

The Influence of Brand Elements on Purchase Decision on Culture Product at Viera Oleh Oleh - Oleh in Pekanbaru City

Bilqhis Luthfiyya Syanura¹ Lailan Tawila Berampu² Sri Wahyuni Wildah³

Management Study Program, University of Riau, Indonesia^{1,2,3}

Email: syanuraqhis@gmail.com¹

Abstract

This study investigates the impact of brand elements on purchase decision and examines how these elements influence decisions through brand association, specifically for Ketan Talam Durian at Viera Oleh-Oleh-Oleh Pekanbaru. Utilizing a quantitative descriptive approach, primary data was gathered from a questionnaire distributed to 115 respondents, and the analysis was conducted using Partial Least Square (PLS) second-order statistical techniques to test the hypotheses. The findings reveal that various brand elements—including brand name, logo, slogan/tagline, Packaging, and character—significantly affect brand association. Furthermore, brand association itself has a notable impact on purchase decision for Ketan Talam Durian at Viera Oleh-Oleh-Oleh Pekanbaru. These results underscore the necessity of enhancing brand elements directly to improve purchasing decision. While brand association serves as a mediator in this relationship, it does not emerge as the primary factor influencing consumer choices. This highlights the importance for Viera Oleh-Oleh-Oleh to focus on strengthening its brand identity to effectively drive consumer purchasing behavior in a competitive market.

Keywords: Purchase Decision, Brand Elements, Brand Association



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INTRODUCTION

Culinary richness is one of the main attractions highlighted in tourism campaigns such as "Wonderful Indonesia" and "Anugerah Pesona Indonesia." Traditional culinary in Indonesia itself is not only about food, but about culture and heritage that has a deep story and tradition that makes it an attraction for tourists who want to know the local culture. (Sims in Harsana & Triwidayati, 2020). One of Riau's typical culinary dishes that is currently popular among local people and tourists is Ketan Talam Durian. Ketan Talam Durian is one of Riau's typical cultural products that has high cultural and historical value. In 2019, Ketan Talam Durian was nominated for Anugerah Pesona Indonesia (API) in the category of the most popular traditional food, which shows recognition for the quality and uniqueness of this product.

WINNER PER CATEGORY OF THE 4TH INDONESIAN CHARM AWARD IN 2019		
Category I. Most Popular Traditional Dishes		
Champion	Food Name	Regional Origin
First Place	Pelleng	When. Pakpak Bharat
Second Place	Ketan Talam Durian	Pekanbaru City
Third Place	Gulai Itam	Tebo Regency

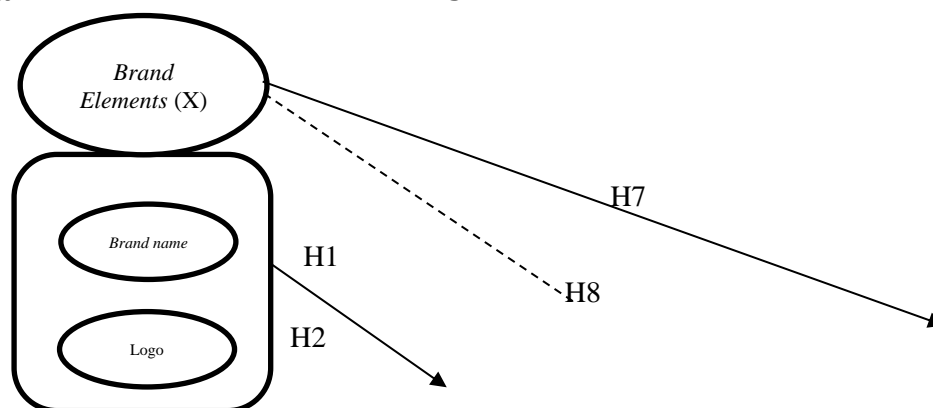
Source: Anugerah Pesona Indonesia (API)

