



The Effect of Brand Trust, Brand Awareness, and Brand Positioning on The Purchase Decision of Honda Brand Motorcycle in Students of Muhammadiyah Ponorogo University

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Abstract

Marketing management is the science of selecting target markets and achieving and retaining them by creating and delivering superior consumer value, thus creating purchasing decisions for consumers. This study aims to find out how the influence of Brand Trust, Brand Awareness, and Brand Positioning on the Purchase Decisions of Honda Brand Motorcycles in Muhammadiyah University Ponorogo Students partially or simultaneously. The sample is a consumer of a Honda brand motorbike at Muhammadiyah University Ponorogo students who make purchases; sampling uses an accidental sampling technique and a sample of 96 respondents. The testing stages used in this study were instrument testing, multiple linear regression analysis, coefficient of determination test, and hypothesis testing. This research produces a partial test (t) which is as follows Brand Trust (X1) = 0.004, Brand Awareness (X2) = 0.001, and Brand Positioning (X3) = 0.000, while the test results (F) show a significant level of 0.000. Brand Trust, Brand Awareness, and Brand Positioning partially or simultaneously positively and significantly influence the Purchase Decision of Honda Brand Motorcycles at Muhammadiyah University Ponorogo Students.

Keywords: Brand Trust; Brand Awareness; Brand Positioning; Purchase Decision

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INTRODUCTION

Mobility development is currently one of the essential aspects that every individual must meet. Every day we are faced with always moving from one place to another. To support this mobility, many people choose to use motorized modes of transportation such as cars, motorbikes and various other means of transportation; one of the vehicles used for community mobility is a motorcycle. The need for mobility impacts the increasing demand for various types of motorbikes, resulting in more competition in the business world in the transportation sector. This can be seen from the many motorcycle manufacturers that offer various types of motorbikes with different innovations according to their needs, where the motorcycles produced provide convenience for consumers in mobility (Ariani, 2019).

The development of motorcycles in Indonesia is currently experiencing a significant increase. All groups, from the lower class to the upper class, can use motorbikes for various purposes, whether business, family, personal or other. Automotive companies offer a wide range of products with innovations in design, colour choices, and shapes tailored to taste and which market segmentation to target. Several motorcycle brands compete in Indonesia, including Yamaha, Honda, Suzuki, Kawasaki, VIAR, etc. The motorcycle market is like this, which causes intense competition among business competitor markets in the transportation sector. So that consumers will be given many purchasing options for motorcycle products.

Consumers decide to purchase generally based on Heart, conscience, And consideration. Kotler & Amstrong (2012) define the decision to purchase as A process in which A consumer knows the problem, looks for information about a product or Brand, and evaluates how much Good each alternative can solve the problem, Which Then leads to a decision to purchase. If something is Good for the eye consumer, the consumer will purchase produce.

Factors Influencing the decision to purchase something product in between are the Brand's trust, Brands Awareness And Brands Positioning. Function from variables This is as reject measuring so far where effectiveness variable influences decision purchase later. The factor Which influences decision purchase is Brands Trusts. Brands Trusts, according to Ballester in Suryani & Rosalina (2019) flavour-safe consumers through interaction with the brands, Which, based on trust, consumers need more answers from something brand. According to Guviez And Korchia in Firmansyah (2019), Brands Trusts can make a perception consumer to something brand or product, Which, according to the consumer, can be beneficial And own flavour safe so that the consumer believes that the product or Brand can fulfil their hope. Something goods with Brand Which have trusted so consumer tend For repeat purchase on Brand the compared to with Brand other. For That, tall low Brands Trusts have an impact on to decision purchase (Amelinda & Farida, 2017; Finanda & Wiwaha, 2017; Masturi & Hardini, 2017).

Factor other Which can influence decision purchase is Brands Awareness. According to Humdiana in (Ramadayanti, 2019), Brands Awareness is the ability of a candidate buyer To buy or remember to return that something market is part of a category product specific. Importance has Brands Awareness. Strongness is vital for the company to make superior in the competitive business. Because consumers tend to choose products or services from brands, they know where it is, Which increases sales. Awareness of A brand is necessary for the decision to purchase a consumer. This consumer believes the Brand, Which has a positive image, is One guarantee to provide a quality product. Consumers will always buy products. To fulfil needs, they will buy the products, where they buy, And How they make decisions will have a close relationship with the feeling the brands offer (Akbarsyah, 2012).

