

The Influence Of Brand Awareness On Purchasing Decisions With User Generated Content As A Moderating Variable

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ABSTRACT

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatif. Data yang digunakan dalam penelitian ini adalah data primer yang peneliti peroleh secara langsung dari berbagai sumber atau biasa disebut dengan sumber primer dari 295 pelanggan sandal Pose yang tersebar di seluruh Indonesia. Data yang diperoleh peneliti dianalisis dengan menggunakan alat analisis smart PLS 4.0. Hasil dalam artikel ini menunjukkan bahwa variabel Brand Awareness dapat memiliki arah hubungan positif dan pengaruh signifikan terhadap Keputusan Pembelian karena nilai P-Values bernilai positif dan dibawah taraf signifikansi 0,05 yaitu 0,001. Q. Hasil nilai P-Values sebesar 0,001 memiliki arti bahwa Brand Awareness dapat membuat suatu produk menjadi lebih terkenal, memperluas pangsa pasar produk, dan pada akhirnya dapat mempengaruhi Keputusan Pembelian. Selain itu, variabel Konten Buatan Pengguna juga dapat memoderasi pengaruh variabel Kesadaran Merek terhadap Keputusan Pembelian karena nilai P-Values-nya juga cenderung positif dan berada di bawah tingkat signifikansi 0,05, yaitu 0,000. Dengan demikian, dapat disimpulkan bahwa hipotesis pertama dan kedua dalam artikel ini dapat diterima.

This research is a quantitative research with an explanatory approach.. The data used in this study is primary data that the researcher obtained directly from various sources or commonly referred to as primary sources from 295 Pose sandal customers spread throughout Indonesia. The data obtained by the researcher was analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the Brand Awareness variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and below the 0.05 significance level, namely 0.001. T. The result of the P-Values value of 0.001 means that Brand Awareness can make a product more famous, widen the product's market share, and ultimately can influence Purchasing Decisions. In addition, the User Generated Content variable can also moderate the influence of the Brand Awareness variable on Purchasing Decisions because the P-Values value also tends to be positive and is below the 0.05 significance level, namely 0.000. Thus, it can be concluded that the first and second hypotheses in this article can be accepted.



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INTRODUCTION

According to (Wasil 2018), brand awareness is the ability of potential consumers to identify and remember a brand. Examples include names, images, logos, and even the metals marketers use when promoting their products. Brand awareness encompasses a sequence of events, from the feeling of not being able to identify a brand to the belief that the brand is the only one in a particular product or service class. Brand awareness is where consumers have the brand in mind (Kotler 2009). The importance of brand awareness in brand equity is proportional to the level of brand awareness (Kotler 2009). The higher the level of awareness, the higher the perception of the brand. When consumers are aware of a brand, that brand is more likely to be chosen over other brands with lower brand awareness. Brand awareness involves two main elements: remembering and recognizing (Kotler 2008). Brand recall refers to the consumer's ability to correctly perceive and retrieve the brand from memory.

In this case, if consumers are already attracted to a brand, it will be difficult for other brands to attract the attention of consumers. Therefore, even though in their daily lives there are many varied advertising messages, consumers will always remember the brands they have previously recognized and brand awareness of the product will increase. Based on the definition above, it can be concluded that brand awareness is an awareness and ability of consumers towards a brand to know the brand, recognize the brand and recall a brand in a particular category or product, and brand awareness becomes a general goal in communication for all promotional strategies (Shafitri and Anggraeni 2020).

Brand awareness itself is the ability of a potential buyer to recognize or remember and recall a brand that is part of a product category. There are several indicators that can be applied to determine how aware a customer is of a product (1991) as stated in (Tjiptono 1997) Brand Management and Strategy: 1. Unaware of brand: or not aware of the brand At this stage is the lowest level in the brand awareness pyramid, where an audience is not aware of the existence of a brand. The audience feels unsure and doubts whether they are familiar with a brand or not 2. Brand recognition or brand recognition: Is a minimal level of brand awareness, where recognition of a brand reappears after recalling it through a stimulus or assistance. 3. Brand recall or recall: of the brand At this stage the audience is able to recall a brand without any stimulus or assistance (unaided recall). Recall of a brand is an individual's own desire to mention a particular brand. 4. Top of mind: At this stage, the audience consciously remembers the brand as the first brand that comes to mind when talking about a particular product category. In other words, the brand is the main brand among the various brands in the audience's mind. If someone is asked a direct question and without any stimulus or memory assistance and the person is able to name a brand, then the brand that is often mentioned first is top of mind.

