The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch

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Article Info	ABSTRACT
Keywords: Brand Image, Brand Awareness, Purchase Decisions	Brand image is useful for positioning companies, products, markets and relationships with consumers. Most consumers always assume that when a company has a good brand image, then the product is a quality product in their eyes, and vice versa when a company has a bad brand image, then the product is a product that has no value in the eyes of customers. Brand awareness is linked to the strong impression given by a company, which is then stored in memory which is reflected in the customer's ability to recall or re-recognise a brand under different conditions. This study aims to analyse the effect of brand image and brand awareness partially and simultaneously on purchasing decisions (y) consumers of Pizza Hut Lippo Cikarang Branch. The sample in this study were 105 consumers who had purchased Pizza Hut products in Cikarang city at least in the last year. The sampling method used is purposive sampling method. The data analysis method used is multiple linear regression analysis and classical assumption test with the help of the SPSS 16.0 for windows programme. The results of this study indicate that brand image and brand awareness have a positive influence on purchasing decisions. Based on this research, the implication that can be given is to prepare higher quality pizza hut products, so as to improve brand image and purchasing decisions. Another implication is to increase brand awareness so that it is increasingly recognised by potential customers.
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INTRODUCTION

Globalisation can provide both opportunities and threats for competitive brands in the global market. Global integration will change the world economy and consumer decision-making becomes increasingly complex (Lysonski, 2013) .This makes many producers compete with each other to improve the quality of their respective products. Competition from these producers is certainly beneficial for consumers in terms of choosing the right and appropriate product according to their respective needs.The tighter the competition, it will make consumers a goal that must be prioritised.Consumer purchasing decisions are studied by producers which will be used as a reference in developing a good product.The culinary business is one of the businesses that offers great opportunities and promising results for economic actors. Consumer culture that has undergone development is the basis for shaping individuals and society (Shukla, 2009). Understanding the psychological and

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

702 | P a g e

personal factors of consumers is very important and is likely to have a strong influence on purchasing behaviour and brand recall on services, products and companies (Afroz, 2013).

Consumers always feel a unique habit after buying a product or when they consume it. This unique habit will create intentions towards products, services and organisations (Khandelwal, 2013). Factors that influence purchasing decisions include brand image, brand awareness, and product quality. According to Kotler and Armstrong (2008: 282), marketers must be able to place brands well in the minds of their consumers. Developing a strong brand image is one way to make consumers recognise the product. This will affect consumer behaviour in making choices. Ferrinadewi in (Musay, 2013) argues that brand image is a person's perception of a brand which is a reflection of a person's memory of his associations with the brand. A positive brand image has a positive influence on purchasing decisions, the higher the brand image created by the company, the level of decision making to buy will also increase (Suciningtyas, 2012). The results of Apriyani's research (2013) also state that brand image has a positive and significant effect on purchasing decisions. This means that the higher the brand image, the higher the level of purchasing decisions that continue.

Brands are recognised by companies as assets, but historically based on non-financial attributes have been evaluated such as awareness, value, and perceived recognition for consumers (Kamalaveni et al., 2010). Brand awareness is the ability of a buyer to recall that a brand that he remembers is part of a particular product (Humdiana in Sundjoto, 2012). Winatapradja's research (2013) also states that brand awareness also has a positive effect on purchasing decisions.

According to (Aaker, 1997), fast food is food and beverages that can be consumed directly, such as pizza, sandwiches, and chicken-based meals, while according to (Santoso, 2016) fast food is a fast alternative to food that is affordable and available to cook at home. Companies that provide fast food dishes are usually franchise companies (Kurniawan et al., 2016). Franchise itself has many types of businesses, but what will be discussed in this study is a franchise business in the culinary field.

An important factor in a company's competition is the brand where the brand becomes a valuable company asset. The implications of the brand and the creation of impressions create brand awareness of the product itself, brand awareness is the ability of potential buyers to remember or recognise that a brand belongs to a certain product category. After brand awareness is built, business people can focus on creating a more positive brand image, a good brand image will be able to give a good impression to consumers and will increase consumer loyalty to products (Fitrianna & Aurinawati, 2020).

