

The Influence of Brand Equity and Direct Marketing on Purchase Interest That Impacts The Purchase Decision of Wardah Cosmetics Products At Abadi Store

Pengaruh Ekuitas Merek dan Pemasaran Langsung terhadap Minat Beli yang Mempengaruhi Keputusan Pembelian Produk Kosmetik Wardah di Toko Abadi

Ni Luh Nurkariani¹, Komang Ayu Dina Febriani^{2*}

Sekolah Tinggi Ekonomi Satya Dharma Singaraja^{1,2}

nurkariani68@gmail.com¹, dinafebriani382@gmail.com²

ABSTRACT

This study aims to determine the effect of brand equity and direct marketing on purchase intention which has an impact on purchasing decisions for wardah cosmetic products at the Abadi Singaraja Store. The population is all consumers at the Abadi Singaraja store, namely 1,766 and the sample in this study uses 94 consumers at the Abadi Singaraja store. The data analysis technique used in this research is Structural Equation Modeling (SEM) based on variance SEM, which is well known as Partial Least Square (PLS) visual version 3.0. The results of this study indicate that the effect of brand equity on purchasing decisions is positive and significant. The effect of direct marketing on purchasing decisions is positive and significant. The effect of brand equity on purchase intention is positive and significant. The effect of direct marketing on purchase intention is positive and significant. The effect of buying interest on purchasing decisions is positive and significant.

Keywords : Brand Equity, Direct Marketing, Purchase Intention, Purchase Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek dan direct marketing terhadap minat beli yang berdampak pada keputusan pembelian produk kosmetik wardah di Toko Abadi Singaraja. Populasi adalah seluruh konsumen di toko abadi Singaraja yaitu 1.766 dan sampel dalam penelitian ini menggunakan 94 konsumen di Toko Abadi Singaraja. Teknik analisis data yang digunakan dalam penelitian ini adalah Model Persamaan Struktural (Structural Equation Modeling SEM) berbasis variance SEM, yang terkenal disebut Partial Least Square (PLS) visual version 3.0. Hasil penelitian ini menunjukkan bahwa pengaruh ekuitas merek terhadap keputusan pembelian adalah positif dan signifikan. Pengaruh direct marketing terhadap keputusan pembelian adalah positif dan signifikan. Pengaruh ekuitas merek terhadap minat beli adalah positif dan signifikan. Pengaruh direct marketing terhadap minat beli adalah positif dan signifikan. Pengaruh minat beli terhadap keputusan pembelian adalah positif dan signifikan.

Kata Kunci : Ekuitas Merek, Direct Marketing, Minat Beli, Keputusan Pembelian

1. Introduction

In the modern business world, the rapid growth of global enterprises has intensified competition, compelling business owners to face heightened levels of rivalry. To navigate this landscape, innovative strategies are sought to stimulate consumer product purchases. As competition escalates, adaptability becomes paramount, and the effectiveness of marketing strategies gains central importance. Swift identification and deployment of targeted strategies that resonate with evolving consumer dynamics are crucial.

Achieving sustainable growth hinges significantly on a company's marketing prowess. A robust marketing department plays a pivotal role in recognizing market growth opportunities and effectively engaging consumers (Lukito, 2020). Among these strategies, consumer-centric marketing stands out. Business owners must intuitively comprehend and fulfill consumer desires, employing effective strategies to influence purchase intent. Individual emotions significantly sway purchase intent, with satisfaction bolstering future buying decisions, and dissatisfaction dampening interest (Zakaria, 2020).

The cosmetics industry, especially among women seeking facial enhancements, is a coveted sector. Operating in this realm is "Toko Abadi," located in Bali, retailing beauty products, including the "Wardah" brand. Amidst diverse brand offerings at Toko Abadi Singaraja, brand equity reigns supreme when consumers choose cosmetic products.

Cosmetic products range from ordinary to branded, significantly impacting consumer preferences. Brand equity plays a pivotal role, encompassing assets and liabilities that influence product value (Ikhsana et al., 2019). It influences consumers' intentions and decisions, starting with brand awareness and culminating in purchase decisions.

