

# **The Impact of Brand Image and Awareness on Consumer Purchase Decisions as Mediated by Brand Loyalty**

Muhammad Fadil Satryo<sup>1</sup>, Jati Waskito<sup>2</sup>

<sup>1</sup>*Fakultas Ekonomi Dan Bisnis Muhammadiyah University Surakarta, Indonesia*

<sup>2</sup>*Fakultas Ekonomi Dan Bisnis Muhammadiyah University Surakarta, Indonesia*

---

**Abstract:** The purpose of this study is to investigate the impact of brand image and brand awareness on customer purchase decisions mediated by brand loyalty. Customers of HonkyTonkPizzabar were interviewed for this study. This is a quantitative study using a research population of 100 HonkyTonkPizzabar patrons. The sample approach used is non-probability sampling. Techniques for collecting data include the dissemination of surveys. According to the results of data processing with the SPSS version 26 tool, the brand image variable has a strong positive influence on brand loyalty. The variable brand awareness has a considerable beneficial influence on brand loyalty. Brand image influences purchase decisions significantly. The variable of brand awareness has a strong favorable influence on purchase decisions. Furthermore, brand loyalty has a strong favorable influence on purchase decisions.

**Keywords:** Brand Image, Brand Awareness, Brand Loyalty, Consumer Trust.

---

## **1. Introduction**

Branding is an activity to promote a brand by audio or visual means with the aim of getting more attention which is expected to impact sales or simply disseminate information widely about the existence of a particular brand. Marketing activities are expected to create brand image, brand awareness and brand loyalty.

Keller (2009: 143) in (Bilgin, 2018) [1] reveals that brand image or brand image is a perception and preference created by consumers for a brand or brand as described in various types of brand associations stored in the memory of the public or consumers. Consumers may assume that a particular brand has a different physique from competitors' brands (Andjarwati & Chusniartiningsih, 2018) [2].

Brand images and brand awareness are two of the many things that arise after we know a trademark, these two things become a strong race to lead customers to prefer a trademark over other trademarks. Brand awareness or what is commonly referred to as brand awareness is needed to develop brand equity in a company's product. This refers to the extent to which consumers can identify a brand. Brand awareness is related to the strength of brand information obtained by the public to enable companies to measure consumers' ability to identify brands (Bernarto et al., 2020) [3].

Brand Loyalty has a fairly important role in consumer purchasing decisions. Loyalty to a brand is a measure of a consumer's connection to a brand. This measure is able to provide an overview of the possibility of a customer to switch to another product, especially when the brand experiences a change, whether it involves price or other attributes (Ariadi et al., 2018) [4].

Purchasing decisions are evaluations of one or more choices of a product to choose one of them (Osak & Pasharibu, 2020) [5]. It can be concluded that in entering the previous purchase decision stage consumers have been faced with several brand choices and consumer awareness so that at this stage consumers take action to decide to purchase products based on predetermined choices (Rachmawati & Andjarwati, 2020) [6].

In accordance with the framing of this topic, the authors are interested in conducting study named "The Influence of Brand Image and Brand Awareness on Consumer Purchase Decisions Mediated by Brand Loyalty" with a Case Study on Honky Tonk Pizzabar Customers.

## **2. Literature Review and Hypothesis**

### **2.1 Brand Image**

Marketing activities related to the company's products, both goods and services, are expected to create a good brand image. This is because the company has created innovative products with the best quality and affordable prices, but these products and companies have never been known by the public which will make it difficult for the company to sell the products it has produced. A brand that has a good image in society will certainly get a better position in the market, competitive advantage and increase market share (Illahi&Andarini, 2022) [7].

### **2.2 Brand Awareness**

Brand awareness or what is commonly referred to as brand awareness is needed to develop brand equity

in a company's product. This refers to the extent to which consumers can identify a brand. Brand awareness is related to the strength of brand information obtained by the public to enable companies to measure consumers' ability to identify brands (Bernarto et al., 2020) [3].

According to Oktaviani & Rustandi (2018) [8], several stages in building brand awareness include Unaware of a brand, namely a brand that is not realized. This stage is the lowest stage in the brand awareness pyramid. At this stage the consumer is not at all aware of a brand. Brand recognition, namely the minimum stage of brand awareness. At this stage the brand of a product is recognized again by consumers in their memory (aided recall). Brand recall, which is a stage where a brand can be easily remembered by consumers because it has been stored in consumer memory (unaided recall). Top of mind, namely the stage where the brand of a product is directly spoken by consumers when they remember a product.