(Haris et al., 2016). Purchasing decisions are part of consumer behaviour, it is believed that this can help companies in developing consumer marketing strategies which will influence consumers to make purchase transactions(Rosa & Yunita, 2020).

The effect of brand image and brand awareness on purchasing decisions of pizza hut,
Lippo Cikarang mall branch— Etty Zuliawati Zed et.al
703 | P a g e

In Indonesia alone, there are many franchise businesses in the culinary field that have been recognised by the public. Here are some franchise businesses in the culinary field that have been recognised by the public :

Figure 1 Top Brand Restaurants with the Most Outlets
Source: Databooks, 2023

From the figure above, it can be seen that the number of Pizza Hut outlets ranks fourth largest as a fast food restaurant after KFC, with a total of 562 outlets spread across Indonesia. Pizza Hut is a franchise business in the culinary field that serves pizza as its main menu. Founded in 1958 by Dan and Frank Carneyoran in Wichita, Kansas. But in 1977, it was bought by PepsiCo, Inc.

Pizza Hut first appeared in Indonesia in 1984, and became the market leader in the pizza segment. As a market leader in pizza culinary, Pizza Hut continues to innovate and improve the quality of the food produced, this is solely so that Pizza Hut gets a brand in the eyes of consumers. This is in accordance with the opinion of Kotler (2013), that the quality of a product greatly affects the brand awareness of a company.(Liwe, 2013)

Purchasing decisions are part of consumer behaviour, which is the study of how individuals, groups and organisations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and wants. The increasing number of companies in the food and beverage sector and the rapid development of technology every year, makes eating out a new way of life. Generation Z is known as a generation that likes practical things, for example, they tend to prefer buying fast food such as McDonalds, KFC, Pizza Hut Delivery, etc. Based on several fast food companies in Indonesia, the author is interested in researching the Pizza Hut Delivery company.

From the results of the description above, as a market leader in pizza culinary, Pizza Hut certainly has brand strength, but the authors want to find out whether Pizza Hut's brand strength affects consumer purchasing decisions.(Budianti & Anjarwati, 2017) Therefore, the authors propose research with the title "The Effect of Brand Image and Brand Awareness on Purchasing Decisions of Pizza Hut Lippo Cikarang Branch". The

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

704 | P a g e

problems in this study are: (1) How does Brand Image and Brand Awareness affect persially and simultaneously on purchasing decisions for Pizza Hut, Lippo Cikarang Mall Branch; (2) Which variable is the dominant variable that significantly influences purchasing decisions for Pizza Hut, Lippo Cikarang Mall Branch.

Research objectives: (1) Analyse and find out how the influence of Brand Image and Brand Awareness on Purchasing Decisions of Pizza Hut, Lippo Cikarang Mall Branch; (2) Learn and understand knowledge related to the theory of Brand Image and Brand Awareness on Decisions. Image and Brand Awareness on Decision. Purchasing which variable is the most dominant to significantly influence purchasing decisions. Research benefits: (1) Theoretically, this research is expected to add insight and reference, especially as a consideration for knowledge related to efforts to improve purchasing decisions; (2) Practically, this research is expected to be able to describe the influence of Brand Image and Brand Awareness and their impact on purchasing decisions, so that it can be a suggestion for business practitioners to create a good brand image and build brand awareness so as to increase purchasing decisions.

Brand Equity

Brand equity is an intangible corporate asset. The added value provided in a product or service can be known according to how customers think, feel and act towards the brand. Brand equity is defined as a set of relics and liabilities related to using a brand that increases or decreases the value provided by the goods or services in a company or customer (Albari et al., 2018). Brand equity is the ability of a brand to increase or decrease the value of the brand itself, and can be seen from customer responses regarding the goods and services offered(Chandra, 2018).

Aaker and Keller suggest there are two models of brand equity. Aaker's model formulates brand equity from a management and corporate strategy point of view, with consumer behaviour as the main basis. (Meilani & Rosa, 2024a)(Aaker, 2018) suggests four dimensions that make up brand equity, namely: (1) brand awareness, namely the ability of consumers to recognise or recall a brand and associate it with a certain product category; (2) perceived quality, namely customer or consumer perceptions of the superiority or overall quality of the product and the benefits offered by the brand; (3) brand association, namely the impression that exists in a person's mind when seeing an object related to a particular product or service. Brand associations reflect the brand image in aspects of habits, lifestyles, interests, attributes, goods, geography, prices, competitors, celebrities, and so on.

