



The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers with Purchase Interest as a Mediator Variable

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Abstract: Beer is always associated with something negatively because it causes drunkenness and is closely related to night entertainment. Moreover, the majority of Indonesian people are Muslim and prohibit alcoholic beverages. Even though Bintang Bir has issued a zero-alcohol product with free alcohol content, Indonesian people still perceive that the brand is closely related to Khamr. However, Indonesia lawful institution has rules not to process halal certification for tasyabbuh products or similar products forbidden in Islam. This study aimed to examine and analyze the effect of brand image, brand awareness and consumer attitude on purchasing decisions for Bintang Zero Alcohol beer with purchase intention as a mediating variable. The sample in the study required a minimum of 280 samples using purposive sampling, taking into account specific criteria, and the final sample obtained was 282 consumers of Bintang Zero Alcohol drink. The results of this study state that brand image, brand awareness, and consumer attitudes encourage the achievement of buying interest. Brand image, awareness, consumer attitude, and buying interest drive the purchase decision. Purchase intention is a mediating variable in the relationship between brand image, brand awareness, and consumer attitudes towards purchasing decisions.

Keywords: Purchase Decision, Purchase Intention, Brand Image, Brand Awareness, Consumer Attitude.

INTRODUCTION

Since 2015, the Government of Indonesia has begun to prohibit the sale of alcoholic beverages in several market channels in Indonesia. This was done to limit the circulation of alcoholic beverages in space (Armani, 2020). One of the alcohol products withdrawn by the Government from several retailers is Beer. Before regulations regarding restrictions on the circulation of alcoholic beverages appeared, Beer could easily be found in various retailers such as minimarkets or supermarkets. Such conditions challenge all alcoholic beverage

producers in marketing their products. Beer is one of the products that fall into the classification of class A liquor; the product has an ethanol-type alcohol content (C₂H₅OH) with a percentage of 1% to 5%. When consumers consume the first class of liquor, it has not caused drunkenness but still negatively impacts health. Group A's liquor types include Shandy, Beer, Lager, Ale, Black/Stout, Low Alcohol Wine, Carbonated Alcoholic Beverages, and Brem Bali Wine. However, Beer is still classified as an alcoholic beverage that can only be traded by business actors with a license to trade alcoholic beverages.

As a result of the implementation of this regulation, the amount of consumption of alcoholic beverages has decreased every year. Badan Pusat Statistik (BPS) noted that the consumption of alcohol by residents aged 15 years and over in Indonesia has decreased since 2017-2021 (Rizaty, 2022). In 2021, alcohol consumption in Indonesia was recorded at 0.36 liters per capita, down 7.7% from the previous year of 0.39 liters per capita. If viewed by region, alcohol consumption by rural residents will reach 0.6 liters per capita in 2021. This number is down slightly from the previous year, which reached 0.61 liters per capita. Meanwhile, alcohol consumption in urban areas was recorded at 0.18 liters per capita last year. This number is down compared to 2020, which was 0.22 liters per capita (Rizaty, 2022). However, since the Government relaxed restrictions on activities in 2021, people have returned to hotels and restaurants amid the rise of the accommodation industry and food and beverage service providers. Excise revenue for drinks containing ethyl and alcohol (Minuman Mengandung Etil Alkohol/MMEA) grew rapidly in the first five months (Rahman, 2022).

The data shows that in January – May 2020, excise revenue for alcoholic beverages decreased by 20.86% to IDR 1.95 trillion from the previous year amid the severe Covid-19 pandemic. From the previous year, customs and excise revenues grew 41.3% to IDR 140.3 trillion from January to May. Based on the old ordinance that divided BKC (Barang Kena Cukai) alcohol products into beer and distillate alcohol, harmonization of excise rates for alcohol products is in line with international best practices where products other than Beer such as wine, sake, alcoholic beverages resulting from the distillation process of fermented products or known as spirits (e.g., whiskey, brandy, vodka, arak) and neutral spirits (alcohol with a minimum content of 95%) will be included in the BKC category in the form of distilled alcohol (Purwana & Sutartib, 2022).