Among the thriving cosmetic products is the "Wardah" line, exemplified by sales data at Toko Abadi Singaraja throughout 2022 (Table 1.):

Table 1. Wardah Cosmetic Product Sales Levels in the Year 2022

NO	MONTH	YEAR 2022
1	JANUARY	Rp. 61,000,000
2	FEBRUARY	Rp. 65,525,000
3	MARCH	Rp. 50,460,000
4	APRIL	Rp. 65,100,000
5	MAY	Rp. 52,105,000
6	JUNE	Rp. 55,270,000
7	JULY	Rp. 60,200,000
8	AUGUST	Rp. 59,100,000
9	SEPTEMBER	Rp. 59,150,000
10	OCTOBER	Rp. 61,900,000
11	NOVEMBER	Rp. 65,205,000
12	DECEMBER	Rp. 64,000,000
TOTAL		Rp. 719,015,000

(Source: Abadi Cosmetic Store Singaraja 2022)

This sales data reflects multifaceted consumer considerations influenced by brand equities when selecting cosmetic products. The role of direct marketing in shaping consumer interest and purchase decisions for cosmetic products cannot be underestimated. In recent years, direct marketing has gained substantial traction, evolving into a fiercely contested strategy deployed by various entities to secure customers.

Direct marketing encompasses persuasive, influential, and informative activities aimed at enticing customers to buy, accept, and remain loyal to products (Kusumasari & Afrilia, 2020). Utilizing methods such as catalogs, telephone marketing, kiosk marketing, mobile marketing, and internet marketing (Kotler et al., 2019), direct marketing establishes connections with potential customers, facilitating convenient transactions in the digital era.

The cosmetics industry, characterized by its constant innovation and evolving consumer trends, has witnessed a plethora of studies investigating consumer behavior and purchasing decisions. However, the majority of these studies have examined the broader context of consumer behavior, often failing to provide insights specific to the cosmetics sector at a localized level. This research gap becomes particularly evident when considering the influence of brand equity and direct marketing on consumer purchase decisions within the context of a local cosmetics retailer like Toko Abadi Singaraja.

Consequently, well-considered options are vital as consumers navigate complex purchase decisions. External stimuli like brand perception and direct marketing, combined with internal factors such as needs and desires, shape consumer behavior. This study delves into "The Influence of Brand Equity and Direct Marketing on Purchase Interest Impacting Purchase Decisions of Wardah Cosmetic Products at Toko Abadi Singaraja."

This study holds significant contributions for both theoretical and practical aspects within the field of marketing. Theoretical significance arises from its role in advancing marketing theory by deepening the comprehension of how brand equity and direct marketing influence consumer behavior. This understanding gains specificity through its focus on local cosmetics stores, enhancing the relevance of established marketing theories in smaller, localized business contexts. On the practical front, the research yields actionable insights for businesses like Toko Abadi Singaraja, as well as other cosmetics retailers. It guides them in effectively using brand equity and direct marketing strategies to heighten customer engagement and sway purchasing decisions. Moreover, the study's findings have the potential to cultivate stronger customer relationships by facilitating personalized strategies based on research insights, thereby enhancing loyalty and retention. Furthermore, these insights can equip local cosmetic retailers with a competitive edge, enabling effective brand positioning and resonance within their local customer base.

The primary aim of this research is to intricately examine and analyze the relationships between brand equity, direct marketing, consumer interest, and purchase decisions in the context of cosmetic products available at Toko Abadi Singaraja. The study's objectives encompass investigating the impact of brand equity and direct marketing on purchasing choices, exploring their interplay with consumer interest, and understanding how their combined effects influence purchasing decisions via the mediating role of consumer interest. At its core, the research delves into uncovering the determinants of consumer purchase decisions within the cosmetic products context at Toko Abadi Singaraja. It strives to ascertain the significant influence of brand equity and direct marketing on these decisions, alongside exploring the mediating influence of consumer interest. By addressing this research problem, the study endeavors to bridge a gap in existing literature, providing specialized insights into brand equity and direct marketing dynamics within the localized cosmetics industry. Through these insights, it seeks to offer practical implications for local cosmetic retailers while contributing to the broader realm of marketing knowledge.

In summary, this research's dual aims of theoretical contribution and practical guidance in the context of brand equity, direct marketing, and consumer interest hold the potential to inform effective marketing strategies for local cosmetic retailers like Toko Abadi Singaraja. The study's exploration of the mediating role of consumer interest further enriches its insights, offering valuable perspectives for enhancing customer engagement, loyalty, and the overall success of businesses in the cosmetics industry.

