

The influence of brand awareness and product quality on the purchase decision of Mr. DIY Pangkalan Ceba Kelantan Malaysia

Enny Widayati^{a*}, Syamsul Bachri^b, Amorta Theresia Dewani T^c, Dadan Sundara^d, Afrizal^e,

^{a*}Institut Bisnis dan Informatika IBI Kosgoro 1957, Jakarta, Indonesia, enny18juli@gmail.com

^bInstitut Bisnis dan Informatika IBI Kosgoro 1957, Jakarta, Indonesia, syamsulbachri317@yahoo.com

^cInstitut Bisnis dan Informatika IBI Kosgoro 1957, Jakarta, Indonesia, theresiaamorta18@gmail.com

^dInstitut Bisnis dan Informatika IBI Kosgoro 1957, Jakarta, Indonesia, dadan.sundara@gmail.com

^eInstitut Bisnis dan Informatika IBI Kosgoro 1957, Jakarta, Indonesia, rizalrizal123@gmail.com

*Correspondece : enny18juli@gmail.com

Abstract

Along with increasing business competition in the home appliance industry, companies must have advantages and characteristics that can attract consumers to maintain or seize existing market share, namely by increasing and maintaining brand awareness. This study aims to determine the influence of Brand awareness and product quality on MR DIY purchase decisions. The background of this research is the rapid growth of MR DIY Malaysia, which was established in 2005, with its business expansion to have hundreds of branches in various countries: Malaysia, Singapore, Thailand, Brunei, Indonesia, Philippines, Cambodia, India, Turkey, and Spain. The research method used has a descriptive design and Causal, quantitative research with data collection techniques through questionnaires. The research sample consisted of 60 respondents who were MR consumers. DIY PC, in Kelantan, Malaysia. Data analysis using multiple linear regression with the help of SPSS software version 27.0. The results of the study show that Brand awareness has a positive and significant influence on purchase decisions with a t-value of $3,221 > t \text{ table } 2,002$ and a significance of $0.002 < 0.05$. Product quality also has a positive and significant effect on purchasing decisions, with a value of $t \ 4,688 > t \text{ table } 2,002$ and a significance of $0,000 < 0.05$. Simultaneously, brand awareness and product quality significantly influence purchasing decisions with a value of $41,337 > \text{Table } 3.16$ and a significance of $0.000 < 0.05$. This study concludes that brand awareness and product quality significantly influence MR DIY purchasing decisions in Kelantan Malaysia PC products, both partially and simultaneously. The study shows that companies are increasing control over user-generated content on social media and viewing the Consumer Experience about their products to improve customer satisfaction and purchase decisions.

Keywords:

Brand Awareness,
Product Quality,
Purchase Decision,
Mr. DIY CP

1. Introduction

The existence of *Brand Awareness* certainly plays an important role in the marketing of products or services produced by a company. Brand awareness describes the extent to which consumers recognize or remember a brand. Brand awareness is an important marketing metric for measuring brand visibility and recognition among potential customers and target audiences. A good brand will be able to put the product above other competitors and make the product the first choice for consumers. In other words, a brand represents the personality, character, and soul of the company. Building strong brand awareness is also a strategy for businesses to excel in competition with similar competitors. This is because brand awareness and product quality to raise the status of a product, and consumers tend to choose familiar brands.

This research is significant because brand awareness is a vital marketing tool that helps businesses boost sales, attract customers, build emotional connections, foster loyalty, and assess customer acquisition success, especially in a competitive market (Kotler, 2005; Potter & Hotchkiss, 2012). Strong

brand awareness ensures that products or services are more recognizable to the public. When customers are familiar with a brand, they are more likely to pay attention to its offerings and even share marketing messages voluntarily and enthusiastically. Brand awareness has become a community preference due to factors like easy product accessibility, a comprehensive product range, excellent customer service, and competitive pricing. However, businesses that neglect brand awareness risk appearing unprofessional, struggling to retain customers, and failing to establish a strong market presence. One of the key reasons for emphasizing brand awareness is that it significantly influences purchasing behavior. The more familiar consumers are with a brand, the more likely they are to trust and choose its products or services. This study differs from previous research by focusing on how brand awareness and product quality affect purchase decisions. The author identifies a gap in existing studies, highlighting the unique approach of this research as a contribution to the field.

The research was conducted on the products of PT. Daya Intiguna Yasa, which has grown rapidly, is commonly called Mr. DIY in several countries, namely Malaysia, Singapore, Thailand, Brunei, Indonesia, the Philippines, Cambodia, India, Turkey, and Spain. MR DIY was established in July 2005 at Jalan Tuanku Abdul Rahman Kuala Lumpur, Malaysia, this store has become a phenomenon in Appliances, Home Appliances, Electrical, Furniture, Car Accessories, Stationery & Sports, Toys, Gifts, HP Computers & Accessories, and Jewelry & Cosmetics industry. Kotler Philip, 2005) which was later abbreviated as MR. D.I.Y is the largest retail company in Southeast Asia with about 4,000 types of products selling home appliances and accessories.