The Usefulness or Value of Brand Awareness The usefulness of brand awareness can be seen from 4 values according to (Tjiptono 2015), namely as in the picture: 1. As an anchor that can be a hook for other associations: A brand that has a high level of brand awareness can help other associations attached to the brand because the browsing power of a brand is also very high in the minds of consumers. So it can be drawn a general outline if the level of awareness of a brand is low, then the association that has been created by a marketer will be very difficult to stick to the brand. 2. Familiarity/liking: If the level of awareness of a brand is very high, then consumers will be more familiar with the brand, and ultimately will also arise a high feeling of liking for the brand. 3. Substance/commitment: Brand awareness can show the existence, as well as commitment and is also a very important core for a company. So if the level of awareness of a brand is high, then the presence of a brand will be felt by a consumer. 4. Considering the brand: As the first step in the purchasing process, namely selecting well-known brands in a particular field or product group as consideration and to decide which brand to buy or use. Usually, brands with a high top of mind have a high level of consideration value as well. However, if a brand is not stored in a consumer's memory, then the brand will not be considered by the consumer in his mind. Customers will always consider top of mind brand names before deciding to buy a particular product, even though the fact shows that not all brands that occupy top of mind are also preferred by customers.

Based on the above explanation, researchers believe that brand awareness can have a positive relationship and a significant influence on purchasing decisions. Several previous studies have been conducted (Rohim 2022) ; (Hanifah 2024) & (Nurul Auliya Dewi 2022). Unlike the studies (Rohim 2022) ; (Hanifah 2024) & (Nurul Auliya Dewi 2022), this article adds user-generated content as a moderating variable believed to influence the influence of brand awareness on purchasing decisions.

RESEARCH METHODS

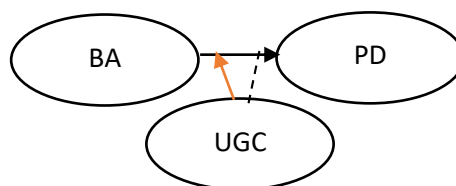


Figure 1. Model

Noted:

BA: Brand Awareness

PD: Purchasing Decision

UGC: User Generated Content

Hypothesis:

H1: The Influence of Brand Awareness on Purchasing Decision

H2: User Generated Content Can Moderates The Influence of Brand Awareness on Purchasing Decision

Based on the explanation in the image above, it shows that the model in this study has a goal and vision to analyze the influence of the Brand Awareness variable on the Purchase Decision variable (Jonathan Sarwono 2016). The goals and vision mentioned above are in line with the research of (Rohim 2022); (Hanifah 2024) & (Nurul Auliya Dewi 2022). This research is a quantitative research with an explanatory approach.. The data used in this study is primary data that the researcher obtained directly from various sources or commonly referred to as primary sources from 295 Pose sandal customers spread throughout Indonesia (Abdurahman 2016). The data obtained by the researcher was analyzed using the smart PLS 4.0 analysis tool with a more complete explanation below (AFREDO 2022).

RESULT AND DISCUSSION

Background Analysis

According to (Wasil 2018), brand awareness is the ability of potential consumers to identify and remember a brand. Examples include names, images, logos, and even the metals marketers use when promoting their products. Brand awareness encompasses a sequence of events, from the feeling of not being able to identify a brand to the belief that the brand is the only one in a particular product or service class. Brand awareness is where consumers have the brand in mind (Kotler 2009). The importance of brand awareness in brand equity is proportional to the level of brand awareness (Kotler 2009). The higher the level of awareness, the higher the perception of the brand. When consumers are aware of a brand, that brand is more likely to be chosen over other brands with lower brand awareness. Brand awareness involves two main elements: remembering and recognizing (Kotler 2008). Brand recall refers to the consumer's ability to correctly perceive and retrieve the brand from memory.