Brand associations reflect the brand image in aspects of habits, lifestyles, interests, attributes, goods, geography, prices, competitors, celebrities, and so on. Strong associations create brand stability and will have a higher position than its competitors; and (4) brand loyalty, which is a form of behaviour that is satisfied with actions that produce positive results in the past will be repeated unless something goes wrong. Consumers who are loyal to a brand will continue to use it even though there are various competing brands with superior attributes.

Keller's model focuses on the consumer behaviour view. Keller has developed the Customer-Based Brand Equity model. This model assumes that the strength of a brand lies

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

705 | P a g e

in what consumers see, hear, learn, and feel about the brand as a result of the customer's experience over the years (Achmad, n.d.). The most important thing in building brand equity is brand knowlage, where brand knowledge can make a difference that will later drive the creation of brand equity. Know a brand how it affects the impression of the brand in the minds of customers. Brand knowledge is divided into two, namely brand image and brand awareness.

Brand Image

Brand image is a number of beliefs or beliefs about a brand held by customers. (Kotler & Keller, 2016), Every customer has a certain impression of a brand. Impressions are formed after potential customers see, hear, read or feel a brand through television, radio or print media (Meilani & Rosa, 2024b). Brand image is a sign in the form of images, names of letters, numbers, colour arrangements, or a combination of these elements that have differentiating power and are used in trading activities for goods or services.

The simple conclusion that can be drawn from the above definition is that brand is one of the main factors that affect customer satisfaction when buying products or using services. Brand image is also defined as the overall perception of a brand as well as brand information and past experiences with the brand. Brand image is related to attitudes in the form of brand beliefs and preferences. Consumers who have a positive image of a brand will be more likely to make purchases.

According to (Kotler & Keller, 2013) there are three dimensions that can be used to measure brand image, among others: (1) Strengthness or strength of a brand can build relationships with its consumers; (2) Uniqueness or uniqueness of one brand with another; (3) Favourable or consumer preference for the brand in question (Pandiangan et al., 2021).

Brand Awareness

(Kotler & Keller, 2016) Brand awareness is the ability of prospective buyers to identify and remember brands as aspects of an item (Utomo, 2017). (Aaker, 2018), Brand awareness is the buyer's ability to recognise or remember that a brand belongs to a certain product category (Ramadayanti, 2019) . So the better the brand awareness that is remembered by users well, it will provide an opportunity for users to make repeated usage decisions. If consumers do not know anything about the business, they will not buy anything from the company. That's one of the most important goals that every business should do is to build brand awareness because consumers' desire to buy is more influenced by direct experience recommendations.

Brand awareness refers to the strength of a brand's presence in the minds of consumers. A successful awareness strategy (well-known brand) should be able to explain the uniqueness of the brand by making it different from existing competitors. For example, if consumers don't know anything about a business they don't go buy something from that company. That's one of the main things every business should do to build brand awareness because consumers' desire to buy is strongly influenced by straight experience recommendations.

According to (Kotler & Keller, 2016), there are three dimensions of brand awareness, among others: (1) Brand Recognition is a dimension where the respondent's level of

The effect of brand image and brand awareness on purchasing decisions of pizza hut,
Lippo Cikarang mall branch— Etty Zuliawati Zed et.al
706 | P a g e

awareness of a brand is measured by providing assistance; (2) Brand Recall is a dimension where the brand is mentioned by the respondent after mentioning the brand that was first mentioned as the first question about a product category; (3) Brand Recall is a dimension where the brand is mentioned by the respondent after mentioning the brand that was first mentioned as the first question about a product category.(Yanti & Sukotjo, 2016)

Purchasing Decision

The buying decision is a process by which consumers recognise a problem, seek information about a particular product or brand, and review how well each problem deals and then come to a decision to buy.