2. Methods

A. Research Location

This research was conducted at Toko Abadi Singaraja. The rationale for selecting this location is as follows:

1. Fluctuation in Sales Volume and Cosmetic Brands :

Toko Abadi Singaraja exhibits a pattern of fluctuating sales volume among various cosmetic brands. Well-established cosmetic brands tend to have the highest sales volume, while lesser-known brands face challenges in selling their products and occasionally experience product returns. This sales pattern provides valuable insights into the concept of brand equity. Brands with robust sales performance are often associated with strong brand equity—a intangible asset built on factors like consumer trust, recognition, and loyalty. These attributes inevitably spark consumer interest and encourage engagement with the brand. Among these various brands, one brand stands out with the highest sales volume at Toko Kosmetik Abadi Singaraja—Wardah.

Wardah exemplifies robust brand equity and serves as a compelling case study to investigate consumer behavior. Its strong brand presence is complemented by effective

direct marketing strategies, making it a clear example of how excellent brand equity coupled with adept marketing strategies influences consumer purchasing decisions.

2. Unraveling Inter-variable Relationships:

A fundamental objective of this research is to unravel the complex relationships among the variables under investigation. These variables, representing diverse aspects of consumer behavior and decision-making, hold significant sway over the retail landscape at Toko Abadi Singaraja. The aim is to shed light on the web of influences that shape consumer purchase decisions within this context.

By delving into the intricate interactions of these variables, the research seeks to provide a comprehensive understanding of how factors such as brand equity, direct marketing strategies, and potentially other hidden factors collectively contribute to consumer choices. The findings of this study hold the promise of unearthing insights that could have far-reaching implications for both theoretical comprehension and practical applications in the realm of retail marketing and consumer behavior.

In essence, the selection of Toko Abadi Singaraja as the research location represents a strategic decision driven by dual aspirations: dissecting the nuances of brand equity and direct marketing strategies through the lens of Wardah's success, and gaining a profound understanding of the intricate relationships that define consumer purchase decisions in this dynamic and vibrant retail environment.

B. Types and Sources of Data

Data Types:

In this research, two distinct types of data are employed to comprehensively capture the multifaceted aspects of the study:

- **Quantitative Data:**

Quantitative data, in accordance with the definition presented by Sugiono (2019), comprises numerical information that can be quantified and expressed in numerical values. Within the scope of this study, quantitative data encompass a range of measurable metrics, including the tally of customers and their corresponding responses to the structured questionnaires. These numeric outcomes subsequently undergo a rigorous process of analysis through the application of Structural Equation Modeling (SEM) using Partial Least Squares (PLS). This methodological approach aims to ascertain the significance of the derived numerical insights and to unearth intricate relationships among the variables that underpin the research objectives.

- **Qualitative Data:**

In contrast, qualitative data encapsulates non-numerical information or data that elude quantification and numerical expression, as eloquently articulated by Sugiyono (2019). At Toko Kosmetik Abadi Singaraja, the realm of qualitative data delves into dimensions beyond numbers. It encompasses various facets of the company's framework, including its overarching vision and mission, the structural configuration, the delineation of roles and responsibilities, and the spectrum of activities that collectively define the organizational ecosystem. This qualitative dimension enriches the research with a textured understanding of the intricate tapestry that constitutes the retail environment under scrutiny.

Data Sources:

The research hinges on the convergence of data drawn from two primary sources, each meticulously selected to provide a comprehensive perspective on the research context:

- **Primary Data:**

Primary data, as articulated in alignment with Sugiyono's methodology (2019), is meticulously collected through the distribution of thoughtfully crafted questionnaires among the respondent pool. These questionnaires have been meticulously designed to resonate with the variables central to the research inquiry. Specifically, questionnaires were administered to the esteemed customers of Toko Abadi Singaraja. The essence of primary data lies in its immediacy and direct relevance to the research focus, offering an unmediated glimpse into the perceptions and experiences of the individuals directly engaging with the retail space.

- **Secondary Data:**

Complementary to primary data, secondary data encompasses historical organizational information, the architectural composition of the company's structure, and the nuanced functions carried out by each organizational division. These secondary data have been methodically accumulated by the researcher, who stands at a slight remove from the immediate research proceedings. These data form a temporal canvas that sheds light on the evolution of the retail entity, its historical path, and the intricate framework that propels its operational cadence.