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Validity Test

Linguistically, work-life balance comes from an English word that has three series of words, namely work means work, life means life and balance means balance (Larasati, Hasanati, and Istiqomah 2019). If combined, these three words form a compound word that has its own meaning, namely work-life balance or in Indonesian it can be called the balance of personal life and work. In the Cambridge online dictionary, work-life balance is defined as the time spent doing work compared to the time spent with family and doing things that are enjoyed (Handoko 2014). Work-life balance is defined as an individual's effort to balance two or more responsibilities, including time, energy, goal achievement, and work pressure as well as personal and social life (Marwansyah 2012). Work-life balance is the process of finding a balance between work and personal life and feeling comfortable with work and family commitments. explains that work-life balance is said to be a balance between the time a person spends on work and the time spent on personal life. Another definition describes the ideal work-life balance as a state in which an individual feels able to balance work and non-work commitments.

Work-life balance means that employees can use flexible work schedules to balance their work and other lifestyles such as family, leisure time, and school or study (MUH. RORY PRAYOGI SYAM 2020). Work-life balance is also defined as creating a healthy and supportive work environment, allowing employees to have a balance between professional and personal work, thereby improving their performance (Jaharuddin 2018). Work-life balance depends on employees' need to achieve a good balance between the desire to fully participate in work and give their best to those around them. This can be said to be a balance between work and personal activities.

Based on the various definitions presented, it can be concluded that work-life balance is a person's ability to manage their personal and professional lives effectively and meet existing requirements. The responsibility for achieving this balance lies with the individual, although company or workplace policies also play a role. If this balance is not achieved, it can lead to stress and new problems for the individual. The study of work-life balance in psychology has become commonplace in the workplace, especially for workers and families. Initially, in the 1970s, in research compiled by Rosabeth Moss Kanter, the concept of work-life balance still spoke of the balance between work and family, referred to

as family balance. Then, in the 1980s and 1990s, companies began offering work-life balance programs, previously only intended for women with children (Sedarmayanti 2009).

According to (Lena Ellitan dan Lina Anata 2009) explains that work-life balance includes two aspects. Each component consists of two indicators: demand and resource. In this study, the assessment of work-life balance uses the WLB scale compiled by Gwenith Gwyn Fisher in her thesis in 2002. Then, (G. Gunawan et al., 2019) adapted the WLB theory into Indonesian in 2019. This WLB scale was developed based on the concept of spillover. Here is the explanation: 1) Demand: The first part discusses demand, which in Indonesian is called kebutuhan (demand). Demands or demands are part of the needs of each domain, both professional and personal life. Each of these areas is required to influence and contribute to the other areas. For example, demands at work are endless and must be resolved immediately, so that this can make the mind when returning home from work. Work demands that must be completed during work hours make the work have to be completed at home, thus disrupting leisure time or time with family. In this case (work-life balance), these needs are psychological assets related to work requirements, expectations, hopes, and values that will be responded to and become the focus for adaptation by individuals by making physical and mental efforts according to their abilities, thus causing stress and burden that affects certain aspects of personal or professional life (Alvesteffer 2016). Part of this demand is often associated with conflict between work and personal life and vice versa. According to the psychological spillover theory based on changes in work-life balance, demands in one area will affect other areas. For example, demands in one's work can cause conflict in one's professional duties. This conflict occurs through psychological processes that occur within an individual and the conflict spreads to other domains, for example, personal life and family. At the end of this process, conflict is created in both areas, in this case work and personal life and family (Alvesteffer 2016). 2) Resources: The second part discusses resources which refer to everything needed (in the plural). Resources are areas related to support that connects the two areas, both in professional life and personal and family. This support has a positive impact and allows resources in one domain to increase productivity in another. For example, someone who feels happy and satisfied in their personal or family life will bring joy to the workplace, increasing productivity. This is a mental asset that can be used to support a good work and personal life, reduce stress, or create new achievements in life and skills (Singodimedjo 2012).