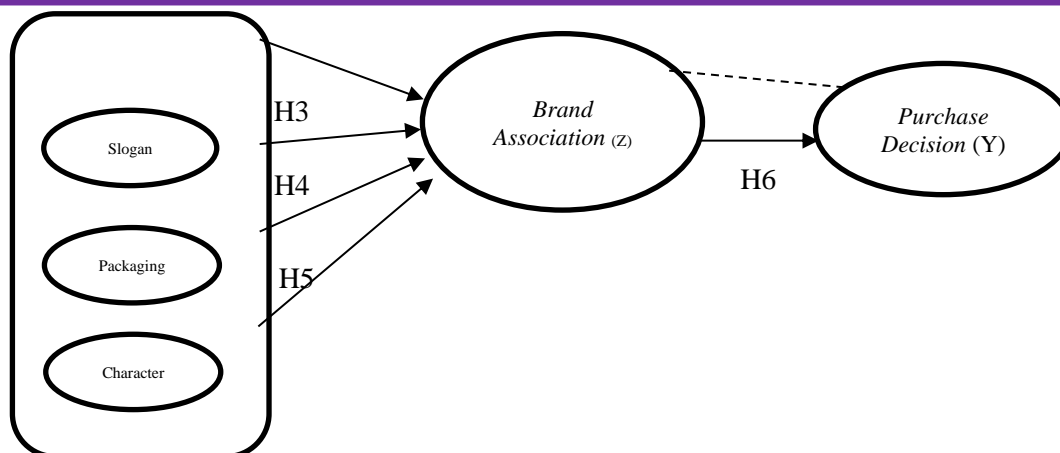
One of the souvenir shops in Pekanbaru that produces and sells Ketan Talam Durian is Viera Oleh-Oleh-Oleh. Since its inception, this store has managed to attract the attention of customers with its Ketan Talam Durian products that have a unique and original taste. Viera Oleh-Oleh-Oleh is also known as the pioneer of the first Ketan Talam Durian in Pekanbaru City

based on data from the 2021 Pekanbaru City Investment and One-Stop Integrated Services Office. In addition, the Viera Oleh-Oleh-OlehPekanbaru store has become a favorite shopping destination for tourists and locals looking for typical Oleh - Oleh of Pekanbaru City. With a wide selection of products that include traditional food, handicrafts, and typical Pekanbaru Oleh - Oleh, this can be evidenced by the inclusion of Viera Oleh-Oleh - Oleh as a nomination in the Best Shopping Destination category at the 2023 Anugerah Pesona Indonesia (API) Award and becoming the first winner in the category.

Various efforts have certainly been made by Viera Oleh-Oleh-Oleh to be able to increase purchase decisions. One of them is by paying attention to the brand elements of the Ketan Talam Durian Viera Oleh-Oleh-Olehproduct. These brand elements include brand names, logos, slogans, packaging designs, URLs, and other visual elements that function to distinguish one product from another. Brand elements in this study are defined as components that identify and differentiate brands, including brand names, logos, slogans/taglines, packaging, and character. These elements will help create brand awareness and build positive associations in the minds of consumers (Keller and Brexendorf, 2019). The name Viera Oleh-Oleh - Oleh is used to reflect the focus of the business and location which makes it easier for customers to remember and associate it with typical Pekanbaru Oleh - Oleh. In addition, a simple and memorable logo can strengthen Viera's visual identity in the minds of consumers. The use of the hashtag "#Tanda sayang dari Riau" can increase content visibility and make it easier for consumers to find products that are relevant to the tagline so that later interaction with consumers will be created through comments and responses on social media. Meanwhile, packaging, which is one of the brand elements, is not only visually appealing but also functional. Viera Oleh-Oleh - Oleh makes the owner the face or character of the brand which is an effective strategy to build engagement and strengthen brand associations by utilizing personal branding and storytelling through the face of the owner.

One of the factors that can connect brand elements to purchase decisions is brand equity, which is the value that consumers provide to a brand based on their experience with the product. Brand associations are part of brand equity. Brand association is any impression that arises related to consumers' memory of a brand. Brand association reflects the image of a brand in certain impressions in terms of habits, benefits, product attributes, prices, competitors, and others. In the face of increasingly fierce competition in the souvenir food industry, Viera Oleh-Oleh - Oleh needs to optimize brand elements to increase the purchase decision of Ketan Talam Durian products. This study aims to examine the influence of brand elements on purchase decisions and the role of brand associations in improving these decisions. Thus, a deep understanding of the relationship between brand elements and purchase decisions is essential for a more effective marketing strategy. This research has the following research framework:





Source: (Muhammad & Muath, 2018), (Suwardi, 2023) and (Widya et al., 2024).