A research gap, as described by Ajzen (1991), refers to an internal factor that significantly influences consumer interest. Purchase intention toward a brand reflects the degree of desire to try the product and the effort planned, ultimately manifesting in actual purchasing behavior. This study employs the Theory of Planned Behaviour (TPB) to explore internal factors affecting purchase intention. According to Ajzen (1991), TPB posits that behavior can be accurately predicted through three key components: attitudes, subjective norms, and perceived behavioral control. Attitudes play a crucial role in purchase intention, as individuals rely on their attitudes when making buying decisions (Phan & Zhou, 2014). Social interaction and social pressure also significantly impact buying interest, with brand awareness and brand trust positively influencing brand loyalty, embedding the brand in consumers' minds.

This research focuses on MR.DIY is a rapidly growing retail company established in July 2005 in Kuala Lumpur, Malaysia. MR.DIY operates across multiple countries, including Malaysia, Singapore, Thailand, Brunei, Indonesia, the Philippines, Cambodia, India, Turkey, and Spain. Offering over 4,000 products, it is the largest retail chain in Southeast Asia, specializing in home appliances, electronics, furniture, and more. Identifying research gaps helps establish the originality of this study by analyzing previous research relevant to the topic. Originality, as defined by Ulber Silalahi (2015), includes (1) developing new ideas from existing concepts, (2) applying new methodologies, and (3) reinterpreting previous findings. Encouragement from close associates (Akhtar & Das, 2018) and ease derived from experience and knowledge (Ashidiqi & Arundina, 2017) also influence purchase decisions. The TPB framework indicates that both internal and external factors, including social influences and perceived behavioral control, shape individual buying interest. Generally, stronger attitudes, favorable subjective norms, and higher perceived control increase the likelihood of the intended behavior (Ajzen, 1991; Akhtar & Das, 2018). On the other hand, ease as a result of experience and knowledge encourages individuals to always consider buying something (Ashidiqi & Arundina, 2017).

Through the SDGs, not only internal factors but also social factors and behavioral control are predicted to affect the interests of individuals, especially in the desire to buy. Generally, the more favorable the subjective attitudes and norms regarding behavior and the greater the perceived control of behavior, the stronger the individual's interest in performing the behavior under consideration (Ajzen, 1991; Akhtar & Das, 2018). Resource-based theory (RBT) states that an organization's resources or assets vary across a company and differentiate a company's performance and competitive advantage. Efforts have been made to address this challenge by proposing a theoretical framework with theories underlying the radical views of RBT. In contrast to conventional RBT, the radical view focuses on the integrated overall well-being of various stakeholders rather than simply maximizing shareholder profits (Bell & Dyck, 2011). This view works well with marketing management studies (Day & Jean-Denis, 2016), as it also addresses the same thing. This can successfully explain how various resources (social

capital, both internal and external) are mobilized to impact the overall well-being of various stakeholders by incorporating marketing performance and increasing social impact through sustainable, innovative solutions into consideration. Research objectives:

- a) To examine the influence of brand awareness on purchase decisions.
- b) To analyze the impact of product quality on purchase decisions.
- c) To assess the combined effect of brand awareness and product quality on purchase decisions for MR.DIY products in Kelantan, Malaysia.

2. Method

The design of this study is both descriptive and causal. A descriptive research design is used to obtain valid data for discovering, proving, and expanding knowledge, enabling researchers to understand, address, and anticipate problems. In contrast, a causal design aims to analyze the causal relationship between independent and dependent variables. The research design forms the foundation for conducting a study, and a well-structured design ensures an effective and efficient research methodology (Sugiyono, 2013). In this study, hypotheses serve as tentative answers or assumptions to the research problem. Hypotheses play a crucial role, particularly in quantitative research, as they guide the researcher's assumptions. The following hypotheses are proposed: H1: Brand awareness has a positive relationship with purchase decisions. H2: Product quality has a positive relationship with purchase decisions. H3: Brand awareness and product quality together have a positive impact on purchase decisions.

This research focuses on brand awareness and product quality to determine their influence on purchasing decisions. The study involves lecturers and students with a concentration in marketing. The population refers to all subjects or objects with specific characteristics defined by the researcher. According to Hendryadi (2019:162-163), there are two types of populations: (1) Finite Population: A population that can be quantified, though sometimes, if very large, is treated as infinite for statistical inference. (2) Infinite Population: A population that cannot be quantified, making it unlimited.