According to (Kotler & Keller, 2016) there are several factors that influence purchasing decisions including: (1) Cultural factors, this factor is a determinant of desires and the most basic shaping actions; (2) Social factors, in this factor there are several groups such as reference groups, family and social roles and status can influence a person's behaviour in deciding a purchase; (3) Personal factors, personal factors in purchasing decisions are also influenced by the personal characteristics of consumers, it is very important for sellers to follow consumer desires carefully so that the products offered can be accepted by consumers. (Rozzi, 2022)

METHOD

Scope of Research

In this study, the research location is Cikarang city and this research was conducted in 2023. The independent variables in this study are brand image (X1) and Brand Awarness (X2). And the dependent variable in this study is the purchase decision (Y). The data collection method in this study was to use the questionnaire method through distributing questionnaires. This is a data collection technique that is carried out by providing written statements to respondents to be answered so as to finally get the appropriate data. The sample used in this study is the people of Cikarang city who have bought and consumed Pizza Hut at the Lippo Cikarang branch for at least the last 1 year.

Research Design

This research is a causal descriptive research design, where in this study it is described in the form of an explanation of the relationship and influence of brand image and Brand Awarness on purchasing decisions for Pizza Hut products, Lippo Cikarang Branch.

Data Sources and Data Collection Techniques

1. Data Source

Based on the source, the data is divided into 2, namely primary data and secondary data.

   a. Primary data

   Primary data is data collected and processed by researchers directly from respondents in the form of a questionnaire containing a list of structured questions and material related to Brand Image and Brand Awarness on Consumer Decision Making in Buying Pizza Hut Products, Lippo Cikarang Branch.

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

707 | P a g e

b. Secondary data.
    The data used in this study are primary data in the form of a questionnaire, which is a way of collecting data by distributing a list of questions related to the problem under study to respondents. The questionnaire was distributed to the people of Cikarang City who bought and visited Pizza Hut in Cikarang city at least in the last 1 year.

2. Data Collection Technique
    The data collection technique used in this research is by distributing questionnaires, namely by distributing a list of questions to respondents in this study.

3. Population
    The population in this study are the people of Cikarang city who have bought and consumed Pizza Hut products for at least the last 1 year. Then, the criteria that we choose as the population requirements in this study are at least 3 times within a period of 1 year.

4. Sample
    The sample measurement in this study is part of the Cikarang city community who bought and consumed Pizza Hut products at least in the last 1 year.

RESULT AND DISCUSSION

This study uses descriptive analysis with the aim of supporting quantitative analysis and providing an overview of the variables used in this study, namely brand image, Brand Awarness and purchasing decisions. In this descriptive analysis, it will analyse how the responses given by Pizza Hut consumers through a questionnaire on each of the existing statement items, where the results will be displayed in the form of a frequency distribution table and each variable item consists of the frequency of answers for each alternative answer.

Brand Image Variable

The description of the distribution of brand image variables (X1) based on each item used in this study is as follows :

Table 1. Frequency Distribution of Brand Image Variables (X1)

No	Item	STS	TS	KS	CS	S	SS	Conformity (%)
1	X1.1	0	14	17	34	26	14	67.4
2	X1.2	1	9	8	38	38	11	65.9
3	X1.3	1	9	14	39	35	7	62.6
4	X1.4	1	5	18	32	39	10	65.3
Total								251.2
Average Conformity (%)								62.8

Source: Processed primary data, 2023

Based on table 1, it can be seen the frequency distribution of each item of the brand image variable (X1). The X1.1 indicator shows that of the 105 respondents studied, it can

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

708 | P a g e

be seen for this item, among others: 1) respondents who strongly agreed with the statement on X1.1 were 14 respondents, 2) respondents who agreed with the statement on X1.1 were 26 respondents, 3) respondents who moderately agreed with the X1.1 statement were 34 respondents, 4) respondents who disagreed with the statement on X1.1 were 17 respondents, 5) respondents who disagreed with the statement on X1.1 were 14 respondents. The level of conformity of 67.4% on statement item X1.1 means that the average respondent generally agrees that the professionalism of Pizza Hut encourages me to make purchases.

The average conformity level of the brand image variable (X1) is 62.8%, indicating that the average respondent in this study tends to agree that the brand image variable attracts them to make purchases at Pizza Hut. Pizza Hut's professionalism is the biggest driver in making purchases with a conformity level of 67.4%.