Based on the description above, the hypothesis in this study can be formulated as follows:

H1: Brand name has a significant influence on the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H2: The logo has a significant influence on the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H3: The slogan/tagline has a significant influence on the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H4: Packaging has a significant influence on the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H5: Character has a significant influence on the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H6: Brand Associations have a significant influence on Purchase Decision on Ketan Talam Durian products at Viera Oleh-Oleh - Oleh Pekanbaru.

H7: Brand elements have a significant influence on the Purchase Decision of Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

H8: Brand elements have a significant influence on Purchase Decision through the Brand Association on Ketan Talam Durian products at Viera Oleh-Oleh-Oleh Pekanbaru.

RESEARCH METHODS

This research was conducted at the Viera Oleh-Oleh-Oleh Pekanbaru store with a population of consumers who have or often see the social media of Viera Oleh-Oleh-Oleh Pekanbaru. The sampling technique used in this study is Purposive Sampling. According to Hair et al. (2019) in SEM analysis, or Structural Equation Model, the sample size will range from 100 to 200. So based on the search results using the Hair formula above, the number of samples to be used in this study is 115 people. The data is then processed in a Partial Least Square (PLS) with a component-based or variant-based Structural Equation Modeling (SEM) model using Second Order Construct. The data collection technique used in this study uses a questionnaire. The data analysis in this study is descriptive analysis, Outer Model (Convergent Validity, Discriminant Validity, and Reliability Validity), Inner Model (VIF Test, R-Square, Predictive Relevance, Model Fit), and hypothesis testing.

RESEARCH RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

Convergent Validity Result

Table 1: Results of Phase One Loading Factor

	Outer Loading
BN.1 <- Brand name	0.876
BN.2 <- Brand name	0.900
BN.3 <- Brand name	0.894
L.1 <- Logo	0.874
L.2 <- Logo	0.847
L.3 <- Logo	0.899
T.1 <- Slogan/Tagline	0.892
T.2 <- Slogan/Tagline	0.880
T.3 <- Slogan/Tagline	0.847
P.1 <- Packaging	0.819
P.2 <- Packaging	0.912
P.3 <- Packaging	0.911
P.4 <- Packaging	0.880
C.1 <- Character	0.918
C.2 <- Character	0.961
C.3 <- Character	0.948
PD.1 <- Purchase Decision	0.810
PD.2 <- Purchase Decision	0.898
PD.3 <- Purchase Decision	0.889
PD.4 <- Purchase Decision	0.896
BA.1 <- Brand Association	0.929
BA.2 <- Brand Association	0.928
BA.3 <- Brand Association	0.907

Source: Researcher Processed Data, 2024

Table 2: Results of Phase Two Loading Factor

	Outer Loading
Brand name <- Brand Elements	0.665
Logo <- Brand Elements	0.813
Slogan/Tagline <- Brand Elements	0.869
Packaging <- Brand Elements	0.906
Character <- Brand Elements	0.870
PD.1 <- Purchase Decision	0.810
PD.2 <- Purchase Decision	0.898
PD.3 <- Purchase Decision	0.889
PD.4 <- Purchase Decision	0.896
BA.1 <- Brand Association	0.929
BA.2 <- Brand Association	0.928
BA.3 <- Brand Association	0.907

Source: Researcher Processed Data, 2024

In this study, the individual results of each indicator reached 0.8 to 0.9 which can be interpreted that for all individuals it is declared "valid", or it can be said that the outer model value between the indicator and the variable has met the convergent validity.

Table 3: Hasil Uji Avarage Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand name	0.769
Logo	0.740
Tagline	0.762
Packaging	0.774
Character	0.888

Brand Elements	0.547
Purchase Decision	0.747
Brand Association	0.849

Source: Researcher Processed Data, 2024

In this study, all indicators were declared valid because they met the AVE value above 0.5.

Discriminant Validity Result Fornell-Lacker Criterion

Table 4: Fornell-Lacker Criterion Test Results

	Brand Association	Brand Elements	Purchase Decision
Brand Association	0.882		
Brand Elements	0.784	0.805	
Purchase Decision	0.772	0.815	0.887

Source: Researcher Processed Data, 2024

All variables used in this study are valid, this is in accordance with the method where the correlation value of each variable with the variable being compared has a greater value than the correlation of other variables.