In this study, the population consists of all MR. DIY P.C. Kelantan Malaysia customers, but the exact number is unknown. Sugiyono (2013) defines a sample as a subset of the population possessing certain characteristics. This study uses a sample of 60 respondents selected through Accidental Sampling (Convenience Sampling). This method involves selecting individuals who meet specific criteria and are conveniently available as data sources (Sugiyono, 2019). The selected respondents are consumers of MR. DIY P.C. Kelantan Malaysia meets the following criteria: (1) Customers who have made at least three purchases to ensure their responses reflect sufficient experience with the brand. (2) Customers living in or around Kelantan, Malaysia, ensuring that data reflects experiences relevant to this branch. This approach ensures that the data collected will provide insights into the experiences and perceptions of consumers in the targeted area.

A population is an object/subject that has a certain quantity and characteristics that are determined by the researcher to be studied and then drawn conclusions by the researcher. According to Hendryadi (2019:162-163), There are two types of population, namely Limited Population and Unlimited Population. a. Up Population is a population that can be counted. However, sometimes a finite population is very large, so it can be treated as an infinite population for statistical inference (generalization). b. An infinite population is a population that does not allow researchers to calculate the total number of populations. Such a population is called unlimited or unlimited. The population in the study is unknown, so the researcher determines the sample according to the provisions of the Sample Determination Technique.

The population in this study is all consumers. MR. DIYP.C. Kelantan Malaysia, but the number is unknown According to (Sugiyono, 2013), the sample is part of a population with certain characteristics. The sample in this study is all customers who happen to be suitable as data sources (Sugiyono, 2019). Because the exact number of the population is unknown, the author decided to take a

sample of 60 people and use the Accidental Sampling or Convenience sampling technique, where the author takes samples based on chance, that is, anyone who happens to meet and meet the requirements can be used as a sample with predetermined criteria.

The selection of a sample of 60 people was based on the limitations of the author's energy, time, and knowledge. The sample in this study is consumers. Mr. DIYP.C. Kelantan Malaysia with the following criteria: Customers who purchase MR. DIY.P.C. Kelantan Malaysia This criterion is focused on customers who have purchased at least three times, to represent the respondent's answers and to match the experience of consumers who have interacted with the product. MR. DIY P.C. Kelantan Malaysia Respondent location Criteria are limited to consumers living in or around P.C Kelantan Malaysia Thus, the data obtained is expected to reflect the experience and perception of consumers who are in the area relevant to the branch.

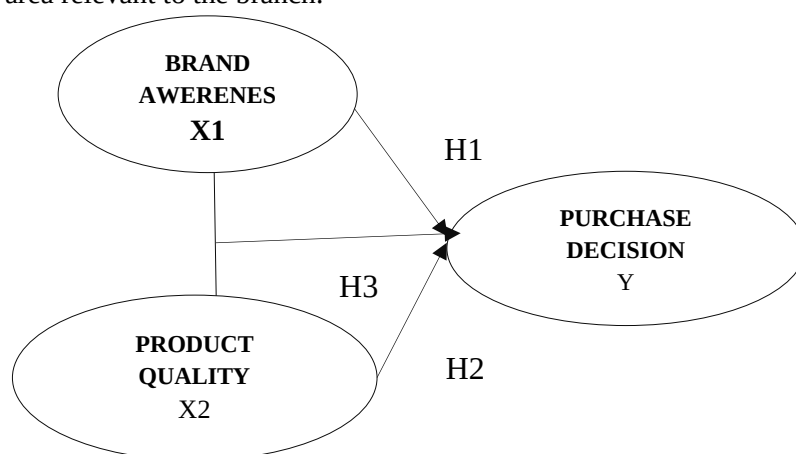


Figure 1. Research Framberch

The data was processed using the SPSS 27 computer program. In the early stages of the analysis, validity and reliability are tested. To test the validity, Pearson's correlation technique was used; The valid criterion is if the total correlation of the corrected item is greater than 0.3. In addition, reliability is tested with Cronbach's alpha value, where the reliability criterion is if the alpha value is greater than 0.6. In addition, classical assumption tests are performed, including multicollinearity, heteros, and normality. The heteroscedasticity test was carried out using scatterplot chart analysis to find out whether the residual variance was consistent. The existence of a correlation between independent variables was identified through a multicollinearity test using Tolerance and VIF values. Validity and Reliability Test All statement items are declared valid and reliable if the item-total correction correlation is greater than 0.3 and Cronbach's Alpha is greater than 0.6. Validity and reliability tests are carried out to ensure the validity and consistency of research instruments. The results showed that the questionnaire used was valid and reliable, making it feasible to Use In Further Analysis.