### **2.3 Buying Decision**

Consumer purchasing decisions are important in the progress of the company, because the more consumers want to buy products or services in a company, the greater the company's chances of getting profits and regular customers (Gunawan & Susanti, 2019) [9]. Kotler and Armstrong (2016: 177) [10] state that purchasing decisions are a part of consumer behavior, namely studies related to individuals, groups, or organizations choosing, buying, using goods, services, ideas or experiences to satisfy their needs and desires.

### **2.4 Brand Loyalty**

Loyalty to a brand or brand is a consumer commitment to repurchase the company's products and services, regardless of all competitors' business actions and evidence of consumer commitment to become a regular customer of the business in the future (Bilgin, 2018) [1]. Loyalty to a brand or brand is a consumer commitment to repurchase the company's products and services, regardless of all competitors' business actions and evidence of consumer commitment to become a regular customer of the business in the future (Bilgin, 2018) [1].

Schiffman and Kanuk (2010: 92) in (Fadhilah, 2015) [11] state that brand loyalty has two components including behavioral, namely a frequency and consistency in buying a particular brand. The second is attitudinal which is a form of consumer feeling to be committed to a brand. Haryono and Octavia (2020) [12] reveal that there are several factors that affect consumer loyalty, including repurchasing the same product, purchasing between product lines, referring products to others, showing immunity to competitor pull.

### **2.5 The Effect of Brand Image on Brand Loyalty**

Keller (2009: 143) shows in (Bilgin, 2018) [1] that brand image is an impression and preference produced by consumers for a brand or brand as stated in many sorts of brand associations preserved in the public's or consumers' memory. According to Prawira and Setiawan (2021) [13], brand image variables might impact client loyalty to a brand. A brand with a positive social image will almost surely gain a competitive advantage in the market. The presence of a favorable brand image in the community elevates it in the eyes of the public, resulting in customer loyalty (Illahi & Andarini, 2022) [7].

Illahi and Andarini (2022) [7] did study on Brand Loyalty and Brand Image. In this study, data was gathered through the use of literature and questionnaires administered to 100 participants. According to this study, brand image has a strong beneficial influence on brand loyalty. Sallyna and Saputra (2022) [14] did a similar research with 232 respondents in Batam by delivering questionnaires to Sosro product users. According to the findings of this study, which used a purposive sampling approach, brand image or brand image has a considerable positive influence on consumer loyalty.

H1: Brand image has a positive and significant effect on brand loyalty

### **2.6 The Effect of Brand Awareness on Brand Loyalty**

Brand awareness is a marketing approach that plays a vital role in increasing customer interest in purchasing a product. Shimp (2014) defines brand awareness as the capacity of a product to constantly be recalled in customers' thoughts when consumers think of particular items and a brand will quickly arise in their minds (Oktaviani & Rustandi, 2018) [8]. Consumer awareness of a brand or brand can persuade customers to continue making purchases until they reach the loyal stage of a brand (Illahi & Andarini, 2022) [7].

Andjarwati and Chusniartiningsih (2018) [2] performed study on customers of Pucuk Harum Tea in North Surabaya to support this claim. The non-probability sampling strategy yielded 220 respondents. Multiple linear analysis techniques are used to process statistical tests. According to the findings of this study, brand awareness has a favorable and substantial influence on brand loyalty. Illahi and Andarini (2022) [7] did a similar study on Telkomsel provider subscribers in Surabaya. PLS (Partial Least Squares) was used to evaluate the data

of 100 respondents. In this study, literature and questionnaires were employed to collect data. According to this study, brand awareness has a major impact on brand loyalty.

H2: Brand awareness has a significant effect on brand loyalty

### **2.7 The Effect of Brand Image on Purchasing Decisions**

A brand with a positive social image will almost likely get a higher market position, a competitive advantage, and a larger market share (Illahi & Andarini, 2022) [7]. According to Kotler and Keller (2012: 241), brand image is a name, word, sign, symbol, design, or a mix of all of these that is designed to identify a product and separate it from rivals. A brand's relationship with its customers will be stronger if it is founded on experience and contains appropriate information. The picture generated as a result of this impression is the fundamental decision for a consumer to make when making a purchasing decision (Ariadi et al., 2018) [4].