Collectively, the interplay of quantitative and qualitative data, harmonized from primary and secondary sources, culminates in a comprehensive panorama that unravels the intricacies of consumer behavior within the dynamic realm of Toko Abadi Singaraja.

C. Population and Sample

Population

The research population, according to Sugiyono (2019), is a defined domain that encompasses objects or subjects with specific characteristics. The population under study comprises all customers who visited Toko Abadi Singaraja and made purchases in the year 2022, totaling 1,766 customers.

Sample

As per Sugiyono (2019), the sample is a component of the population with specific characteristics. The Solvin formula was employed to determine the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = Sample size
- N = Population size
- e = Margin of error

For this study, the calculated sample size is 94 customers, thereby representing the population of customers at Toko Abadi Singaraja.

Data Collection Technique

The data collection technique involves the use of questionnaires to gather the necessary information for testing hypotheses in the study. The questionnaire method has been thoughtfully chosen as the most suitable approach to collect customer responses, enabling the capture of their valuable perspectives on the research variables under investigation. As highlighted by Sugiyono (2019), a questionnaire is a structured method of data collection where respondents are presented with a carefully crafted series of written questions or statements, designed to extract specific insights aligned with the research objectives.

The survey was meticulously conducted at Toko Kosmetik Abadi Singaraja, with the primary focus on engaging customers who have previously made cosmetic product purchases from the store. This targeted approach ensures that the data collected holds a high degree of relevance to the research objectives, as it directly pertains to the behaviors, preferences, and perceptions of the very individuals who are central to the study's scope. By concentrating on this specific customer segment, the survey aims to unveil nuanced insights that can contribute significantly to a deeper understanding of the dynamics surrounding the chosen research variables.

Analytical Approach: Structural Equation Modeling (SEM) using Partial Least Squares (PLS)

The research method employed in this study leverages the prowess of Structural Equation Modeling (SEM), with a specific focus on the utilization of Partial Least Squares (PLS) as its analytical framework. PLS stands as a robust and versatile analytical technique renowned for its ability to accommodate diverse data measurement scales without imposing rigid assumptions. Notably, it is particularly well-suited for scenarios characterized by limited sample sizes, rendering it an apt choice for investigations with small samples, while also facilitating the rigorous testing of theoretical constructs (Ghozali, 2019).

Ghozali's characterization (2019) of Partial Least Squares (PLS) paints it as a multivariate statistical approach designed to scrutinize the relationships between multiple independent and dependent variables. PLS emerges as a powerful tool for addressing the intricacies that arise in multiple regression scenarios, especially in cases where data-related challenges come to the fore. It's important to underscore that PLS operates with distinct objectives, focusing on aspects like soft modeling, and abstains from the imposition of specific measurement scale assumptions. The selection of PLS as the analytical backbone for this research is rooted in its ability to effectively navigate cases with smaller sample sizes, a category encompassing samples below the 100-unit threshold. Furthermore, its relevance extends to cases where the dataset under examination exhibits a compact dimensionality.

Analytical Process:

The analytical journey traverses a well-defined pathway composed of the following integral stages:

- 1. Measurement Model Evaluation (Outer Model):**

At the forefront of the analytical process stands the meticulous evaluation of the measurement model, referred to as the outer model. This intricate step involves subjecting the model to a battery of rigorous assessments encompassing content validity, convergent validity, average variance extracted (AVE), and discriminant validity. These assessments collectively serve as a litmus test, validating the reliability and the viability of the model's foundational elements.

- 2. Structural Model Evaluation (Inner Model):**

The subsequent phase segues into the evaluation of the structural model, commonly referred to as the inner model. Here, the focus sharpens on predicting

causal relationships embedded within latent variables. Rigorous assessments are facilitated through the deployment of bootstrapping techniques to validate the reliability of parameters and the predictive potential of causal relationships. The evaluation canvas is expanded to incorporate the Stone-Geisser Q-square as a yardstick for the inner model's adequacy. The stage is enriched by the scrutiny of structural path coefficients, coupled with a keen assessment of the variance explained by R2 values for dependent variables.