3. Results And Discussion

3.1. Results

Respondent Characteristics

Respondent Characteristics are an explanation of the existence of Respondents or consumers who purchase products. MR DIY. PC. Kelantan, Malaysia, is needed as information to find out the identity of the respondents in this study. Respondents are the object of research that provides an opinion on the influence of Brand Awareness on Purchase Decisions in purchasing products MR. DIY. PC.

Table 1
Features Respondent

Characteristic	Frequency	Percentage %
Gender		
Man	29	48,3
Woman	31	51,7
Age		
17-22 Years	33	55,0
23-25 Years	15	25,0
>25. Year	12	20
Make a purchase		
3 times	19	31.7
4 times	10	16.7
>4 times	31	51,0

Data analysis

Validity Test and Reliability Test

Table 2

Validity and Reliability Tes

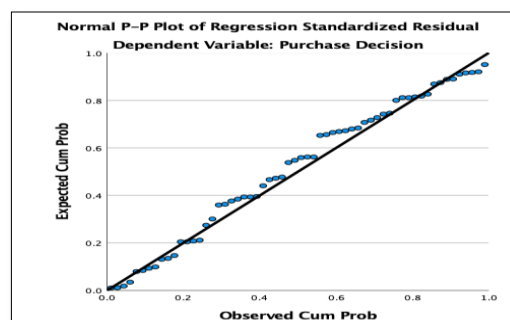
Item - Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	128.5833	217.230	.368	.742
X1.2	128.7000	216.146	.307	.742
X1.3	128.4833	213.169	.619	.735
X1.4	128.0833	216.756	.478	.740
X1.5	128.6500	209.418	.601	.731
X2.1	128.6500	207.181	.661	.728
X2.2	128.3500	211.892	.557	.734
X2.3	128.4500	211.777	.603	.733
X2.4	128.5000	207.441	.728	.727
X2.5	128.1667	213.260	.587	.735
Y1	128.2000	210.332	.672	.731
Y2	128.1000	210.058	.710	.731
Y3	127.9333	214.606	.547	.737
Y4	128.7333	207.318	.559	.729
Y5	128.0667	216.097	.470	.739
Y6	128.1000	215.312	.444	.739
Total	66.2500	56.462	1.000	.872

Classical Assumption Test

The results of the study in the normality test were normally distributed data (Sig. Kolmogorov-Smirnov = 0.094 > 0.05). The results of the study on the heteroscedasticity test were that no heteroscedasticity occurred (scatterplot shows the points of spreading). The results of the multicollinearity test were that there was no multicollinearity (Tolerance = 0.617 > 0.1; VIF = 1,620 < 10). Normality and heteroscedasticity tests are performed to ensure that the data have a normal distribution, which is a requirement for regression analysis. Multicollinearity and heteroscedasticity tests are also carried out to ensure that there is no violation of the linear regression assumptions.

Table 3

Normality Test with Normal P-Plot



From the results of the normality test calculation in Figure 10 and Table 14 above, it can be seen that the Sig. The value is $0.094 > 0.05$ and the dots follow the diagonal line. So the conclusion is that the results of the normality test in this study are declared to be normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to find out that the t-test and f-test have residual values following the normal distribution. The following are the basis for decision-making for heteroscedasticity tests:

If there is a certain pattern, such as existing dots forming a certain pattern that is regular such as wavy, widening, and then narrowing) then heteroscedasticity occurs. If the pattern is not clear, and the dots spread above and below on the Y axis, then heteroscedasticity does not occur.

Table 4

Multicollinearity test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.150	2.294		2.681	.010		
	Brand Awareness	.455	.141	.347	3.221	.002	.617	1.620
	Product Quality	.521	.111	.505	4.688	.000	.617	1.620
a. Dependent Variable: Purchase Decision								

a. Dependent Variable: Purchase Decision

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The basis of the multicollinearity test is as follows:

If the *Tolerance* value > 0.1 , then there is no multicollinearity

If the *Variance Inflation Factor* (VIF) value < 10 , then there is no multicollinearity

5. Multiple Linear Regression Analysis

This equation shows that Brand Awareness (X1) and product quality (X2) have a positive impact on purchasing decisions (Y). The regression coefficients of Brand Awareness (0.455) and product quality (0.521) show that both variables have a positive impact on purchasing decisions, with a slightly greater impact on product quality.