Arianty and Andira (2021) [15] performed study on students at North Sumatra's Muhammadiyah University. The accidental sampling approach was used to collect 100 samples. Multiple linear regression was utilized in the study, which was done with the SPSS software package. According to the findings of this study, brand image has a favorable and significant impact on purchase decisions. Furthermore, Rachmawati and Andjarwati (2020) [6] carried out a similar research on 220 JNE Express consumers. Multiple linear regression was utilized to analyze the data, which was done with the SPSS software program. According to the findings of this study, brand image has a favorable and significant impact on purchase decisions.

H3: Brand image has a positive and significant effect on purchasing decisions

### **2.8 The Effect of Brand Awareness on Purchasing Decisions**

According to Kotler 2009 in (Firmansyah, 2019:39) [16], brand awareness is the capacity of prospective purchasers to recognize or recall a brand that is featured in a certain product category. Someone who is aware of and knowledgeable about a brand will develop an interest in and intend to purchase things from that brand. In other words, strong brand awareness will boost brand recall in consumers' brains when they think about a product, the value of product awareness, in this situation, buyers do not doubt their choice to acquire a product (Arianty & Andira, 2021) [15].

In their investigation at Exemplary Private Vocational School 1 North Sumatra, Nasib and Bashira (2019) [17]. In this work, the sampling model utilized non-probability sampling employing an accidental sampling strategy. The consequences of the study's findings are that brand awareness has a favorable and significant influence on purchase decisions. Furthermore, Arianty and Andira (2021) [15] used unintentional sampling to conduct a comparable research with 100 respondents. Multiple linear regression was used to analyze data acquired through a questionnaire. According to this study, brand awareness has a favorable and considerable effect on purchase decisions.

H4: Brand awareness has a positive and significant effect on purchasing decisions

### **2.9 The Effect of Brand Loyalty on Purchasing Decisions**

Loyalty to a brand or brands is a consumer commitment to repurchase the company's products and services in the face of all rivals' business activities, as well as proof of consumer commitment to become a regular client of the business in the future (Bilgin, 2018) [1]. Someone's loyalty will increase their willingness to continue supporting the organization. The higher the level of loyalty, the more support the firm receives. Buying items as a kind of loyalty is one approach to support a firm (Khomsiyah Sanaji, 2021) [18].

Nasib and Bashira (2019) [17] performed study in North Sumatra on Model 1 Private Vocational Schools. Non-probability sampling with an accidental sampling strategy is used in the sampling model. According to the findings of this study, brand loyalty has a favorable and significant impact on purchase decisions. Khomsiyah and Sanaji (2021) [18] used questionnaires to do study on 100 people in Persela Lamongan. Testing hypotheses with Partial Least Squares (PLS). According to this study, loyalty has a favorable and considerable impact on purchase decisions.

H5: Brand loyalty has a positive and significant effect on purchasing decisions

**2.10. Research Framework**

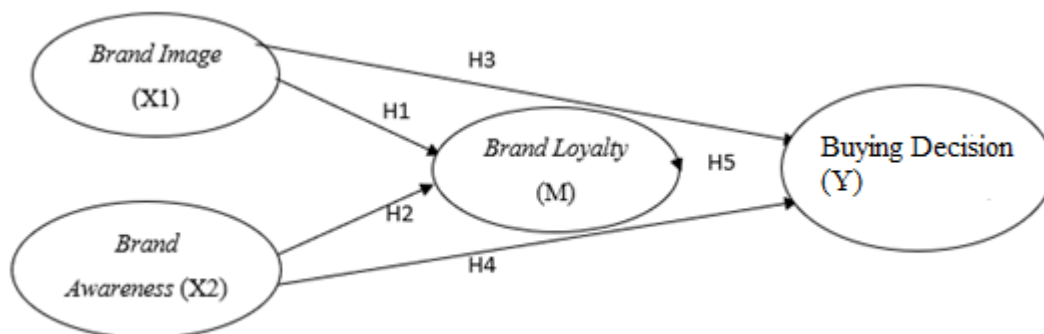


Figure II.1 Think Framework Picture

**3. Methodology and Procedure**

**3.1 Population and Sample**

Table 1: Research Sample Selection Process

Gender	Number of Respondents	Percentage (%)
Male	41	41
Female	59	59
<b>Total</b>	<b>100</b>	<b>100</b>

Source: process Data 2022

Respondent Characteristics Depending on Gender. Gender is the biological distinction between males and women from birth. The gender characteristics of responders are shown in the table below. The gender features of the 100 respondents in this survey were dominated by 59 women with a percentage of 59%, while 41 males had a percentage of 41%.