Cross Loading

Table 5: Cross Loading Test Results

	Brand Association	Brand Name	Character	Logo	Packaging	Purchase Decision	Tagline
BA.1	0.929	0.570	0.733	0.730	0.728	0.710	0.707
BA.2	0.928	0.512	0.721	0.710	0.661	0.648	0.617
BA.3	0.907	0.562	0.651	0.662	0.736	0.684	0.731
BN.1	0.500	0.876	0.368	0.363	0.419	0.535	0.451
BN.1	0.500	0.876	0.368	0.363	0.419	0.535	0.451
BN.2	0.491	0.900	0.343	0.355	0.410	0.563	0.444
BN.2	0.491	0.900	0.343	0.355	0.410	0.563	0.444
BN.3	0.568	0.854	0.454	0.425	0.497	0.536	0.443
BN.3	0.568	0.854	0.454	0.425	0.497	0.536	0.443
C.1	0.703	0.395	0.918	0.586	0.724	0.627	0.631
C.1	0.703	0.395	0.918	0.586	0.724	0.627	0.631
C.2	0.714	0.429	0.961	0.626	0.676	0.590	0.698
C.2	0.714	0.429	0.961	0.626	0.676	0.590	0.698
C.3	0.737	0.436	0.948	0.635	0.695	0.573	0.636
C.3	0.737	0.436	0.948	0.635	0.695	0.573	0.636
L.1	0.653	0.392	0.498	0.874	0.552	0.489	0.553
L.1	0.653	0.392	0.498	0.874	0.552	0.489	0.553
L.2	0.673	0.428	0.585	0.847	0.625	0.479	0.555
L.2	0.673	0.428	0.585	0.847	0.625	0.479	0.555
L.3	0.635	0.304	0.602	0.859	0.535	0.390	0.556
L.3	0.635	0.304	0.602	0.859	0.535	0.390	0.556
P.1	0.660	0.447	0.632	0.590	0.813	0.585	0.720
P.1	0.660	0.447	0.632	0.590	0.813	0.585	0.720

P.2	0.727	0.487	0.621	0.606	0.912	0.618	0.686
P.2	0.727	0.487	0.621	0.606	0.912	0.618	0.686
P.3	0.703	0.448	0.683	0.582	0.911	0.565	0.602
P.3	0.703	0.448	0.683	0.582	0.911	0.565	0.602
P.4	0.611	0.399	0.672	0.560	0.880	0.513	0.579
P.4	0.611	0.399	0.672	0.560	0.880	0.513	0.579
PD.1	0.630	0.506	0.550	0.425	0.530	0.810	0.584
PD.2	0.660	0.532	0.624	0.477	0.537	0.898	0.616
PD.3	0.670	0.510	0.557	0.514	0.638	0.889	0.644
PD.4	0.592	0.606	0.449	0.399	0.534	0.856	0.585
T.1	0.642	0.433	0.570	0.524	0.618	0.626	0.892
T.1	0.642	0.433	0.570	0.524	0.618	0.626	0.892
T.2	0.704	0.519	0.653	0.589	0.742	0.638	0.880
T.2	0.704	0.519	0.653	0.589	0.742	0.638	0.880
T.3	0.598	0.370	0.593	0.575	0.555	0.577	0.847
T.3	0.598	0.370	0.593	0.575	0.555	0.577	0.847

Source: Researcher Processed Data, 2024

In this study, it meets the standards, which are more than 0.6 and more than 0.7, so that the discriminant validity test in this study can be said to be valid.

Validity Reliability Results

Table 6: Cronbach's Alpha And Composite Reliability Test Results

	Cronbach's Alpha	Composite reliability
Brand name	0.850	0.909
Logo	0.824	0.895
Tagline	0.844	0.906
Packaging	0.902	0.932
Character	0.937	0.960
Brand Elements	0.943	0.950
Brand Association	0.911	0.944
Purchase Decision	0.886	0.922

Source: Researcher Processed Data, 2024

Based on the results of the above measurements, the value of Cronbach's alpha and the value of composite reliability are greater than 0.70, so that all indicators in the estimated model meet the requirements of discriminant reliability.