Beer is often associated with negative connotations because it causes drunkenness and is closely related to night entertainment. Moreover, the majority of Indonesian people are Muslim and prohibit alcoholic beverages. In Indonesia alone, the beverage market is divided into five major segments, namely the mineral beverage segment controlled by Aqua, the packaged tea segment controlled by Sosro, the soft drink segment controlled by Coca-Cola and the other types of beverage segment controlled by ABC and low alcoholic beverages controlled by Bintang Bir (Top Brand Award, 2020). The Top Brand Index data shows that the Bintang brand always ranks first in Indonesia's top beer brand award index market share data for 2015 – 2022. In 2019, Bintang received a 59.4% percentage of consumers, and in 2020, with a total of 59.8%, the percentage decreased to 57.3%, then rose again in 2022 with a percentage of 58.6%. Meanwhile, Beer Bintang's competitor, which owns the Anker Bir brand, has been in second place from 2019 to 2022 (Top Brand Award, 2020). Bintang Beer is one of the products of PT. Multi Bintang Indonesia Commerce. Bintang Beer pocketed revenue from selling Rp 1.64 trillion in alcoholic beverages 2020. On an annual basis, these sales fell by 49.85%. Meanwhile, sales of non-alcoholic products also fell 21.83% to Rp 344.63 billion. In the following year, namely 2021, the company recorded revenue of IDR 1.13 trillion. This realization increased by 42.08 percent compared to the semester I/2020 of IDR 799.70 billion (Aldin, 2021).

Since the release of non-alcoholic Beer or commonly known as Beer Zero Alcohol, as an alternative product, this alternative product has not been immediately accepted by the wider

community. This is because Indonesia is a country with a majority Muslim population. In Islam, it is unlawful to drink alcoholic beverages or liquor, which is commonly called khamr.

Khamr is a material that contains alcohol and is intoxicating and harmful to the human mind and physique, religion and the world (Qardhawi, 2005). Even though Bintang Bir has issued a zero-alcohol product with free alcohol content, Indonesian people still perceive that the brand is closely related to Khamr. This is supported by the decision of the MUI, an institution of the Indonesian Ulema Council as an institution that issues halal certification. In addition, another problem faced is building a brand image. To ensure this, this study conducted a pre-survey through FGD techniques with the Brand Marketing Team (Nadya Putri – Brand Executive); the results of the pre-survey stated that several strategies were being carried out, namely trying to increase sales of Beer Zero Alcohol by directing the image of the Indonesian people towards Beer Zero Alcohol. Reinforces the image that Zero Alcohol Beer is different from regular Beer. Like changing the packaging color to blue, not having the red color on the packaging, which is identical to the biggest beer brand in Indonesia. However, even carrying out the sampling process in public areas is a challenge for the sales team for zero-alcohol beer products because consumers do not want to be seen trying Beer (both regular and zero-alcohol Beer). For this reason, this research was conducted to determine the important determinants of consumer purchasing decisions for Bintang Zero Alcohol Beer so that the findings in this study can be used as a basis for companies in the alcoholic beverage industry to formulate strategic steps to increase their sales.

LITERATURE REVIEW

To be able to answer the existing problems, this research is based on the TPB theory. The TPB theory or theory of planned behavior has a foundation in the perspective of belief that can influence a person to carry out specific behavior. The trust perspective combines various characteristics, qualities and attributes of certain information, forming the will to behave (Art & Ratnadi, 2017). Planned behavior theory explains that attitude toward a behavior is important in predicting an action. However, it is necessary to consider a person's attitude in testing subjective norms and measuring their perceived behavioral control. If there is a positive attitude, support from people around and a perception of ease because there are no obstacles to behavior, one's intention to behave will be higher (Animah, 2021).

Several previous studies have revealed factors that can increase consumer purchasing decisions, one of which is a brand image (Agmeka et al., 2019; Hanifah & Wulandari, 2021; Purnamawati et al., 2022; Trismelia & Sihite, 2021; Wibowo & Wulandari, 2022). Brand image is often used as a cue when consumers evaluate products before buying. Brand or brand image has characteristics that distinguish one product from another, even though it is similar (Agmeka et al., 2019). However, when talking about brand image, a company must also build brand awareness or public awareness of their brand. According to Kotler and Keller (2005), brand awareness is the ability to identify (recognize or remember) brands in a category with sufficient detail to make a purchase. In addition, consumer attitudes are also an important factor in deciding to purchase (Azzari & Pelissari, 2020; Mubarok, 2018). Consumer attitudes are formed by the tendency to do something about objects, namely consumer actions, to judge an object that is interesting to have. Consumers who have a positive attitude toward a product or brand will generate interest in buying the product or brand (Wang et al., 2019). Interest is important in determining how people behave (Azzari & Pelissari, 2020).