Table 2: Characteristics of Respondents by Age

Age	Number of Respondents	Percentage (%)
13-18 Year	6	6
19-24 Year	23	23
25-30 Year	41	41
>30 Year	30	30
<b>Total</b>	<b>100</b>	<b>100</b>

Source: process Data 2022

According to table 2, the 100 respondents in this study were dominated by ages between 25-30 years, with as many as 41 with a percentage of 41%, while those aged 13-18 years were as many as 6 with a percentage of 6%, aged 19-24 years as many as 23 with a percentage of 23%, and age > 30 years with a percentage of 30%.

Table 3: Characteristics of Respondents Based on Occupation

Work	Number of Respondents	Percentage (%)
Mahasiswa/Pelajar	38	38
Pegawai Swasta	26	26
Pegawai Profesional	4	4
Pegawai Negeri	18	18
Ibu Rumah Tangga	2	2
Lainnya	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

Source: process Data 2022

According to table 3, the work of 38 students controlled the majority of the 100 respondents in this survey, accounting for 38% of the total. Meanwhile, there were 26 respondents with private employee

occupations, accounting for 26% of the total. The number of respondents having professional employee employment was four, with a proportion of 4%. The percentage of respondents with public servant jobs was 18%. Then there were 2 respondents with housewife employment, accounting for 2%, and 12 respondents with other jobs, accounting for 12%.

Table 4: Characteristics of Respondents Based on Last Education

Education	Number of Respondents	Percentage (%)
SMP	2	2
SMA/SMK	4	4
D1/D3	14	14
D4/S1	50	50
S2	25	25
Lainnya	5	5
<b>Total</b>	<b>100</b>	<b>100</b>

Source: process Data 2022

According to table 4, the majority of the 100 respondents in this survey had a D4/S1 education level of 50 with a rate of 50%. While junior high school is 2 with a 2% percentage, SMA/SMK is 4 with a 4% proportion, D1/D3 is 14 with a 14% rate, Masters is 25 with a 25% percentage, and other academic levels are 5 with a 5% percentage.

Table 5: Measurement of operational variables

Variable	Definition	Indicator	Scale
Brand Image	Kotler And Keller (2012: 241) State That Brand Image Is A Name, Term, Sign, Symbol, Design, Or A Combination Of All That Is Intended To Identify A Product For Membedakannya Dari Kompetitor Lain	1. Strength 2. Uniqueness 3. Favorability	1-5
Brand Awareness	Kotler 2009 In Firmansyah (2019:39) States That Brand Awareness Is The Ability Of Potential Buyers To Recognize Or Remember A Brand That Is Part Of A Certain Product Category.	1. Recall, 2. Recognition, 3. Purchase, 4. Consumption	1-5
Brand Loyalty	Samuel And Putra (2018) State That Brand Loyalty Is A Strong Commitment To Subscribe Or Buy A Brand Consistently In The Future.	1. Behavior Measure, 2. Measuring Switch Cost, 3. Measuring Satisfaction, 4. Measuring Liking Brand, 5. Measuring Commitment	1-5
Buying Decision	Museddi (2015: 4) States That Purchasing Decisions Are Actions Of Consumers To Decide Whether To Buy Or Not A Product	1. The Need And Desire For A Product, 2. Stability Of Quality, 3. Repurchase Decision 4. Product Recommendations To Others	1-5

### 3.2 Data Analysis Techniques

In this study testing the hypothesis using a tiered linear regression equation analysis used to determine the correlation of each independent variable to the dependent variable.

$$M = a + PX1 + PX2 + e1$$

$$Y = a + PX1 + PX2 + PM + e2$$

Information:

P = Variable Regression Coefficient

- X1 = Brand Image  
 X2 = Brand Awareness  
 Y = Buying decision  
 M = Brand Loyalty  
 e1 = Residual or Prediction Error  
 e2 = Residual or Prediction Error

#### 4. Results and Discussion

##### 4.1 Validity Test Results

According to the validity test results, all items or indicators evaluating Brand Image (BI), Brand Awareness (BA), Brand Loyalty (BL), and Purchase Decision (KP) are valid. This denotes a factor loading value larger than 0.5 with all grains being clustered into a single factor.