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + E$$

Table 5

Analysis of the Multiple Linear Regression

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
	B	Std. Error				
1	(Constant)	6.150	2.294		2.681	.010
	Brand Awareness	.455	.141	.347	3.221	.002
	Product Quality	.521	.111	.505	4.688	.000

a. Dependent Variable: Purchase Decision

Thus, the multiple linear regression model when expressed in the form of a mathematical equation is as follows:

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + E$$

$$Y = 6.150 + 0.455 + 0.521$$

A value of 6,150 is a constant or state when the purchase decision variable has not been influenced by other variables, namely the Brand Awareness variable (X₁) and the product quality variable (X₂). If the independent variable does not exist, then the purchase decision variable does not change.

The value of b₁ shows that the Brand Awareness variable has a positive influence on purchase decisions, which means that every increase in one Brand Awareness variable will affect the

purchase decision by 0.455 assuming that other variables are not examined in this study. The value of b_2 (regression coefficient value X_2) is 0.521, indicating that the product quality variable has a positive influence on the purchase decision, meaning that every increase in the unit of the product quality variable will affect the purchase decision by 0.521 assuming that other variables are not examined in this study.

Statistical Hypothesis Testing

Test T

The t-test aims to partially test independent variables against dependent variables. The testing procedure is as follows:

1. If the value of t is calculated $> t$ the table and the probability (significance) $< 0.05(\alpha)$. So H_0 is rejected.
2. If the value of t is calculated $< t$ the table and the probability (significance) $> 0.05(\alpha)$. Then H_0 is accepted.

Testing the Brand Awareness Hypothesis on Purchase Decisions

The hypotheses to be tested are as follows:

H_0 : Brand Awareness (X_1) partially does not have a positive and significant effect on the Purchase Decision (Y) of Products. MR DIY. PC Kelantan Malaysia

H_a : Brand Awareness (X_1) partially has a positive and significant effect on the Purchase Decision (Y) of the Prodom MR.DIY. PC Kelantan Malaysia.

From the results of the calculation, it can be seen that the value of the t calculation of the Brand Awareness variable is greater than the t table ($3,221 > 2,002$). So H_0 was rejected and H_a was accepted. A positive t -value indicates that Brand Awareness has an influence directly proportional to the Purchase Decision. So it can be concluded that (X_1) partially has a positive and significant effect on the Purchase Decision of Products. MR DIY. The District PC Kelantan Malaysia accepts and rejects H_0 is presented in the following picture:

From the figure above, it can be seen that the t -value calculated in the H_0 rejection area can be concluded that Brand Awareness (X_1) has a positive and significant effect on Purchase Decision (Y) Products MR.DIY. PC Kelantan Malaysia

Testing Product Quality Hypothesis against Purchase Decision

The hypotheses to be tested are as follows:

H_0 : Product Quality (X_2) partially does not have a positive and significant effect on the Purchase Decision (Y) of Products. MR.DIY. PC Kelantan Malaysia

H_a : Product Quality (X_2) partially has a positive and significant effect on the Purchase Decision (Y) of Products. MR DIY. PC Kelantan Malaysia

From the results of the calculation, it can be seen that the value of the t -calculated variable of Product Quality is greater than the t -table ($4.688 > 2.002$). So H_0 was rejected and H_a was accepted. A positive t -value indicates that the Product Quality variable has an influence directly proportional to the Purchase Decision. So it can be concluded that (X_2) partially has a positive and significant effect on the Purchase Decision of Products. MR.DIY. PC Kelantan Malaysia. The areas of acceptance and rejection of H_0 are presented in the following figure:

Test F (Simultaneous)

Test F to determine the influence of independent variables simultaneously on dependent variables. The basis for the F test is as follows:

If the value of F is calculated $< F$ of the table and the probability (significance) $> 0.05(\alpha)$. So H_0 is accepted, meaning that the independent variable simultaneously does not affect the dependent variable significantly.

If the value of F is calculated $> F$ of the table and the probability (signification) $< 0.05(\alpha)$. So H_0 is accepted, meaning that the independent variable simultaneously does not affect the dependent variable significantly.

From the results of the calculation, it can be seen that the value of the f calculation is greater than the f table ($41.337 > 3.16$). So H_0 was rejected and H_a was accepted. If the value of probability

and significance is less than $\alpha = 0.05$ then H_0 is rejected. The areas of acceptance and rejection of H_0 are presented in the following figure:

From Figure 5 above, it can be seen that the value of t calculated in the H_0 rejection area can be seen so that it can be concluded that Brand awareness (X_1) and Product Quality (X_2) have a positive and significant effect on the Purchase Decision (Y) simultaneously. The results of this study show that Purchase Decisions are significantly influenced by Product Quality. Brand Awareness

Table 6 T-test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	8.578	2.607	3.290	.002
	Brand Awareness	.864	.129	.659	.000

a. Dependent Variable: Purchase Decision

Table 7 T-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	337.938	2	168.969	41.337	.000 ^b
	Residual	232.995	57	4.088		
	Total	570.933	59			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Awareness

1. Test Significance (T)

The t-test aims to partially test independent variables against dependent variables. The testing procedure is as follows:

If the value of t is calculated $> t$ the table and the probability (significance) $< 0.05(\alpha)$. So H_0 is rejected.