Based on the above explanation, researchers believe that Work Life Balance can have a positive relationship direction and a significant influence on Employee Performance (Susilo 2024); (NEGARA 2020); (PRAMAESTI 2024) &(shafira aida meilia 2024) shows that the Work Life Balance variable can have a positive relationship direction and a significant influence on Employee Performance. In contrast to the research (Susilo 2024); (NEGARA 2020); (PRAMAESTI 2024) &(shafira aida meilia 2024), this article adds the Mental Health variable as a moderating variable.

Validity Test

The first stage was to test the validity of the data obtained in this study, which came from 295 customers who had purchased Pose sandals throughout Indonesia. The data was considered valid if the loading factor value in the article was above the minimum loading factor of 0.70 (Usmany et al. 2025).

Table 1. Validity Test

Variable	Question Item	Loading Factor
Brand Awareness (X)	Brand Awareness Can Influence Purchasing Decisions	0.892
	Brand Awareness Can Increase Product Popularity	0.924
	Brand Awareness Can Expand Market Share	0.899
	Brand Awareness Can Increase Sales	0.932
Purchasing Decision (Y)	Purchasing Decisions Can Be Influenced by User-Generated Content	0.897
	Purchasing Decisions Can Be Influenced by Brand Awareness	0.899

	Purchasing Decisions Can Be Influenced by Product Popularity	0.927
	Purchasing Decisions Can Be Influenced by Product Popularity	0.938
User Generated Content (Z)	Purchasing Decisions Can Be Influenced by Product Popularity	0.976
	User-Generated Content Can Influence Purchasing Decisions	0.979

Valid > 0.70

Reliability Test

The next stage is the reliability test. This stage can be passed after the researchers obtained data from a questionnaire containing ten questions: four questions about Brand Awareness, four questions about Purchasing Decisions, and two questions about User-Generated Content. After completing this stage, the results of the reliability test are presented in this article (Sarstedt et al. 2014).

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Awareness	0.938	0.887	Reliable
Purchasing Decision	0.947	0.895	Reliable
User Generated Content	0.979	0.925	Reliable

Reliable > 0.70

Path Coefisien

The final stage is the Path Coefficient stage, which serves to determine whether the hypothesis in this article can be proven or not. The hypothesis in this study is that the Brand Awareness variable can have a positive relationship and a significant influence on Purchase Decisions, and the User Generated Content variable can strengthen the influence of the Brand Awareness variable on Purchase Decisions. Based on this, the following are the results of the Path Coefficient in this article (Setiawan Wibowo et al. 2023):

Table 3. Path Coefisien

Direct Influence	Variable	P-Values	Noted
	BA->PD	0.001	Accepted
Indirect Influence	UGC*BA->PD	0.000	Accepted

Significant Level < 0.05

The results of the third table above, the Brand Awareness variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and below the 0.05 significance level, namely 0.001. The result of 0.001 indicates that the first hypothesis can be accepted and is in line with the research (Rohim 2022); (Hanifah 2024) & (Nurul Auliya Dewi 2022). The result of the P-Values value of 0.001 means that Brand Awareness can make a product more famous, widen the product's market share, and ultimately can influence Purchasing Decisions. In addition, the User Generated Content variable can also moderate the influence of the Brand Awareness variable on Purchasing Decisions because the P-Values value also tends to be positive and is below the 0.05 significance level, namely 0.000. Thus, it can be concluded that the first and second hypotheses in this article can be accepted.

CONCLUSION

The results of the third table above, the Brand Awareness variable can have a positive relationship direction and a significant influence on Purchasing Decisions because the P-Values value is positive and below the 0.05 significance level, namely 0.001. The result of 0.001 indicates that the first hypothesis can be accepted and is in line with the research (Rohim 2022); (Hanifah 2024) & (Nurul Auliya Dewi 2022). The result of the P-Values value of 0.001 means that Brand Awareness can make a product more famous, widen the product's market share, and ultimately can influence Purchasing

Decisions. In addition, the User Generated Content variable can also moderate the influence of the Brand Awareness variable on Purchasing Decisions because the P-Values value also tends to be positive and is below the 0.05 significance level, namely 0.000. Thus, it can be concluded that the first and second hypotheses in this article can be accepted.

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