Tabel 4.1 Summary of Validity Test Results

Variabel	Component				Keterangan
	1	2	3	4	
BI1				0,805	Valid
BI2				0,760	Valid
BI3				0,763	Valid
BA1	0,860				Valid
BA2	0,706				Valid
BA3	0,831				Valid
BA4	0,739				Valid
BL1			0,685		Valid
BL2			0,618		Valid
BL3			0,746		Valid
BL4			0,665		Valid
BL5			0,619		Valid
KP1		0,674			Valid
KP2		0,774			Valid
KP3		0,777			Valid
KP4		0,712			Valid

Source: process Data 2022

##### 4.2 Reliability Test

Cronbach Alpha > 0.6 is the test instrument used in reliability testing, indicating that the variables evaluated are dependable. The findings of testing using the SPSS version 25 program demonstrate alpha in the variables Brand Image, Brand Awareness, Brand Loyalty, and Purchase Decision.

Tabel 4.2 Summary of Reliability Test Results

No	Variabel	Cornbach's Alpha	Keterangan
1	Brand Image	0,745	Reliabel
2	Brand Awareness	0,845	Reliabel
3	Brand Loyalty	0,711	Reliabel
4	Keputusan Pembelian	0,764	Reliabel

Source: process Data 2022

According to the data in Table 4.2, all variables, including Brand Image, Brand Awareness, Brand Loyalty, and Purchase Decisions, are dependable since they have a Cronbach Alpha value greater than 0.60. A construct or variable is deemed to be dependable if it has a Cronbach's Alpha greater than 0.60 (Ghozali, 2011) and may be utilized to analyze more data.

##### 4.3 Normality test

The normality test employs the Kolmogrov-Smirnov test, which determines whether the data utilized is regularly distributed or not. The data is regularly distributed if the value (Asymp. Sig > 0.05). If the value is (Asymp. Sig < 0.05), the data is not normally distributed.

Table 4.3 Summary of normality test results

Variablel	Kolmogrov-Smirnov	Asymp sig (2-tailed)	Keterangan
Buying decision	0,070	0,200	Normal Distribution

Source: Primary data processed in 2022

If the value of the normality test is sig.0.05, the data is not normally distributed. However, if nilai sig.> 0.05, the data is regularly distributed. The data processing findings reveal that the Kolmogrov-Smirnov value for the Purchase Decision variable (Y) is 0.070 with Asymp sig (2-tailed) 0.200> 0.05, implying that the data is normally distributed.

#### 4.4 Multicollinearity Test

In this study, the multicollinearity test was performed by examining its tolerance and Variance Inflation Factor (VIF), which may determine whether or not there is a multicollinearity problem. If all variables have tolerances more than 0.1 and all independent variables have VIF values less than 10, it may be inferred that this model has no indications of multicollinearity.

Table 4.4 Summary of Multicollinearity Test Results

Variabel	Tolerance	VIF	Keterangan
<i>Brand Image</i>	0,853	1,173	Tidakadagejalamulti kolonieritas
<i>Brand Awareness</i>	0,671	1,491	Tidakadagejalamulti kolonieritas
<i>Brand Loyalty</i>	0,651	1,537	Tidakadagejalamulti kolonieritas

Source: Primary data processed in 2022

Based on the multicollinearity test results, which reveal that all variables in this study have tolerance values more than 0.1 and a VIF value greater than 10, it can be stated that this research model does not exhibit signs of multicollinearity.

#### 4.5 Heteroscedasticity Test

The heteroscedasticity test was carried out to test whether the regression model has an inequality of variance from the residuals of one observation to another. A good regression model is that there is no heteroscedasticity. The calculation of the heteroscedasticity test data in this study uses the following SPSS version 25 application.

Table 4.5 Summary of Heteroscedasticity Test Results

Variabel	Sig.(2-tailed)	Keterangan
<i>Brand Image</i>	0,911	TidakterjadiHeteroskedastisit as
<i>Brand Awareness</i>	0,052	TidakterjadiHeteroskedastisit as
<i>Brand Loyalty</i>	0,708	TidakterjadiHeteroskedastisit as

Source: Primary data processed in 2022

The heteroscedasticity test findings demonstrate that the variables brand image, brand awareness, and brand loyalty have a significance value of > 0.05, indicating that there are no signs of heteroscedasticity. As a result, our study model does not exhibit heteroscedasticity symptoms.