Table 1. Research Finding Gaps

Path	Gap Research	
	Accepted Results	Rejected Results
Brand Image → Intention to Purchase	Mubarok (2018); Trismelia dan Sihite (2021);	Febriyantoro (2020);

Path	Gap Research	
	Accepted Results	Rejected Results
	Isyanto et al. (2020)	Tsabitah dan Anggraeni (2021)
Brand Awareness → Intention to Purchase	Tsabitah dan Anggraeni (2021); Dabbous dan Barakat (2020); Febriyantoro (2020)	Febriyantoro (2020); Azzari dan Pelissari (2020)
Consumer's Attitude → Intention to Purchase	Mubarok (2018); Azzari dan Pelissari (2020); Wang et al. (2019)	Wiwoho dan Riptiono (2022)
Brand Image → Purchase Decision	Mubarok (2018); Wibowo dan Wulandari (2022); Hanifah dan Wulandari (2021); Purnamawati et al. (2022); Agmeka et al. (2019)	Welsa dan Lukitaningsih (2020); Wijaya dan Annisa (2020); Bahalawan dan Indayani (2022)
Brand Awareness → Purchase Decision	Welsa dan Lukitaningsih (2020); Ansari et al. (2019)	Widjaja (2019); Dermawan et al. (2022)
Consumer's Attitude → Purchase Decision	Mubarok (2018)	-
Intention to Purchase → Purchase Decision	Mubarok (2018); Wibowo dan Wulandari (2022); Agmeka et al. (2019)	Welsa dan Lukitaningsih (2020)

The brand image factor was found to have a positive and significant effect on purchasing decisions by several researchers (Agmeka et al., 2019; Hanifah & Wulandari, 2021; Purnamawati et al., 2022; Trismelia & Sihite, 2021; Wibowo & Wulandari, 2022). However, another study (Bahalwan & Indayani, 2020) found no influence between brand image and purchasing decisions. Like the brand image factor, the brand awareness factor also found different findings (Table 1.). Several researchers found the brand awareness factor to have a positive and significant effect on purchasing decisions (Ansari et al., 2019). However, several studies found findings to the contrary (Widjaja, 2019). For this reason, the hypothesis built in this study is as follows:

- H1: Brand image has a positive and significant influence on intention to purchase zero alcohol beer.
- H2: Brand awareness has a positive and significant influence on intention to purchase zero alcohol beer.
- H3: Consumer's attitude has a positive and significant influence on intention to purchase zero alcohol beer.
- H4: Brand image has a positive and significant influence on purchase decision of zero alcohol beer.
- H5: Brand awareness has a positive and significant influence on purchase decision of zero alcohol beer.
- H6: Consumer's attitude has a positive and significant influence on the purchase decision of zero alcohol beer.
- H7: Purchase intention has a positive and significant impact on purchasing decisions for zero alcohol beer.
- H8: Purchase intention mediates the relationship between brand image and the purchasing decision of bintang zero beer.
- H9: Purchase intention mediates in the relationship between brand awareness and purchase decision of bintang zero beer.
- H10: Purchase intention mediates the relationship between consumer's attitude and the purchasing decision of bintang zero beer.

RESEARCH METHODS

Research Design

This study uses a quantitative approach, which according to (Saunders et al., 2020), quantitative research methods are based on the philosophy of positivism used to research certain populations or samples and collect data using research instruments. In quantitative research, data analysis is used to test established hypotheses. Furthermore, Creswell and Creswell (2018) define quantitative research as research that tries to explain a phenomenon by collecting numerical data, which is analyzed using a mathematical approach. Quantitative research is usually used for exploratory purposes, which means finding relationships, interpretations, and certain subject characteristics that suggest new theories and define new problems (Swanson & Holton III., 2005).