If the value of t is calculated $< t$ the table and the probability (significance) $> 0.05(\alpha)$. Then H_0 is accepted.

Brand Awareness Hypothesis Testing on Purchase Decisions

The hypotheses to be tested are as follows:

H_0 : Brand Awareness (X_1) partially does not have a positive and significant effect on the Purchase Decision (Y) of Products. MR DIY PC. Kelantan Malaysia

H_a : Brand Awareness (X_1) partially has a positive and significant effect on the Purchase Decision (Y) of Products. MR DIY PC. Kelantan Malaysia

6. Correlation and Determination Coefficients

Partial correlation coefficient test

Table 8 Coefisien Korelasi

Correlations			
		Brand Awareness	Purchase Decision
Brand Awareness	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	60	60
Purchase Decision	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9 Coefisien Korelasi

Correlations			
		Brand Awareness	Purchase Decision
Brand Awareness	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	60	60
Purchase Decision	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

Simultaneous correlation test

The results of the study on the partial correlation were that Brand Awareness ($r = 0.659$) and product quality ($r = 0.719$) had a strong relationship with purchase decisions. The results of the study on the simultaneous correlation were $R = 0.769$ showing a strong relationship between independent and

dependent variables. The result of the study on the determination coefficient was $R^2 = 0.592$, showing that 59.2% of the variation in purchase decisions could be explained by Brand Awareness and product quality. Product quality and Brand awareness can influence purchasing decisions quite well, according to the determination coefficient (R^2) of 0.592. This shows that the regression model can explain 59.2% of the variation in purchase decisions.

Coefficient of Determination

The Coefficient of Determination (R^2) or R Square aims to measure how well the regression model explains the variation in dependent variables. The classification of correlation coefficients is as follows:

1. R^2 value = 0 (no correlation)
2. R^2 value = 0 - 0.49 (weak correlation)
3. R^2 value = 0.50 (moderate correlation)
4. R^2 value = 0.51 - 0.99 (strong correlation)
5. R^2 value = 1.00 (perfect correlation)

Partial Determination Coefficient

The partial determination coefficient carried out in this study is as follows.

Table 10 Partial Determination Coefficient (X_1)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.435	.425	2.35926
a. Predictors: (Constant), Brand Awareness				

Based on table 9 above, shows that the Brand Awareness (X_1) variable has a weak influence on purchase decisions (Y) by 0.435 or 43.5%.

Table 11 Partial Determination Coefficient (X_2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.518	.509	2.17908
a. Predictors: (Constant), Product Quality				

Source: SPSS Version 27.0 Output

Based on table 24 above, shows that the product quality variable (X_2) has a strong influence on the purchase decision (Y) by 0.518 or 51.8%.

Simultaneous Determination Coefficient Test

The simultaneous determination coefficients carried out in this study are as follows:

Table 12 Simultaneous Determination Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.592	.578	2.02179
a. Predictors: (Constant), Product Quality, Brand Awareness				

Source: SPSS Version 27.0 Output

Based on Table 11 above, shows that the variables Brand awareness (X1) and product quality (X2) have a strong influence on purchasing decisions (Y) of 0.592 or 59.2%.

3.2. Discussion

The analysis of the findings of this study is an analysis of the suitability of theories, opinions, and previous research that have been presented as previous research results. Based on the results that have been discussed and described, the following research results are obtained:

The Influence of Brand Awareness on Purchase Decisions of Products. MR DIY PC. Kelantan Malaysia

Based on the results of data processing in the t-test, it shows that Brand awareness (X_1) has a positive and significant effect on Purchase Decisions (Y), this can be seen, namely in the Brand awareness variable $t_{\text{calculated}} 3,221 > t_{\text{table}} 2,002$ and the sig value. < 0.05 ($0.002 < 0.05$). So H_0 was rejected and H_a was accepted, which means that Brand awareness partially had a positive and significant effect on the purchase decision so the research hypothesis was accepted. The correlation coefficient value of 0.659 shows that Brand awareness has a high relationship with Purchase Decisions of Products. MR DIY PC. Kelantan Malaysia. The coefficient of determination of the magnitude of the influence of Brand awareness on Purchase Decisions obtained a result of 0.435. This shows that the influence of Brand awareness is 43.5%, while the remaining 56.5 is influenced by other factors.

The Effect of Product Quality on Purchase Decisions of Products. MR DIY PC. Kelantan Malaysia.