#### 4.6 Hypothesis testing

##### 4.6.1 Model Path Analysis 1

Path analysis is an extension of multiple linear regression, or path analysis that use multiple linear regression analysis to assess the influence of quality between variables that have already been specified prior to the theory. The influence of the independent factors on the dependent variable is examined using multiple linear

regression analysis. The following are the findings of multiple regression analysis using the SPSS version 25 program.

1st Model Path Analysis The regression results between the variables Brand Image (X1), Brand Awareness (X2), and Brand Loyalty (M) based on the results of the analysis using the SPSS version 25 program are as follows:

Table 4.6 Results of Path Analysis Model 1

Variabel	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	(Constant)	7.807	1.768		
Brand Image	0.246	0.106	0.199	2.310	0.023
Brand Awareness	0.563	0.098	0.497	5.753	0.000

Source: Primary data processed in 2022

The regression findings may be transformed into the following equation:

$$M = 7,807 + 0,199X_1 + 0,497X_2 + e_1$$

- The constant value is 7.807, which is positive. This implies that brand image and brand awareness may be considered to be constant or zero. So the value of brand image and brand awareness of brand loyalty is 7.807.
- The brand image variable's regression coefficient is positive, equivalent to 0.199. This demonstrates that every rise in brand image leads to an increase in brand loyalty.
- The brand awareness variable's regression coefficient is positive, equivalent to 0.497. This demonstrates that every increase in brand awareness leads to an increase in brand loyalty.
- e is an error item, which explains that there are other factors that can affect brand loyalty besides the two research variables.

#### 4.6.2 Model Path Analysis 2

Based on the results of the analysis using the SPSS version 25 program, the regression results obtained between the variables Brand Image (X1), Brand Awareness (X2), and Brand Loyalty (M) on Purchase Decision (Y) are as follows.

Table 4.7 Results of Path Analysis Model 2

Variabel	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	5.260	1.603		
Brand Image	0.234	0.090	0.225	2.595	0.011
Brand Awareness	0.173	0.094	0.280	2.846	0.028
Brand Loyalty	0.320	0.084	0.377	3.807	0.000

Source: Primary data processed in 2022

The regression findings may be transformed into the following equation:

$$Y = 5,260 + 0,225X_1 + 0,280X_2 + 0,377M + e_2$$

- The constant value is 5.260, which is positive. This indicates that if we assume that brand image, brand awareness, and brand loyalty are constant or equal to zero. As a result, the value of brand image, brand awareness, and brand loyalty for purchase choices is 5,260.
- The brand image variable has a positive regression coefficient of 0.225. This demonstrates that whenever there is an increase in brand image, there is an increase in purchase decisions.
- The brand awareness variable's regression coefficient is positive, equivalent to 0.280. This demonstrates that whenever there is an increase in brand awareness, there is an increase in purchase decisions.
- The brand loyalty variable's regression coefficient is positive, equivalent to 0.377. This demonstrates that whenever there is an increase in brand loyalty, there is an increase in purchase decisions.
- e is an error item, which explains that there are other factors that can influence purchasing decisions



besides the three research variables.

#### 4.7 Test F Goodness of Fit Model

The F test is used to examine the influence of each variable on the dependent variable at the same time. If  $F_{count} > F_{table}$ ,  $H_0$  is refused; otherwise,  $H_0$  is accepted if  $F_{count} > F_{table}$ . The F test was performed on Model 2 in this investigation. The F test analysis findings are shown in the table below:

Table 4.8 Summary of F Test Results

$F_{hitung}$	$F_{tabel}$	Keterangan
20.221	2,627	Memiliki Goodness of Fit Model yang baik

Source: Primary data processed in 2022

#### 4.8 Determination Coefficient Test (R<sup>2</sup>)

Coefficient of Determination of Model 1

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.791 <sup>a</sup>	0.549	0.536	1.826

Source: Primary data processed in 2022

That the determination test findings reveal a R Square (R<sup>2</sup>) value of 0.549, which suggests that Brand Image (X1) and Brand Awareness (X2) may explain 54.9% of the brand loyalty variable, with the remainder explained by additional factors not seen in this study.

Coefficient of Determination of Model 2

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.822 <sup>a</sup>	0.587	0.568	1.511

Source: Primary data processed in 2022

The determination test findings reveal a R Square (R<sup>2</sup>) value of 0.587, which suggests that Brand Image (X1), Brand Awareness (X2), and Brand Loyalty (M) can explain 58.7% of the purchase decision variable (Y), with the balance explained by additional factors not detected in this study.