3. Hypothesis Testing:

The zenith of the analytical voyage culminates in a comprehensive Structural Equation Modeling (SEM) analysis, serving as the crucible for hypothesis testing and model validation. While undoubtedly confirming or refuting theoretical constructs, the comprehensive SEM model operates as an illuminating tool to unearth intricate relationships among latent variables (Ghozali, 2019).

Implications of PLS Utilization:

The adoption of the PLS methodology in this study unfurls a panorama of opportunities for a thorough exploration of the intricate relationships threading among variables. By leveraging the capabilities of PLS, the study endeavors to meticulously unravel the threads that interconnect the variables under scrutiny, thereby unmasking their profound influence on consumer purchase decisions within the vibrant retail landscape under investigation.

3. Results and Discussion

A. Research Findings

The research aimed to examine the influence of Brand Equity and Direct Marketing on Purchase Intent, subsequently impacting the purchasing decisions of Wardah cosmetic products at Abadi Store in Singaraja. To achieve this objective, data was collected through the distribution of questionnaires to 94 consumers who shopped at the mentioned store. The results of the questionnaire distribution are summarized in Table 2:

Table 2. Summary of Questionnaire Distribution

No	Questionnaire Condition	Quantity	Remarks
1	Good and Complete	94	Suitable
2	Incomplete Responses	0	Not Suitable
3	Not Returned	0	Not Suitable
Total	-	94	-

Based on Table 5.1, it is evident that out of the 94 respondents, all 94 questionnaires were deemed suitable for analysis, implying that the collected data was well-prepared for further investigation.

a. Convergent Validity

Convergent validity was assessed for each latent variable using the loading factors obtained from the SmartPLS output. According to Ghozali (2018), reflective indicators are considered satisfactory if their loading factors are above 0.50. The loading factors for each indicator are presented in Tables 3,4,5 and 6 for Brand Equity (EM), Direct Marketing (DM), Purchase Intent (MB), and Purchase Decision (KP), respectively.

Table 3. Convergent Validity - Brand Equity

Variable	Indicator	Outer Loading	Validity
Brand Equity	EM1	0.742	Valid
	EM2	0.725	Valid
	EM3	0.841	Valid
	EM4	0.798	Valid

The loading factors of the Brand Equity indicators indicate their suitability for measurement, with all values exceeding the recommended threshold of 0.50. Notably, the indicator EM3, representing quality impression, has the highest loading factor, implying its significant influence on consumer interest and purchase decisions.

Table 4. Convergent Validity - Direct Marketing

Variable	Indicator	Outer Loading	Validity
Direct Marketing	DM1	0.831	Valid
	DM2	0.832	Valid
	DM3	0.773	Valid

Similarly, the loading factors for the Direct Marketing indicators all exceed the recommended threshold, indicating their validity in measuring consumer perception of direct marketing activities. The indicator DM2, representing information accessibility, has the highest loading factor, reflecting the significance of this factor in influencing consumer purchase intent.

Table 5. Convergent Validity - Purchase Intent

Variable	Indicator	Outer Loading	Validity
Purchase Intent	MB1	0.768	Valid
	MB2	0.733	Valid
	MB3	0.795	Valid
	MB4	0.714	Valid

For the Purchase Intent indicators, all loading factors are above the recommended threshold, indicating their suitability in measuring different aspects of consumer interest. The indicator MB3, representing preferential interest, has the highest loading factor, indicating its prominent role in influencing purchasing decisions.

Table 6. Convergent Validity - Purchase Decision

Variable	Indicator	Outer Loading	Validity
Purchase Decision	KP1	0.862	Valid
	KP2	0.825	Valid
	KP3	0.797	Valid
	KP4	0.710	Valid

Lastly, the loading factors for the Purchase Decision indicators meet the validity criterion, with all values exceeding the recommended threshold. The indicator KP1, representing product stability, has the highest loading factor, indicating its significant influence on building consumer trust and subsequently impacting purchase decisions.

b. Discriminant Validity

Discriminant validity was assessed by examining the relationships between latent variables. This was done by comparing the loading factors of each indicator with the loading factors of other variables. The results are presented in Table 7:

Table 7. Discriminant Validity

	Direct Marketing	Brand Equity	Purchase Decision	Purchase Intent
Direct Marketing	0.812	0.783	0.745	0.766
Brand Equity	0.783	0.605	0.788	0.817
Purchase Decision	0.745	0.788	0.640	0.847
Purchase Intent	0.766	0.817	0.847	0.567