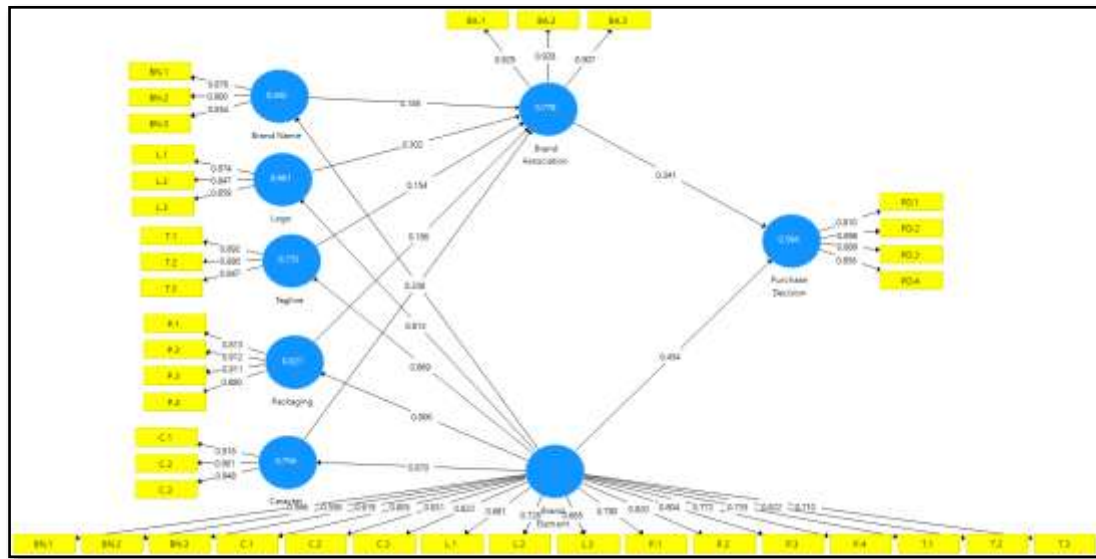


Figure 1: Output Measurement Model (Outer Model)

Source: Researcher Processed Data, 2024

Structural Model Evaluation (Inner Model) Variance Inflated Factor (VIF)

Table 7: Results of Variance Inflated Factor (VIF) Phase One Test

	Brand Association	Brand name	Character	Logo	Packaging	Purchase Decision	Tagline
Brand Association						4.325	
Brand Elements		1.000	1.000	1.000	1.000	4.325	1.000
Brand name	1.436						
Character	2.644						
Logo	2.119						
Packaging	3.045						
Tagline	2.671						

Source: Researcher Processed Data, 2024

Table 8: Results of Variance Inflated Factor (VIF) Phase Two

	Brand Association	Brand Elements	Purchase Decision
Brand Association			4.347
Brand Elements	1.000		4.347

Source: Researcher Processed Data, 2024

Based on the table presented, the estimated value shows that the Variance Inflation Factor (VIF) value for all variables is < 5 .

R-Square

Table 9: R-square and R-square adjusted test results Phase One

	R-Square	R-square adjusted
Brand name	0.442	0.437
Logo	0.661	0.658
Tagline	0.755	0.752
Packaging	0.821	0.819
Character	0.756	0.754
Purchase Decision	0.594	0.587
Brand Association	0.778	0.768

Source: Researcher Processed Data, 2024

Table 10: R-square and R-square adjusted test results Phase Two

	R-Square	R Square Adjusted
Brand Association	0.770	0.768
Purchase Decision	0.597	0.590

Source: Researcher Processed Data, 2024

In the context of this test, changes in the R-Square value can be used to evaluate how much the exogenous latent variable affects the endogenous latent variable.

Predictive Relevance (Q^2)

Table 11: Predictive Relevance Test Results (Q^2)

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand name	345.000	230.376	0.332
Logo	345.000	179.504	0.480
Tagline	345.000	150.288	0.564
Packaging	460.000	172.681	0.625
Character	345.000	116.267	0.663
Brand Elements	1840.000	1840.000	
Purchase Decision	460.000	261.004	0.433
Brand Association	345.000	123.110	0.643

Source: Researcher Processed Data, 2024

Based on Table 11, the results of the predictive relevance test show that the observation values for all variables are in the good category, because the Q^2 value obtained is greater than 0.