Factor other that is not lost necessary can influence decision purchase is Brands Positioning. According to Jatmiko & Setyawati (2015), Brands Positioning is action designing offers And image companies so they get a place unique in the thought target market. The objective put the Brand on thought consumers to maximize the benefit potential for the company. Brands Positioning, Which Good guide strategy marketing with the method, clarify the essence of the Brand, the objective of What can achieve customer with the help of the Brand, And How to run it uniquely. Results Brands Positioning is a creation with success something proportion mark Which focuses on the customer, something strong reason Why market target must buy product concerned.

According to Asmoko (2017) the Influence of Brands Images, brand trust, And Brands Awareness in a manner partially simultaneously, but there is an influence positive And

significant on Decision Purchases. (Sari, 2018) states that brand positioning, And Brands Awareness in a manner. Partial or simultaneous influence is positive And significant to Decision Purchase. Mujianty et al, (2022) states that brand awareness And Brands Positioning in a manner of Partial or simultaneous influence are positive And significant to Decision Purchase.

PT. Astra Honda Motor (AHM) is a pioneer in the motorcycle industry in Indonesia. Founded on June 11, 1971, with the initial name PT. Federal Motor. At that time, PT Federal Motor only assembled, while the components were imported from Japan as CKD (Completely Knock Down). The motorcycle first produced by Honda was the business type, the S 90 Z with a 4-stroke engine with a capacity of 90 ccs. The production in the first year for one year was only 1500 units, but it jumped to around 30 thousand and continues to grow today. Motorcycles continue to grow and become one of the mainstay modes of transportation in Indonesia (www.astra-honda.com)

Data on motorcycle sales in July 2022 obtained from AISI (Indonesian et al. Association) the number of motorcycle sales from ATPMs who are members of AISI, namely PT Astra Honda Motor (AHM), PT Yamaha Indonesia Motor Manufacturing (YIMM), PT Suzuki Indomobil Sales (SISI), PT Kawasaki Motor Indonesia (KMI) and PT. TVS Indonesia (TMI). AISI data for July 2022 shows that motorcycle sales have increased compared to the previous month, which was only 375,034 units. Then the acquisition of each Brand also increased; Honda, from only 271,206 units in June, skyrocketed sharply in July to 450,622 units and became the top among other brands. This proves that the quality of Honda's products and Brand has received high trust, greatly influencing people's purchasing decisions.

PT. Astra Honda Motor (AHM) uses the tagline " One Heart ", the company's philosophy of providing the best products and services for motorcycle consumers in Indonesia. One Heart is corporate brand awareness for companies that give spirit to Honda and its consumers. Using the tagline One Heart makes Honda a reasonably strong brand awareness and can become the market leader for the motorcycle industry in the country.

PT. Astra Honda Motor (AHM) positions itself by highlighting superior product attributes. Namely, the company advertises fuel-efficient motorcycles worldwide through its Honda PGM-FI injection technology. Honda is positioning its product as the best for several user groups, namely, strengthening on scooters. According to usage, Honda positioned itself as a vehicle with an elegant appearance and could maneuver well compared to its competitors.

Based on the background behind in on, the researcher will stage a study titled "Influence Brands Trusts, Brands Awareness, And Brands Positioning to Decision Purchase Motorcycle Brand Honda on Student University Muhammadiyah Ponorogo".

METHODS

This research was conducted in Ponorogo District by distributing questionnaires to consumers of Honda motorcycles at the Muhammadiyah University of Ponorogo. The population used in this study are consumers who purchase Honda motorcycles. This research uses the *Nonprobability Sampling technique* by using *Accidental Sampling*, namely determining the sample based on incidental or incidental encounters with researchers that can be used as samples if it is deemed that the person met is suitable as a respondent. The sample in this study amounted to 96 respondents who were consumers of Honda motorcycles at the Muhammadiyah University of Ponorogo—retrieval of data using primary and secondary data. The primary data is in the form of observation, interviews and distributing questionnaires to consumers of Honda motorcycles at the Muhammadiyah University of Ponorogo. At the same time, the secondary data used in this research is in the form of literature and documentation studies. The data analysis method used is quantitative, with statistical analysis using a computer with the SPSS 25 program.