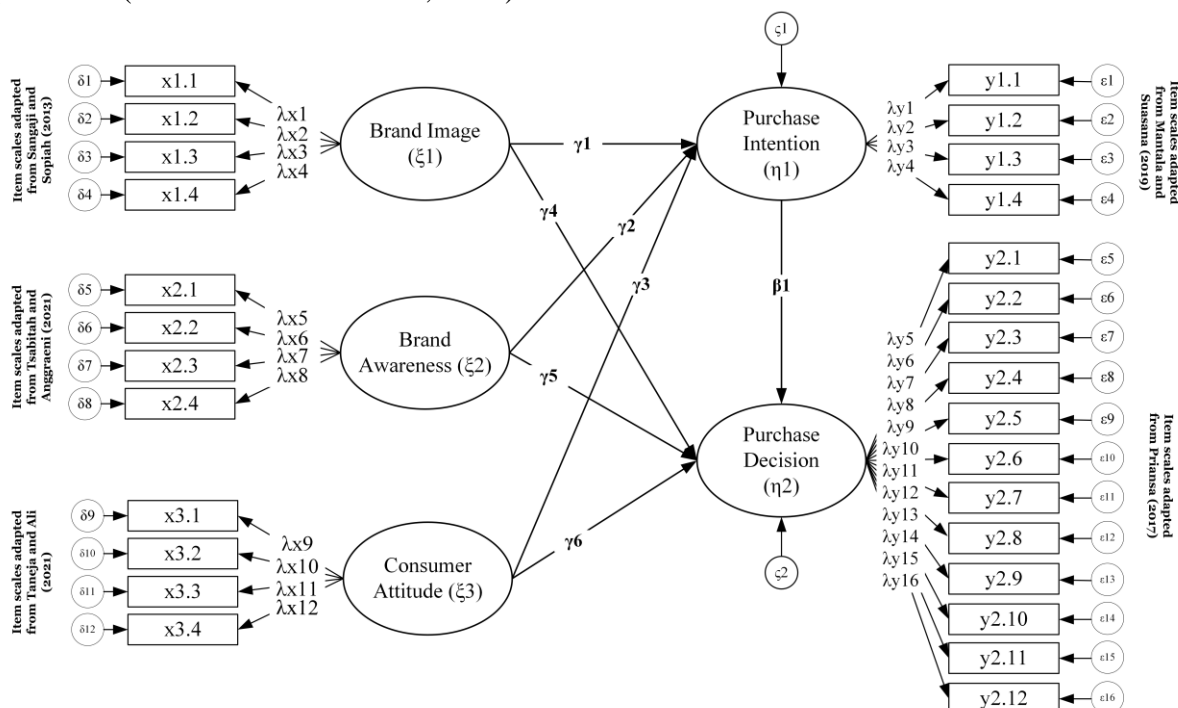


Figure 1. Research Structural Model

This study wants to explore the characteristics of the variables that influence political engagement with age as a moderating factor. Thus, the quantitative method is the best way to complete this research. Meanwhile, there are three types of variables in this study. Independent variables consist of brand image, brand awareness and consumer attitude. Meanwhile, the dependent variable in this study consists of purchasing decisions and purchase intention as mediating variables. Furthermore, the analysis technique used in this study is structural equation modeling (SEM) with partial least squares (PLS). Putra (2022) said that using PLS is to make predictions. These predictions are made to predict the relationship between constructs and help the author in his research to get the latent variable values that aim to make predictions.

Figure 1 shows the model in this study, along with the notation adapted from Putra (2022). The notation used in this study is ξ (indicating exogenous latency); η (indicates latent endogenous), β (indicates the path coefficient of endogenous variables to endogenous variables); γ (indicates the path coefficient of exogenous variables to endogenous variables); x (denotes the manifest measurement variable of the latent exogenous variable); y (indicates the manifest measurement variable of latent endogenous variables); ζ (indicates residuals from

latent endogenous variables). Thus the proposed model is divided into two structural equation models as follows:

Structural Equation I: $\eta_1 = \gamma_1\xi_1 + \gamma_2\xi_2 + \gamma_3\xi_3 + \zeta_1$

Structural Equation II: $\eta_2 = \gamma_4\xi_1 + \gamma_5\xi_2 + \gamma_6\xi_3 + \beta_1\eta_1 + \zeta_2$

Purchase decisions as the dependent variable in this study are measured using 12 indicators adapted from Priansa (2017); meanwhile, purchase intention is measured using four indicators measured by Mantala and Atmosphere (2019). Furthermore, the independent variable brand image is measured using four indicators adapted from Sangaji and Sopiah (2013), brand awareness is measured using four indicators adapted from Tsabitah and Anggraeni (2021), and consumer attitude is measured using four indicators adapted from Taneja and Ali (2021).

Data Analysis Method

The data in this study were obtained from questionnaires distributed online to research subjects totaling 297 respondents. From 297 respondents who filled out the questionnaire, only 288 respondents knew the product, and the remaining nine answered that they were excluded from the analysis. In the following purposive sampling criteria filtering question, only 282 respondents consumed Bintang Beer, and six others were excluded, so the analysis in this study left only 282 respondents to be analyzed.