Model Fit

Table 12: Fit Model Results

	Saturated Model	Estimated Model
SRMR	0.079	0.079
d_ULS	1.713	1.713
d_G	1.427	1.427
Chi-Square	763.415	763.415
NFI	0.699	0.699

Source: Researcher Processed Data, 2024

Fit model testing is carried out to see how well the model is studied. In this test, it is necessary to pay attention to the model being studied by looking at the results on the NFI (Normed Fit Index). The NFI value indicates what percentage of the model studied is fit.

Hypothesis Test Path Coefficients

Table 13: Results of Stage One Path Coefficients

	Brand Association	Brand name	Character	Logo	Packaging	Purchase Decision	Tagline
Brand Association						0.341	
Brand Elements		0.665	0.870	0.813	0.906	0.454	0.869
Brand name	0.185						

Character	0.238						
Logo	0.302						
Packaging	0.186						
Tagline	0.154						

Source: Researcher Processed Data, 2024

Table 14: Results of Path Coefficients Phase Two

	Brand Association	Brand Elements	Purchase Decision
Brand Association			0.331
Brand Elements	0.877		0.466
Purchase Decision			

Source: Researcher Processed Data, 2024

The table of results above shows that the variables used in this study are directly related to have a positive value because the P-value is greater than 0.05, so all variables used can be declared accepted.

T-Statistics

The t-statistics test was carried out to test the significance of the influence of the overall exogenous variable on the endogenous variable used in this study. As for the t-statistics value produced above 1.96 and P-value 0.05, the table of results in this study is as follows:

Table 15: T-Statistics Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Ket
Brand Association -> Purchase Decision	0.341	0.331	0.118	2.904	0.002	Accepted
Brand Elements -> Purchase Decision	0.454	0.463	0.111	4.075	0.000	Accepted
Brand name -> Brand Association	0.185	0.188	0.062	3.006	0.001	Accepted
Character -> Brand Association	0.238	0.227	0.084	2.820	0.002	Accepted
Logo -> Brand Association	0.302	0.305	0.076	3.964	0.000	Accepted
Packaging -> Brand Association	0.186	0.192	0.089	2.087	0.019	Accepted
Tagline -> Brand Association	0.154	0.150	0.088	1.745	0.041	Accepted

Source: Researcher Processed Data, 2024

Table 16: Results of T-statistics Test of Intrevening Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Ket
Brand Elements -> Brand Association -> Purchase Decision	0.290	0.273	0.110	2.647	0.008	Accepted

Source: Researcher Processed Data, 2024

The t-statistics test was carried out to test the significance of the influence of the overall exogenous variable on the endogenous variable used in this study. The P-value generated from each hypothesis is P-value < 0.05. So it can be concluded that the whole hypothesis is acceptable.