Instrument Test

a. Validity test

The validity test is a valid instrument, meaning that the measuring instrument used to obtain the data is valid (Sugiyono, 2017). The criteria:

- If $r_{\text{count}} > r_{\text{table}}$, then the data or question item is declared valid
- If $r_{\text{count}} < r_{\text{table}}$, the data or question item is declared invalid.

b. Reliability Test

A reliability test is a test used to determine the consistency of the measuring instrument used. The reliability test formula (Sugiyono, 2017).

$$a = \frac{kr}{1+(r-1)k}$$

Multiple Linear Regression

Multiple linear regression analysis is a tool used to measure the influence of more than one independent variable on the dependent variable (Sugiyono, 2017).

Coefficient of Determination (R²)

The coefficient of determination is an analysis used to measure how far the model's ability to explain variations in the dependent variable (Y) is, and the value of the coefficient of determination is between 0 and 1 (Ghozali, 2018).

Hypothesis testing

a. Partial Test (t-test)

The Partial Test is a test used to determine how much influence the independent variables, partially or individually, have on the dependent variable (Sugiyono, 2017). The level of significance in this study is 5%. If the significance probability number is <5%, then H₀ is accepted; if the significance probability number is > 5%, then H₀ is rejected. The provisions are:

- If the sig t value > 0.05, or t_{count} < t_{table}, then the variable has no significant effect
- If the sig t value < 0.05, or t_{count} > t_{table}, then the variable has a significant effect

b. F Test (Simultaneous)

The F test tests the effect of the independent variables on the dependent variable together (Ghozali, 2018). The criteria are:

- If f_{count} > f_{table}, then H_a is accepted and H₀ is rejected, meaning that the independent variables simultaneously have a significant influence on the dependent variable
- If f_{count} < f_{table}, then H₀ is accepted and H_a is rejected, meaning that the independent variables simultaneously do not significantly affect the dependent variable.

RESULTS AND DISCUSSION

Instrument test results

Validity test

Table 1. Validity Test Results

Variable	Grain	r count	r table	Information
Brand Trust (X ₁)	1	0.684	0.2006	Valid
	2	0.739	0.2006	Valid
	3	0.553	0.2006	Valid
	4	0.739	0.2006	Valid
Brand Awareness (X ₂)	1	0.694	0.2006	Valid
	2	0.670	0.2006	Valid
	3	0.839	0.2006	Valid
	4	0.839	0.2006	Valid
Brand Positioning (X ₃)	1	0.787	0.2006	Valid
	2	0.486	0.2006	Valid
	3	0.493	0.2006	Valid
	4	0.788	0.2006	Valid
	5	0.494	0.2006	Valid
Purchase Decision (Y)	1	0.630	0.2006	Valid
	2	0.531	0.2006	Valid
	3	0.661	0.2006	Valid
	4	0.519	0.2006	Valid
	5	0.678	0.2006	Valid

Source: Primary data processed with SPSS 25.00, 2023

Based on Table 1, it can be seen that all instruments are declared valid because the r_{count} is greater than the r_{table} 0.2 006.

Reliability Test
Table 2. Reliability Test Results

Variable	Cronbank Alpha	Criteria	Information
Brand Trust (X ₁)	0.759	0.600	Reliable
Brand Awareness (X ₂)	0.802	0.600	Reliable
Brand Positioning (X ₃)	0.743	0.600	Reliable
Purchase decision (Y)	0.735	0.600	Reliable

Source: Primary data processed with SPSS 25.00, 2023

Based on Table 2, it can be seen that all variables are declared reliable because *Cronbach's alpha value* is more significant than 0.60.

Results of Data Analysis
Results of Multiple Linear Regression Analysis
Table 3. Results of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	7,925	1,802		4,397	.000
Brand Trusts	.187	.064	.230	2,920	.004
Brand Awareness	.205	062	.261	3,327	.001
Brand Positioning	.374	055	.537	6,819	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed with SPSS 25.00, 2023

The regression results, which are summarized in Table 3, can be made the regression equation as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

$$Y = 7.925 + 0.187 X_1 + 0.205 X_2 + 0.374 X_3 + e$$

This equation can be translated into the following analysis:

- 1) The constant value (a) = 7.925

This value indicates that when the *Brand Trust*, *Brand Awareness* and *Brand Positioning variables* are equal to 0, the magnitude of the Purchase Decision is constant at 7.925 units, and this value is the influence of other variables not included in the regression model.