The results in this study indicate that the majority of the respondent's gender is dominated by male, as many as 211 respondents (75%). It can be concluded that the majority of respondents have male. Meanwhile, for age, it can be seen that the majority of respondents are dominated by the age of 21 - 30 years, with as many as 141 respondents (50%). It can be concluded that most respondents are aged 21-30 years. Regarding recent education, most respondents were dominated by high school equivalents, with 204 respondents (72%). It can be concluded that most respondents' final education was high school or equivalent. Regarding employment status, most respondents were dominated by private employees, with 147 respondents (52%). It can be concluded that most of the respondent's employment status is private employees. Monthly income is dominated by respondents who have a monthly income of IDR 2,500,000 – IDR 5,000,000, as many as 139 respondents (49%). It can be concluded that most respondents' monthly income is only IDR 2,500,000 – IDR 5,000,000.

FINDINGS AND DISCUSSION

Data analysis in this study begins by testing the normality of the data distribution used in the analysis; researchers use statistical tests provided in the partial least square program, namely the outer model test. According to Hair et al. (2017), assessing the normality assumption is fulfilled if the critical value (skewness) value is smaller than the value of 2.00 and the kurtosis value is not more than 7. Based on the test results, it can be seen that there is no value number in the Skewness column greater than 2.00 or a kurtosis value of more than 7. Therefore, there is no evidence that this data distribution is abnormal. Thus in testing the data for SEM modeling seen in the test, there is no evidence that the data used are abnormally distributed. Therefore, the normality assumption has been met, and this data is feasible for use in subsequent estimates.

Table 2. Outer and Inner Model Evaluation Results

Kriteria Evaluasi Model Pengukuran	Batas Penerimaan	Keputusan Temuan
Normality Data		
Critical Value (Skewness)	< 2.00	Accepted
Nilai Kurtosis	< 7.00	Accepted
Measurement Model		

Outer Loadings (Convergent Validity)	> 0.50 – 0.60 (exploratory) > 0.70 (confirmatory)	Accepted
AVE (Convergent Validity)	> 0.50	Accepted
HTMT (Discriminant Validity)	The confidence interval (CI) value of 2.5% and 97.5% of each dimension for the variable value was less than or equal to 1.00	Accepted
Cross Loading (Discriminant Validity)	The loading value on each intended construct is greater than the loading value with other constructs	Accepted
Composite Reliability (Reliability Test)	≥ 0.7	Accepted
Cronbach's Alpha (Reliability Test)	≥ 0.6	Accepted
Kriteria Evaluasi Model Struktural	Batas Penerimaan	Keputusan Temuan
Structural Model		
Inner VIF	< 10.00	Accepted
R-Square	< 0.25 = Weak 0.50 = Moderate > 0.75 = Substantial	Purchase Decision → Substantial Purchase Intention → Moderate
Q-Square	> 0.00	Good Fit
Model Fit	SRMR = < 0.10 / < 0.08 NFI = Better than null model	Good Fit Good Fit

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. The research measurement model in PLS-SEM is the outer model, which consists of a set of relationships between indicators and latent variables (Andriani & Putra, 2019; Fahmi, Kostini et al., 2022; Fahmi, Novel et al., 2022; Putra, 2022; Putra & Ardianto, 2022; Rinaldi & Putra, 2022). According to Hair et al. (2018), to assess convergent validity, namely, the loading factor value must be more than 0.70. However, according to Henseler et al. (2015), the reflective indicator loading factor can be considered a good measure of latent variables if it is above 0.50 (reflective indicator loading factor > 0.50). So that decisions can be made for the acceptance limit of outer loadings to be between 0.60. Furthermore, the analysis was continued by looking at the average variance extracted (AVE) value to test convergent validity with a cut-off value above 0.50. Based on the validity testing results, we found that all items had a loadings value above 0.7 and a p-value below 0.05. Therefore, the indicators in the model are valid. Another method for convergent validity is to look at the average variance extracted (AVE) value, which must be greater than 0.5, which is more recommended; this ratio implies that latent variables have accounted for more than 50% of the variance of the reflective indicator. AVE is only relevant for reflective measurement models.