Brand Awarness Variable

An overview of the distribution of Brand Awarness (X2) variables based on each item used in this study is as follows :

Table 2. Frequency Distribution of Brand Awareness Variables (X2)

No	Item	Score						Conformity (%)
		STS	TS	KS	CS	S	SS	
1	X2.1	2	20	25	28	22	8	53.7
2	X2.2	2	16	16	46	25	0	54.4
3	X2.3	2	8	20	41	30	4	59.2
4	X2.4	0	14	17	34	26	14	67.4
Total								234.7
Average Conformity (%)								58.6

Source: Processed primary data, 2023

Based on table 2, it can be seen that the frequency distribution of each item of the Brand Awarness (X2) variable is known. The X2.1 indicator shows that of the 105 respondents studied, it can be seen that for this item, among others: 1) respondents who strongly agreed with the statement on X2.1 were 8 respondents, 2) respondents who agreed with the statement on X2.1 were 22 respondents, 3) respondents who moderately agreed with the X2.1 statement were 28 respondents, 4) respondents who disagreed with the statement on X2.1 were 25 respondents, 5) respondents who disagreed with the statement on X2.1 were 20 respondents 6) respondents who strongly disagreed with the X2.1 statement were 2 respondents. The level of conformity of 53.7% on statement item X1.1 means that the average respondent generally agrees that it is easy to use the X1.1 statement. average respondents generally agree that it is easy to get the products offered by Pizza Hut.

The mean value of the Brand Awarness variable (X2) is 3.90, indicating that the average respondent in this study tends to agree that the Brand Awarness variable attracts them to make purchases at Pizza Hut. The appearance of Pizza Hut products is the biggest

driver for consumers to make purchases with a mean value of 4.25, then the products offered by Pizza Hut match the standard with a mean value of 3.96.

Purchase Decision Variable

An overview of the distribution of purchasing decision variables (Y) based on each item used in this study, is as follows :

Table 3. Frequency Distribution of Purchasing Decision Variables (Y)

No	Item	Score						Conformity (%)
		STS	TS	KS	CS	S	SS	
1	Y1	1	3	23	39	38	1	61.5
2	Y2	1	20	26	33	17	8	53.1
3	Y3	1	4	20	27	45	8	65.7
4	Y4	2	20	25	28	22	8	53.7
Total								234
Average Conformity (%)								58.5

Source: Processed primary data, 2023

Based on table 3, it can be seen that the frequency distribution of each item of the purchasing decision variable (Y). The Y1 indicator shows that of the 105 respondents studied, it can be seen for this item, among others: 1) respondents who strongly agreed with the statement on Y1 were 1 respondent, 2) respondents who agreed with the statement on Y1 were 38 respondents, 3) respondents who moderately agreed with the Y1 statement were 39 respondents, 4) respondents who disagreed with the statement on Y1 were 23 respondents, 5) respondents who disagreed with the statement on Y1 were 3 respondents 6) respondents who strongly disagreed with the Y1 statement were 1 respondent. The 61.5% level of conformity in statement item Y1 means that the average respondent generally agrees that comparing products first before making a purchase decision.

The frequency distribution for item Y4 includes: 1) respondents who strongly agreed with the statement in Y4 were 8 respondents, 2) respondents who agreed with the statement in Y4 were 22 respondents, 3) respondents who moderately agreed with the statement in Y4 were 28 respondents, 4) respondents who disagreed with the Y4 statement were 25 respondents 5) respondents who disagreed with the Y4 statement were 20 respondents, 6) respondents who strongly disagreed with the Y4 statement were only 2 respondents. the level of agreement is 53.7 on the Y4 statement item which means that the average respondent generally agrees that they will make repeat purchases of Pizza Hut products. that they will make repeat purchases of Pizza Hut products. The average conformity level of the purchasing decision variable (Y) is 58.5%, indicating that the average respondent in this study tends to agree with the purchasing decision variable.

Multiple Linear Regression Analysis

In this study, the dependent variable used is the purchase decision (Y) while the independent variables are Brand Image (X1), Purchase decision (X2). The following are the results of the analysis of multiple linear regression models on Pizza Hut consumers.