- 2) *Brand Trust* regression coefficient value (X₁) = 0.187

Data analysis shows that the value of the regression coefficient for the *Brand Trust variable* is 0.187. This value can be interpreted that every increase of 1 unit in *Brand Trust items* will affect the increase in Purchase Decision of 0.187, assuming the other variables in the study are zero.

- 3) *Brand Awareness* variable regression coefficient value (X₂) = 0.205

Data analysis shows that the value of the regression coefficient for the *Brand Awareness variable* is 0.205. The analysis results show that if the *Brand Awareness variable* increases by one unit, it will impact an increase in Purchase Decisions of 0.205. Note that the other variables in the study are assumed to be zero.

- 4) The regression coefficient value of the *Brand Positioning variable* (X₃) = 0.374

Data analysis shows that the value of the regression coefficient for the *Brand Positioning variable* is 0.374. The results of this analysis indicate that if the *Brand Positioning variable* experiences an increase of 1 unit, it will impact an increase in purchasing decisions of 0.374, provided that other variables in the study are assumed to be zero.

Results of Analysis of the Coefficient of Determination (R^2)

Table 4 . Coefficient of Determination (R^2)

Summary models

Model	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.659 a	.435	.416	1.22147

a. Predictors: (Constant), Brand Positioning, Brand Awareness, Brand Trust

Source: Primary data processed with SPSS 25.00, 2023

Based on the table above, it is known that the coefficient of determination is found in the *R Square value* of 0.435. This value is the percentage contribution of the independent variable to the dependent variable. When converted into a percentage, the *R Square value* is 43.5 %. This percentage explains that trust, *e-service quality* and *information quality* can influence the purchasing decision variable by 43.5 %, and the rest is influenced by other variables outside the research, namely by 56.5%.

Hypothesis testing

t-test (Partial)

Table 5. t-test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7,925	1,802		4,397	.000
	Brand Trusts	.187	.064	.230	2,920	.004
	Brand Awareness	.205	.062	.261	3,327	.001
	Brand Positioning	.374	.055	.537	6,819	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed with SPSS 25.00, 2023

Based on the results of table data processing above, the calculated t values for the independent variables are:

1. Based on Table 5, it is known that the significance value for the influence of the *Brand Trust variable* on Purchasing Decisions is 0.004 < 0.05, and the t count is 2.920 > t table 1.985, so it can be concluded that there is a significant influence between the *Brand Trust variable* on Purchasing Decisions.
2. Based on Table 5, it is known that the significance value for the influence of the *Brand Awareness variable* on Purchasing Decisions is 0.001 < 0.05, and the t count value is 3.327 > t table 1.985, so it can be concluded that there is a significant influence between *Brand Awareness variables* on Purchasing Decisions.
3. Based on Table 5, it is known that the significance value for the influence of the *Brand Position variable* on Purchasing Decisions is 0.000 < 0.05, and the t count is 6.819 > t table 1.985, so it can be concluded that there is a significant influence between the *Brand Position variables* on Purchasing Decisions.

F Test (Simultaneous)

Table 6. F test results

ANOVA^a

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	105,476	3	35,159	23,565	.000 b
	residual	137,263	92	1,492		
	Total	242,740	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Positioning, Brand Awareness, Brand Trust

Source: Primary data processed with SPSS 25.00, 2023

Based on Table 6, it is known that the coefficient of the F test is 23.565. The value of f table with a significant level or $\alpha = 0.05$ and $df = (4-1);(96-4) = 3: 92$ is 2.70. These calculations show that the significant value is $0.000 < 0.05$, and the calculated f value is $23.565 > f$ table 2.70. Thus, it can be concluded that H_0 is rejected and H_a is accepted.

DISCUSSION

The Influence of *Brand Trust* (X1) on Purchasing Decisions (Y) Honda Brand Motorcycles at Muhammadiyah University Ponorogo Students

Based on the processing results to test hypothesis 1 for the effect of the *Brand Trust variable* on Purchasing Decisions, namely $0.004 < 0.05$ and t count $2.920 > t$ table 1.985, it can be concluded that there is a significant influence between *Brand Trust variables* on Purchasing Decisions.

Brand Trust can make consumers' perceptions of a brand or product that, according to consumers, can be useful and have a sense of security so that consumers believe that the product or brand can meet their expectations. For an item with a brand that has been trusted, consumers tend to repeat purchases on that brand compared to other brands. Therefore, the better *the Brand Trust* with consumers, the better the impact on purchasing decisions.