Based on the results of data processing on the t-test, it shows that Product Quality (X_2) has a positive and significant effect on Purchase Decisions (Y), this can be seen, namely, in the variable Product Quality $t_{\text{calculated}} 4,688 > t_{\text{table}} 2,002$ and the sig value. < 0.05 ($0.000 < 0.05$). So H_0 is rejected, and H_a is accepted, which means that Product Quality partially has a positive and significant effect on the purchase decision so the research hypothesis is accepted. The results of the correlation coefficient value of 0.719 show that Product Quality has a high relationship with Purchase Decisions of Products MR DIY PC. Kelantan Malaysia. The coefficient of determination of the magnitude of the influence of Product Quality on Purchase Decisions obtained a result of 0.518. This shows that the magnitude of the influence of Product Quality is 51.8%, while the remaining 48.2% is influenced by other factors.

The Influence of Brand Awareness and Product Quality on Purchase Decisions of Products. MR DIY PC. Kelantan Malaysia Based on the results of data processing on the F test, it shows that the F value is calculated at $41,337 > t_{\text{table}} 3.16$ and the sig. < 0.05 ($0.000 < 0.05$). So H_0 is rejected, and H_a is accepted, which means that Brand awareness and Product Quality have a significant effect on the purchase decision, so the research hypothesis is accepted. The results of the correlation coefficient value of 0.769 shows that Brand awareness and Product Quality have a high relationship with Purchase decision products MR DIY PC. Kelantan Malaysia. The coefficient of determination of the magnitude of the influence of Brand awareness and Product Quality on Purchase Decisions was obtained as a result of 0.592. This shows that the magnitude of the influence of Product Quality is 59.2%, while the remaining 40.8% is influenced by other factors.

4. Conclusion

The purpose of the study is to find out the influence of brand awareness on purchase decisions, from the results of the analysis based on the results of data processing on the t-test, it shows that Brand awareness (X_1) has a positive and significant influence on Purchase Decisions (Y), this is seen from the results of the analysis above means that Brand awareness has a positive and significant effect on the purchase decision so that the research hypothesis is accepted. The correlation coefficient value of 0.659 shows that Brand awareness has a high relationship with DIY PC Purchase decision products. MR.DIY Kelantan Malaysia. The coefficient of determining the magnitude of the influence of Brand awareness on Purchase Decisions was obtained as a result of 0.435. This shows that the influence of Brand awareness is 43.5%, while the remaining 56.5 is influenced by other factors. From the results of the test and analysis that Brand awareness needs to be increased Brand awareness or brand awareness is very

important for companies that sell products because it can help increase sales and provide an advantage in business competition:

- a) Increase sales: Consumers tend to choose products from familiar brands, so sales will increase.
- b) Build an edge over the competition: Strong brand awareness can help companies excel in the competition with competitors.
- c) Build trust: Good brand awareness can help build consumer trust.
- d) Build emotional connections: Brand awareness can help build emotional connections with customers.
- e) Foster customer loyalty: Good brand awareness can help foster customer loyalty.
- f) Customer acquisition through referrals: Good brand awareness can help get new customers through referrals.
- g) Brand awareness is how familiar the target market is with the company's brand.
- h) To increase brand awareness, companies can conduct regular evaluations to identify weaknesses in the strategy and take corrective action
- i) *Brand awareness* is considered important for the possibility of generating more revenue. According to Global Banking and Finance, customers prefer to buy from brands they are familiar with.

5. References

- Ajzen, I. (1991). The Theory of Planned Behavior Organizational Behavior and Human Decision Processes. *Jurnal Agribisnis Indonesia*, 50(2), 179–211.
- Andora, M. (2021). *The Influence of Brand Awareness on Purchase Decisions through Customer Trust on the Shopee Platform* (Vol. 20, December Issue). <http://ejournal.upi.edu/index.php/manajerial/>
- Ariant, A. (2023). *Marketing Management* (M. D.R. Udin Saripudin, ed.). Publisher Widina Bhakti Persada Bandung.
- Boentoro, Y. (2020). Brand Awareness Communication (Case Study of Kwang Koan Coffee). *E-Journal UNTAR*, 4(1), 141–146.
- Dr. Budi Rahayu Tanama Putri, S. Pt., MM. (2017). *Marketing Management*.
- Dr. Muslichah Erma Widian, Dra. Ec., M. (2020). Introduction to Management. In S. E., M. S. Dr. Yudu Sutarso (Ed.), *Introduction to Management Textbook*. CV. Pena Persada.
- Faozi, I. (2019). Analysis of Purchase Decisions Influenced by Promotional Prices and Service Quality at PT Bina Pertiwi Semarang. *Journal of Management Economics and Accounting*.
- Farida Yulianti, S. E., M. M. (2019). *Marketing Management* (Haris Ari Susanto, Ed.). Deepublish CV Budi Utama.
- Fayol, H. (1985). *Industry and General Management* (Terj. Winardi, Ed.). London : Sir Issac and Son.
- Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. *Addison-Wesley, MA*.
- George R. Terry. (2005). *Principle of Manajemen*. New York : Alexander Hamilton Institute.
- Gesi, B. (2019). Management and executives. *Journal of Management*, 3(2).
- Ghozali, I. (2011). *Multivariate Analysis Applications with IBM SPSS Program 19*. Semarang: Diponegoro University Press.
- Ghozali, I. (2018). *Multivariate Analysis Applications with IBM SPSS Program* (9th ed.). Semarang: Diponegoro University Press.
- Guntara, S. (2021). *The Effect of Promotion on Futsal Uniform Buyers' Decisions at Focus Convection Stores in Pekanbaru*.
- Hasibuan. (2019). *Human Resource Management*. Jakarta: Bumi Aksara.

