Conclusion**

### **1. Brand Awareness's Effect on Consumer 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 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. Consumer satisfaction's impact on buying decisions**

The customer satisfaction variable had a significance value of  $0.000 < 0.05$ , a computed t value of 7.137, and a positive direction, according to the results of the hypothesis testing that was done.

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

### **3. 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.

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