Based on Table 5.6, it can be inferred that the loading factors of each indicator are greater on the diagonal line, indicating a clear distinction between variables and confirming discriminant validity.

c. Composite Reliability

Composite reliability and Cronbach's alpha were used to assess the reliability of each latent variable. The values of composite reliability and Cronbach's alpha for each variable are presented in Table 8:

Table 8. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Direct Marketing	0.750	0.853
Brand Equity	0.783	0.859
Purchase Decision	0.831	0.897
Purchase Intent	0.805	0.873

The values for both composite reliability and Cronbach's alpha exceed the recommended threshold of 0.70, indicating good reliability for each latent variable.

B. Discussion

The results of the data analysis provide valuable insights into the relationships between Brand Equity, Direct Marketing, Purchase Intent, and Purchase Decision in the context of consumer behavior toward Wardah cosmetic products at Abadi Store in Singaraja.

a. Brand Equity and Purchase Intent

The analysis demonstrated a positive and significant relationship between Brand Equity and Purchase Intent. This finding aligns with previous research that suggests consumers are more likely to develop an interest in purchasing products from brands they perceive favorably. The indicators of Brand Equity, such as quality impression (EM3) and loyalty (EM4), exhibited strong influence on Purchase Intent. This indicates that consumers who have a positive perception of Wardah's brand quality and exhibit loyalty are more inclined to express intent to purchase.

b. Direct Marketing and Purchase Intent

The results also revealed a positive and significant correlation between Direct Marketing and Purchase Intent. This suggests that effective direct marketing strategies, particularly those enhancing information accessibility (DM2), can positively influence consumer interest in purchasing. In the modern digital era, easy access to product information and promotions significantly contributes to shaping consumer attitudes and intentions.

c. Purchase Intent and Purchase Decision

The study found a strong positive relationship between Purchase Intent and Purchase Decision. This indicates that consumers who have a higher level of interest in purchasing Wardah products are more likely to convert that intent into an actual purchase. Notably, the indicator representing preferential interest (MB3) exhibited the strongest influence on Purchase Decision, highlighting the importance of personal preferences in driving purchasing behavior.

d. Managerial Implications

The outcomes of this study hold several implications for marketing practitioners. Firstly, investing in building a strong brand image and loyalty can significantly impact consumers' intention to purchase. Secondly, strategic implementation of direct marketing campaigns that enhance information accessibility can effectively shape consumer attitudes and intentions. Lastly, focusing on strategies that cultivate and capitalize on consumer preferences can increase the likelihood of translating intent into actual purchases.

4. Conclusion

In conclusion, the findings of this research underscore the significant impact of brand equity and direct marketing on consumer behavior in the context of purchasing decisions and intention. The positive coefficients and substantial t-values associated with brand equity's influence on purchase decisions (coefficient: 0.255, t-value: 3.059) and purchase intention (coefficient: 0.551, t-value: 5.906), as well as direct marketing's effect on purchase decisions (coefficient: 0.197, t-value: 2.396) and purchase intention (coefficient: 0.390, t-value: 4.312), underscore their crucial roles. Moreover, purchase intention itself holds a significant sway over purchase decisions (coefficient: 0.488, t-value: 5.164). These findings not only shed light on the dynamics of consumer behavior but also offer actionable insights for businesses.

Practically, it is recommended that Toko Abadi Singaraja strategically curate its cosmetic product offerings, mindful of their direct impact on consumer interest. Simultaneously, a well-executed direct marketing approach, fostering strong customer relationships and soliciting direct feedback, can significantly enhance purchase intention. The influence of packaging, noted for its ability to attract consumers, suggests that product distributors should prioritize comprehensible and appealing packaging. By aligning strategies with factors driving purchase intention and decisions, Toko Abadi Singaraja can optimize its approach and better cater to consumer preferences.

Looking ahead, this study lays the foundation for further exploration, urging researchers to delve into the interplay between brand equity, direct marketing, purchase intention, and purchasing decisions across diverse consumer segments. Such endeavors promise a more comprehensive understanding of consumer behavior dynamics. Overall, this research not only provides actionable recommendations for businesses but also contributes to the broader realm of consumer behavior and marketing knowledge. As industries evolve, leveraging these insights will prove pivotal in staying attuned to consumers and sustaining competitive edge.

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