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

710 | P a g e

Table 4. Multiple Linear Regression Model Analysis Results

Model : 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	6.145	1.627		3.778	.000
X1	.150	.088	.156	1.710	.090
X2	.486	.094	.471	5.158	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Processed primary data, 2023

The form of the mathematical equation in this study can be formulated as follows :

$$Y = 6.145 + 0.150X1 + 0.486X2$$

Description :

Y   = Purchase Decision

X1 = Brand Image

X2 = Brand Awarness The above equation has meaning :

a. The constant of 6.145 states that if the independent variable is considered zero, the level of purchasing decisions will increase by 6.145%.

b. The X1 regression coefficient of 0.150 states that every 1% increase in Brand Images will increase purchases by 0.150%.

c. The X2 regression coefficient of 0.486 states that every 1% increase in Brand Awarness will increase purchases by 0.486%.

T Test (Partial)

The t test is used to test the effect of Brand image and Brand Awarness on purchasing decisions. The results of the t test in this study are presented in the following table :

Table 5. Statistical Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	T.hitung	T.tabel	Sig.
	B	Std. Error	Beta			
1(Constant)	6.145	1.627		3.778	0.1801	.000
X1	.150	.088	.156	1.710	0.1801	.090
X2	.486	.094	.471	5.158	0.1801	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Processed primary data, 2023

Partial influence can also be known by comparing the significance probability value in the table of research results with (α) = 5%. An independent variable has a significant effect if the sig value of the table is smaller than 0.05, besides that we can also compare T.count

The effect of brand image and brand awareness on purchasing decisions of pizza hut,
Lippo Cikarang mall branch— Etty Zuliawati Zed et.al
711 | P a g e

and T.table in the table above to determine the effect between existing variables. So based on the table above it can be concluded that :

1. Brand Image Variable: From the test in table 5, it is known that the significance level of X1 on Y is 0.090. This means that partially brand image has no effect on purchasing decisions because it is seen from the sig level t0.090> 0.05. Then we can also see if, T. Count on variable x1 of 1.710> from T.count of 0.1801 indicates that there is a partial influence on the purchasing decision variable but it is not very significant.

2. Brand Awarness variable: From the test in table 5, it is known that the significance level of X2 on Y is 0.000. This means that partially Brand Awarness is very influential and significant on purchasing decisions because it is seen from the sig t0.000 <0.05 level. Then we can also see if, T. Count on the x1 variable of 5.158> from T.count of 0.1801 indicates a partial influence on the very significant purchasing decision variable.

In this study, it can also be seen that the most dominant variable in influencing consumers in making purchasing decisions is the Brand Awarness variable (X2). This can be seen from the t value of the Brand Awarness (X2) variable, which is 5.158 and the regression coefficient of 0.486 which is greater than the other independent variables, namely Brand image.

F Test (Simultaneous)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2013). Or to test whether the regression model made is good / significant or not good / non-significant. This test is carried out using $\alpha = 5\%$. The results of the F statistical test in this study will be presented in the following table :

Table 6. Statistical Test Results f

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	295.302	2	147.651	22.846	.000[a]
Residual	659.213	102	6.463		
Total	954.514	104			
a. Predictors: (Constant), Brand Awarness ,Brand Image					
b. Dependent Variable: Y					

Source: Processed primary data in SPPS, 2023

The simultaneous effect can also be known by comparing the significance probability value in the table of research results with (α) = 5%. An independent variable independent variable has a simultaneous effect if the sig value of the table is smaller than 0.05. So based on the table above it can be concluded that :

There is a simultaneous influence between exterior (X1), general interior (X2), store layout (X3) and interior display (X4) on impulse buying (Y). In table 4.31 above, a significant value of Fhitung of 0.000 has been obtained. With a significant value of 0.000 <0.05, it can

The effect of brand image and brand awareness on purchasing decisions of pizza hut,
Lippo Cikarang mall branch— Etty Zuliawati Zed et.al

712 | P a g e

be concluded that there is a simultaneous influence between Brand Image (X1), Brand Awarness on Purchasing Decisions (Y).

Coefficient of Determination (R2)

The following are the results of the coefficient of determination test between Brand Image and Brand Awarness on purchasing decisions for Pizza Hut products, Lippo Cikarang Branch.