- Heru, T. (2018). *Development of Students' Traffic Law Awareness through the Jurisprudential Learning Model in Civic Education*.
- Kotler, & Keller. (2014). *Marketing Management* (13th ed.). Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2016). *Principles – Principles of Marketing* (13th ed., Vol. 1). Erlangga.
- Kotler, P., & Keller. (2009). *American Marketing Association (AMA)* (Translated by Bob Sabran, Ed.).
- Kotler P, & Keller, K. (2009). *Marketing Management* (13th ed., Vol. 2). Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2012a). *Marketing Management* (14E ed.). New Jersey : Pearson Education Inc.
- Kotler, P., & Keller, K. (2012b). *Marketing Management* (14th ed.). Pierson International Edition.
- Kotler, P., & Keller, K. (2016a). *Marketing Management* (15th ed.). Pearson Education Inc.
- Kotler, P., & Keller, K. (2016b). *Marketing Management* (15th ed.). Pearson Education, Inc.
- Kotler, P., & Keller, K. (2016c). *Marketing Management* (15th ed.). England : Pearson Education Limited.
- Kotler Philip. (2005). *Marketing Management* (11th ed.). Jakarta: PT. Gramedia Group Index.
- Larasati, I. D. (2023). *The Influence of Brand Image, Price, and Product Quality on Mixue Product Purchase Decisions*.
- Potter, N. N., & J. H Hotchkiss. (2012). *Food Science* (5th ed.). New York : Chapman and Hall.
- Rahayu, S., Mak, S., Sanjaya, V. F., & Rini Metri, P. (2021). The Influence of Brand Awareness Through the Instagram Application on Purchase Decisions. In *Journal of Management and Business (JMB)* (Vol. 3, Issue 1). <https://doi.org/https://doi.org/10.57084/jmb.v3i01.740.g677>
- Ramadhan, A., & Purnamasari, O. (2023). The Influence of Brand Awareness Mixue on Purchase Decisions (Survey on Instagram Followers @mixueindonesia). *Scientific Journal of Communication Students*, 3(2). <http://jurnal.utu.ac.id/JIMSI>
- Reski Dewi Pratiwi, S. K. M. Kes. (2022). *Marketing Management* (Tahta Media, Ed.). Tahta Media Group.
- Sari, W. P. (2022). Brand awareness on Social Media is a New Style of Marketing Communication. *Journal of Muara Economics and Business*, 6(2), 309–319.
- Schiffman, L., & Kanuk, L. (2015). *Consumer Behaviour* (Y. and R. Translation: Rio, Ed.; 8th ed.). New Jersey: Pearson Prentice Hall.
- Sejati, B. S. A. (2016). *The Influence of Product Quality, Service Quality, and Price on Purchase Decisions at Starbucks*.
- Sugiyono. (2013). *Quantitative, Qualitative, and R&D Research Methodology*. Bandung: Alfabeta.
- Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*.
- Tendean, M. R. (2020). The Influence of Brand Awareness, Store Location, and Food Quality on Purchase Decisions at Mcdonald's Manado. In *Roaring... 146 EMBA Journal* (Vol. 8, Issue 1).
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction* (4th ed.). Yogyakarta : Publishers Andi Tjiptono and Chandra.
- Wahyuni, S. (2022). *The Influence of Brand Awareness and Product Quality on the Contemporary Food Purchase Decision of the Banana* (Vol. 8, Issue 4).
- Widarjono, A. (2010). *Applied Multivariate Statistical Analysis*. Yogyakarta: Publishing and Printing Unit belonging to the College of Management Sciences of the National Hero Family Foundation.