Model 1:

$$M = 7,807 + 0,199X_1 + 0,497X_2 + e_1$$

Model 2:

$$Y = 5,260 + 0,225X_1 + 0,280X_2 + 0,377M + e_2$$

- According to the findings of the study **H1 is a accepted**, brand image has a strong beneficial influence on brand loyalty. This is demonstrated by the Tcount of 2.310, which has a significance level less than 0.050 (0.023 < 0.050), indicating that the better the brand image, the greater the brand loyalty among Honky Tonk Pizzabar consumers. The findings of this study are consistent with the findings of Ilahi and Andarini's (2022) research on Brand Image and Brand Loyalty.
- According to the findings of the study **H2 is a accepted**, brand awareness has a strong beneficial influence on brand loyalty. This can be seen in the Tcount of 5.753, which has a significance level less than 0.050 (0.000 < 0.050), indicating that as brand knowledge increases, so will brand loyalty among Honky Tonk Pizzabar consumers. Similar research was conducted by Divine and Andarini (2022). This study shows that brand awareness has a significant effect on brand loyalty.
- According to the findings of the study **H3 is a accepted**, brand image has a considerable beneficial influence on purchase decisions. This can be observed in the Tcount of 2.595, which has a significance level less than 0.050 (0.011 < 0.050), indicating that the better the brand image, the greater Honky Tonk Pizzabar consumers' purchase decisions. According to the findings of this study, brand image has a favorable and significant impact on purchase decisions. Similarly, Rachmawati and Andjarwati (2020) did study. According to the findings of this study, brand image has a favorable and significant impact on purchase decisions.
- According to the findings of the study **H4 is a accepted**, brand awareness has a considerable beneficial impact on purchase decisions. This can be observed in the Tcount of 2.846, which has a significance

level less than 0.050 ( $0.028 < 0.050$ ), indicating that as brand awareness rises, so will Honky Tonk Pizzabar consumers' purchase decisions. The results of this study are in line with the research conducted by Nasib and Bashira (2019).

- e. According to the findings of the study **H5 is a accepted**, brand loyalty has a considerable beneficial impact on purchase decisions. This can be observed in the Tcount of 3.807, which has a significance level less than 0.050 ( $0.000 < 0.050$ ), indicating that if brand loyalty is higher, Honky Tonk Pizzabar consumers' purchase decisions would grow. Khomsiyah and Sanaji (2021) also conducted similar research. This study shows that loyalty has a positive and significant effect on purchasing decisions.

## 5. Conclusion

The following conclusions can be taken from the data analysis results:

1. The questionnaire question items on the variables of brand image, brand awareness, brand loyalty, and purchase choices were tested for validity and reliability. In order for the question items to be used as research indicators.
2. There is an effect of brand image on brand loyalty, as determined by the T-test for the brand image variable, with  $t_{count} > t_{table}$  and  $p\text{-value} < 0.05$ . As a result, the first hypothesis (H1), that brand image has a favorable influence on brand loyalty, is found to be correct.
3. There is an effect of brand awareness on brand loyalty, with the T-test variable brand awareness yielding  $t_{count} > t_{table}$  and  $p < 0.05$ . As a result, the first hypothesis (H2), that brand awareness has a favorable influence on brand loyalty, is demonstrated to be correct.
4. There is an impact of brand image on purchase decisions, as seen by the T-test findings for the brand image variable,  $t_{count} > t_{table}$  and  $p < 0.05$ . As a result, the first hypothesis (H3), that brand image has a favorable influence on purchase decisions, is demonstrated to be correct.
5. Brand knowledge has an impact on purchase decisions, as evidenced by the T-test variable brand awareness yielding  $t_{count} > t_{table}$  and  $p < 0.05$ . As a result, the first hypothesis (H4), that brand awareness has a favorable influence on purchase decisions, is confirmed correct.
6. Brand loyalty has an impact on purchase decisions, as evidenced by the T-test variable brand loyalty yielding  $t_{count} > t_{table}$  and  $p\text{-value} < 0.05$ . As a result, the first hypothesis (H4), that brand loyalty has a favorable influence on purchase decisions, is confirmed correct.

## Limitations

There are limits to the research based on the research that has been undertaken by researchers and the findings of this study, which are as follows:

1. Because there are only two independent variables in this study and only one variable is displayed, namely brand image, brand awareness, and brand loyalty, they cannot reflect all of the things that might influence the dependent variable.
2. Limitations in questionnaire distribution, causing respondents to feel uncomfortable when filling out the questionnaire.
3. The core data for this study were gathered via a questionnaire based on the respondents' perspectives. As a result, the researcher cannot totally regulate the respondents' sincerity and honesty, causing them to select response possibilities based on the real data.