Likewise, *the Brand Trust* that exists in consumers of Honda brand motorbikes among Muhammadiyah University students of Ponorogo has been well formed, especially on the *Company characteristic indicator*, which has the highest average value compared to other indicators; this shows consumer knowledge about the company that is behind a brand. The product is well-formed. These characteristics are usually formed based on a company's reputation and integrity.

The Influence of *Brand Awareness* (X2) on Purchasing Decisions (Y) Honda Brand Motorcycles at Muhammadiyah University Ponorogo Students

Based on the results of processing to test the 2nd hypothesis variable *Brand Awareness*, it is known that the significance value for the effect of the *Brand Awareness variable* on Purchase Decisions is $0.001 < 0.05$. The t count value is $3.327 > t$ table 1.985, so it can be concluded that there is a significant influence between *Brand variables and Awareness* of Purchasing Decisions.

The importance of having robust *Brand Awareness* is the key for companies to excel in business competition. The reason is that consumers tend to choose products or services from brands they know, which increases sales. Awareness of a brand plays a vital role in consumer purchasing decisions. In this case, consumers believe that a brand with a positive image guarantees product quality.

So is the case with *Brand Awareness* that exists among consumers of Honda brand motorbikes at Muhammadiyah University Ponorogo Students, which has been well formed, especially in the *Brand Recognition indicator*, namely how far consumers can remember when asked what brands they remember; this is evidenced by the high average value on these indicators compared to other indicators, which indicates the Honda brand has stuck in consumer memory.

The Effect of *Brand Positioning* (X3) on Purchasing Decisions (Y) Honda Brand Motorcycles at Muhammadiyah University Ponorogo Students

Based on the processing results for testing the 3 *Brand Position variables*, it is known that the significance value for the influence of the *Brand Position variable* on Purchase Decisions is $0.000 < 0.05$. The t count value is $6.819 > t$ table 1.992, so it can be concluded that there is a significant influence between *the Brand variable's Position* on Purchasing Decisions.

Good *brand positioning guides marketing strategy* by clarifying the essence of the brand, what goals the customer can achieve with the help of the brand, and how to achieve this uniquely. *Brand Positioning* results in the successful creation of a customer-focused value proposition, a compelling reason why the target market should buy the product in question.

As well as the Brand Positioning that exists for consumers of Honda brand motorbikes at Muhammadiyah University Ponorogo Students who have been well formed, especially on (sustainable) indicators, the company has succeeded in creating a Brand Positioning marketing strategy which explains maximizing the period and length of position in the competition, evidenced by the value of this indicator has the highest average compared to other indicators.

The Effect of Trust (X1), E-service Quality (X2), and Information Quality (X3) on Purchase Decisions (Y) at Tokopedia in Ponorogo.

The results of the F test state a value of 23.565 while the F table is 2.70 ($F_{count} > F_{table}$), which means H_0 is rejected, and H_a is accepted, which means the variables *Brand Trust*, *Brand Awareness*, and *Brand Positioning* simultaneously positive and significant effect on Purchase Decision.

That way, better or increasing *Brand Trust*, *Brand Awareness*, and *Brand Positioning* can facilitate the creation of purchasing decisions. This will have a good impact on a company/business and contribute to the progress of the company/business.

CONCLUSION

The Brand Trust variable (X1) positively and significantly affects Purchasing Decisions. This shows that consumer knowledge about the company behind the brand of a product has been well formed. The better the Brand Trust that exists in the minds of consumers towards a product, the better the level of Purchase Decision. *The brand Awareness* variable (X2) positively and significantly affects Purchase Decisions. With better *Brand Awareness*/brand awareness in consumers of a product, it can be an added value in influencing consumers to make Purchase Decisions for that product. *The brand Positioning* Variable (X3) positively and significantly affects Purchasing Decisions. In fact, This consumer believes that a brand With a positive image is One guarantee that it will provide quality products. The better the company's strategy in creating *Brand Positioning*, the better the level of Purchase Decision for a product. Independent variables *Brand Trust*, *Brand Awareness*, and *Brand Positioning* have significant effects on the dependent variable, namely Purchase Decision. That way, better *Brand Trust*, *Brand Awareness*, and *Brand Positioning* can positively influence a product's Purchase Decision.

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