Table 7. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556[a]	0.309	0.296	2.542

Based on the table above, it can be seen that the coefficient of determination (R2) is 0.309 or 30.9%. This means that 30.9% of the Purchasing Decision variable can be explained by the two independent variables, namely Brand Image and Brand Awareness, while the remaining 69.1% is explained by other variables not explained in this study.

Normality Test

The results of the normality test on the effect of brand image and Brand Awarness on purchasing decisions can be seen from the normality test using the One-Sample Kolmogorov-Smirnov Test as below:

Table 8. Normality Test Results with One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.51765418
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.046
Kolmogorov-Smirnov Z		.610
Asymp. Sig. (2-tailed)		.851

a. Test distribution is Normal.

Source: Processed primary data in SPPS, 2023

Based on the Kolmogorov-Smirnov Test table above, the KSZ value of 0.610 and Asymp.sig. of 0.851 is greater than 0.05, it can be concluded that the data in this study are normally distributed. Apart from using the One-Sample Kolmogorov-Smirnov Test, the normality test can also be seen from the Normal P-P Plot image below :

The effect of brand image and brand awareness on purchasing decisions of pizza hut, Lippo Cikarang mall branch— Etty Zuliawati Zed et.al
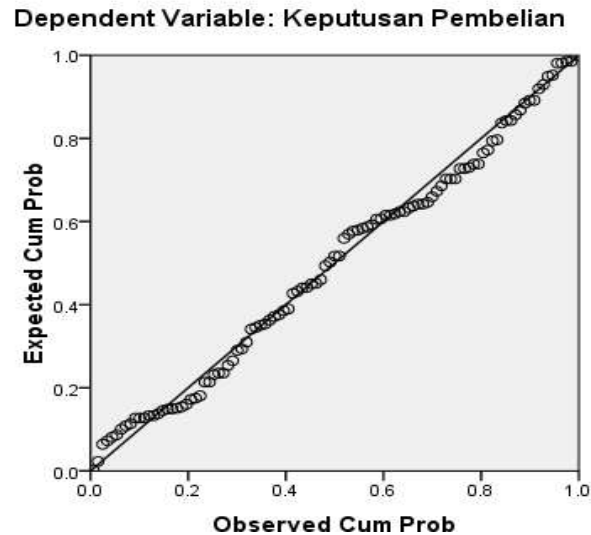
713 | P a g e

Figure 1. Normal P-P Plot of Regression Standardised Residual Dependent Variable: Purchase Decision (Y)
Source: Primary data that has been processed in SPSS, 2015

As stated in Figure 1, it can be seen that the points spread around the diagonal line and the direction of the spread follows the direction of the diagonal line. If the dots spread around the diagonal line or follow the direction of the diagonal line, it indicates that the data is normally distributed. Thus the regression model in this study fulfils the normality assumption.

CONCLUSIONS

Based on the results of data analysis and discussion of the results of the research that has been done, it can be concluded that: From the results of this study, it can be seen that the brand image variable (X1) and the Brand Awarness variable (X2) simultaneously affect purchasing decisions (Y). This is indicated by a value with a probability of 0.000, whose value is smaller than $\alpha = 0.05$. The magnitude of the contribution of the brand image (X1) and Brand Awarness (X2) variables to purchasing decisions (Y) is indicated by the coefficient of determination (R square) of 0.309 or 30.9%. From the results of this study, it can be seen that the variable only the variable Brand Awarness (X2) has a partial effect on purchasing decisions (Y), where Brand Awarness (X2) has a significance level of 0.000, while the brand image variable (X1) does not have a significant effect on purchasing decisions (Y) because it is seen from the sig t level which is 0.090 greater than 0.05. From the results of this study, it is also known that the Brand Awarness variable (X2) has a tcount of 5.158 and a regression coefficient of 0.486 so that it can be seen that the Brand Awarness variable which includes, ease of getting products, product standardisation,

product appearance and economical product life has the most dominant effect on purchasing decisions for Pizza Hut products, Lippo Cikarang Branch.

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Analyze the correlation between consumer-product Investigate Basic of the Segmentation Develop Positioning of Product Select Segmentation Strategy Design Marketing Mix Strategy Figure 1. Task of Market Segmentation Source: [2]. (n.d.).

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715 | P a g e

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716 | P a g e