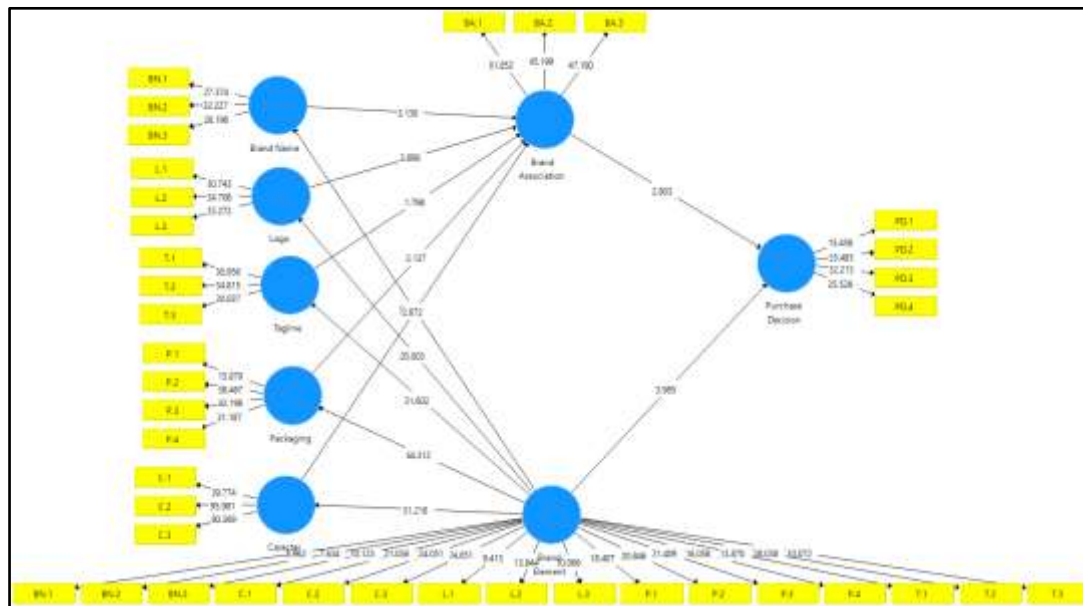


Figure 2: Output T-statistics
Source: Researcher Processed Data, 2024

H1: Brand name has a significant effect on brand associations

Brand name has a significant effect on the brand association in Viera Oleh-Oleh-Oleh. The Ketan Talam Durian Viera Oleh-Oleh-Oleh brand has good readability and ease of pronunciation, which forms a positive brand association in the minds of consumers. However, there is room for improvement in describing the characteristics of the product.

H2: Logo has a significant effect on brand associations

The logo has a significant influence on the brand association in Viera Oleh-Oleh. An attractive and recognizable logo design helps to reinforce the brand identity and create strong brand associations. However, there is room to improve the reflection of Malay cultural values in the logo design.

H3: Slogan/Tagline has a significant effect on Brand Associations

Slogans/Taglines have a significant effect on brand associations in Viera Oleh-Oleh. The use of the slogan/tagline "TandaSayangdariRiau" which is easy to understand and remember helps consumers form brand associations. However, the slogan has a lesser influence in motivating purchases.

H4: Packaging Has a Significant Effect on Brand Associations

Packaging has a significant influence on the brand association in Viera Oleh-Oleh. Packaging that protects the product well and is functional can build a positive brand association. However, the packaging needs an improvement in terms of illustrations that stand out compared to competitors.

H5: Character Has a Significant Influence on Brand Associations

Character (brand owner character) has a significant influence on the brand association in Viera Oleh-Oleh. Bunda Evi's character as a product representation has an appeal that builds a positive association with the brand. However, there needs to be an improvement in appealing to consumers' emotions through social media.

H6: Brand Associations Have a Significant Influence on Purchase Decisions

Brand associations have a significant influence on purchase decisions at Viera Oleh-Oleh. The stronger and more positive the brand association is formed, the more likely consumers are to choose the product. This shows the importance of strengthening brand associations to increase purchase decisions.

H7: Brand Elements Have a Significant Effect on Purchase Decisions

Brand elements (brand name, logo, slogan/tagline, packaging, and character) have a significant influence on purchase decisions. Strengthening brand elements can directly improve consumer purchase decisions. A strong brand identity, including these elements, plays an important role in creating positive purchase decisions.

H8: Brand Elements Have a Significant Effect on Purchase Decisions with Brand Associations as Intervening Variables

Brand elements have a significant influence on purchase decisions with brand associations as an intervening variable. Although brand associations have an important role, the main focus must remain on strengthening brand elements directly to improve purchase decisions. Strong brand elements can influence consumer purchase decisions more directly.

CONCLUSION

Based on the results of the research carried out, the following conclusions can be drawn: (1) Brand name has a significant effect on the Brand Association (2) Logo has a significant effect on the Brand Association (3) Slogan/tagline has a significant effect on the Brand Association (4) Packaging has a significant effect on the Brand Association (H5) Character has a Significant Effect on Brand Associations (6) Brand Associations Have a Significant Effect on Purchase Decisions (7) Brand Elements Have a Significant Effect on Purchase Decisions (8) Brand Elements Have a Significant Effect on Purchase Decisions by Brand Association as an Intervening Variable. This study shows that the original sample value of brand elements in the Purchase Decision is much greater than the original sample value of the brand elements in the Purchase Decision through the Brand Association. These findings emphasize the importance of strengthening brand elements directly to improve Purchase Decisions, while the role of Brand Associations as mediators needs to be considered but not the main factor in influencing Purchase Decisions.

The suggestions in this study are as follows: (1) Focus on developing brand names, logos, taglines, packaging, and characters to increase brand attractiveness and influence in the market. (2) Create positive experiences through effective marketing campaigns and consistent interactions on social media to build emotional connections with consumers. (3) Conduct regular evaluations of the effectiveness of brand elements with surveys or consumer feedback for continuous improvement. (4) Incorporate all brand elements in the marketing strategy to create a cohesive brand image and drive purchase decisions.

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