## References

- [1] Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- [2] Andjarwati, A. L., & Chusniartiningsih, E. (2018). Pengaruh Kesadaran Merek dan Citra Merek terhadap Loyalitas Pelanggan (Studi pada Pelanggan The Pucuk Harum Wilayah Surabaya Utara). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 5(2), 189. <https://doi.org/10.24252/minds.v5i2.6736>
- [3] Bernarto, I., Berlianto, M. P., Meilani, Y., & Masman, R. R. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- [4] Ariadi, A., Yusniar, M. W., & Rifani, A. (2018). 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 Agrica*, 11(2), 252–268
- [5] Osak, D. J., & Pasharibu, Y. (2020). Pengaruh Brand Ambassador Dan Tagline Terhadap Keputusan Pembelian Online Dengan Mediasi Brand Awareness. *E- Jurnal Ekonomi Dan Bisnis Universitas Udayana 9.4 (2020):357-380*, 9.4, 357–380.

- [6] Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian (Studi pada Pengguna JNE Express di Surabaya Selatan). *E-Journal Ekonomi Bisnis Dan Akuntansi*, 7(1), 25–29.
- [7] Illahi, S. K., & Andarini, S. (2022). Pengaruh Brand Image dan Brand Awareness terhadap Brand Loyalty pada Pengguna Provider Telkomsel di Surabaya. *Reslaj : Religion Education Social LaaRoiba Journal*, 4(6), 1684–1697. <https://doi.org/10.47467/reslaj.v4i6.1206>
- [8] Oktaviani, F., & Rustandi, D. (2018). Implementasi Digital Marketing dalam Membangun Brand Awareness. *PROfesi Humas : Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 3(1), 1. <https://doi.org/10.24198/prh.v3i1.15878>
- [9] Gunawan, A. C., & Susanti, F. (2019). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline Di Kota Padang. *INA-Rxiv Papers*. <https://osf.io/preprints/inarxiv/npjqh/>
- [10] Kotler, Philip dan Gary Armstrong. 2016. Dasar-Dasar Pemasaran. Jilid 1. Edisi Ke 9. Jakarta: Erlangga
- [11] Fadhilah, A. (2015). Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas Dan Loyalitas Merek Terhadap Proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha V-Ixion. *Jurnal MIX*, VI(2), 188–205
- [12] Haryono, N., & Octavia, R. (2020). Analisis Pengaruh Citra Merek Dan Mutu Layanan Terhadap Kepuasan Konsumen Serta Dampaknya Terhadap Loyalitas Konsumen. *Jurnal Industri Elektro Dan Penerbangan*, 4(1), 20–27.
- [13] Prawira, A. N. D. N., & Setiawan, P. Y. (2021). *Pengaruh Brand Image, Brand Satisfaction, dan Brand Trust terhadap Brand Loyalty Pelanggan Sepatu Merek Nike*. 10(12), 1305–1324.
- [14] Sallyna, & Saputra, A. (2022). Pengaruh Citra merek, Kepercayaan Merek dan Kesadaran Merek terhadap Loyalitas Konsumen Produk Sosro di Kota Batam. *SCENTIA JOURNAL: Jurnal Ilmiah Mahasiswa*, 5(1), 1–10.
- [15] Arianty, N., & Andira, A. (2021). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50. <https://doi.org/10.24843/eeb.2021.v10.i10.p07>
- [16] Firmansyah, M. A. (2019). Pemasaran Produk dan Merek: Planning dan Strategy. Penerbit Qiara Media
- [17] Nasib, & Bashira. (2019). Pengaruh Brand Awareness Dan Loyalitas Merek Terhadap Keputusan Pembelian Sepeda Motor Yamaha Matic. *Jurnal Manajemen Dan Keuangan*, 8(1), 34–42. <https://doi.org/10.33059/jmk.v8i1.1137>
- [18] Khomsiyah, A., & Sanaji. (2021). Pengaruh Loyalitas dan Fanatisme Supporter pada Klub terhadap Keputusan Pembelian Merchandise Orisinal: Studi pada Supporter Persija Lamongan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 242–257. <https://doi.org/10.30588/jmp.v10i2.756>