The test results show that all values have met the requirements for testing the loading factor value and average variance extracted (AVE) above 0.50 so that it can be said to be valid and used to measure each latent variable. Because there are no problems with convergent validity, the next step to be tested is problems related to discriminant validity for each construct with correlation values between constructs in the model (Dijkstra & Henseler, 2015). This method is often called the Fornell Larcker Criterion, HTMT and Cross Loadings. However, according to Henseler et al. (2013), the Fornell Larcker Criterion approach failed to identify discriminant validity in most major cases. To that end, Henseler et al. (2015) suggested assessing discriminate validity using the heteroite-monotrait ratio of correlations (HTMT). The bootstrapping procedure with a re-sample of 5000 was carried out to obtain a confidence

interval (CI) value of less than or equal to 1.00 to identify no problems with discriminant validity (Henseler et al., 2015). In this study, it was found that the confidence interval (CI) value of either 5.0% or 95.0% of each dimension for the variable value was less than or equal to 1.00, which can be seen in the table below, so it was concluded that each supporting indicator had no discriminant validity problems.

In discriminant validity testing, reflective indicators can also be seen in the cross-loading between indicators and their constructs. An indicator is declared valid if it has a loading factor on other constructs. Thus, latent constructs predict indicators in their block better than others (Hair et al., 2018). The table above shows that the loading value for each intended construct is greater than the loading value for the other constructs. It can be concluded that all indicators are valid, and there are no problems with discriminant validity. After the indicators are evaluated for validity, the next step is to evaluate the reliability of each latent construct using Cronbach's alpha and composite reliability values. Cronbach's alpha and composite reliability values can be considered to ensure the reliability of PLS construction scores, as defined in Dijkstra and Henseler (2015) that composite reliability is more than 0.7 and Cronbach's alpha is more than 0.6. This research found all constructs acceptable for reliability.

The structural model evaluation aims to predict the relationship between latent variables. Ramayah et al. (2018) suggested looking at the Inner VIF value, coefficient of determination, model suitability and predictive relevance for assessing the structural (inner model). Inner VIF values uses to assess multicollinearity in the structural model. Our research found no perfect or large correlation between the independent variables. The correlation value between the observed variables (VIF) was less than 10.00, as recommended by Hair et al. (2018). The method used to test the occurrence of multicollinearity can be seen from the variable correlation matrix generated through the VIF value.

The evaluation of the coefficient of determination shows that the endogenous variable of motivation can be explained by its exogenous variable of 60.3% (0.603). In contrast, the rest is explained by other exogenous variables outside of this study. Meanwhile, the construct variable of employee performance in this study is 0.973. These results indicate that the exogenous variable of 97.3% can explain the endogenous variable of employee performance. In contrast, the rest is explained by other exogenous variables outside of this study. Next, we evaluate the structural model's predictive relevance (Q²), measuring how well the observed values are generated. If the Q² value is greater than zero for certain endogenous latent variables, the PLS pathway model has predictive relevance for that construct (Hair et al., 2018). Evaluation of the fit model in this study was carried out using two test values, including standardized root mean square residual (SRMR) and normal fit index (NFI) proposed by Ramayah et al. (2018) that the model will be considered to have a good fit if the standardized root mean square residual (SRMR) value is below 0.10 (Hair et al., 2018).

Hypothesis Test Results

Brand image (X1) directly influenced buying interest (Y). Where the influence between brand image (X1) on buying interest (Y1) has a path coefficient of 0.191 which is close to +1, T-Statistic value 4.767 (>1.96), and p-value 0.000 (<0.05), so it can be concluded that the first hypothesis (H1) is accepted and brand image (X1) has a positive and significant effect on buying interest (Y1), from these results, it can be concluded that the higher the brand image (X1), the buying interest (Y1) increases by 0.191. The results in this study are supported by findings from previous studies where Mubarok (2018), Trismelia and Sihite (2021) and Isyanto et al. (2020) found that brand image has a significant effect on buying interest.

Table 3. Hypothesis Results

Direct Path	Original sample (O)	T statistics ((O/STDEV)	P values	Hypothesis	Conclusion
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Brand Image → Intention to Purchase	0.191	4.767	0.000	H1	Accepted
Brand Awareness → Intention to Purchase	0.498	9.792	0.000	H2	Accepted
Consumer's Attitude → Intention to Purchase	0.252	4.860	0.000	H3	Accepted
Brand Image → Purchase Decision	0.129	3.489	0.001	H4	Accepted
Brand Awareness → Purchase Decision	0.221	3.650	0.000	H5	Accepted
Consumer's Attitude → Purchase Decision	0.170	3.404	0.001	H6	Accepted
Intention to Purchase → Purchase Decision	0.473	6.847	0.000	H7	Accepted
Indirect Path	Original sample (O)	T statistics (O/STDEV)	P values	Hypothesis	Conclusion
Brand Image → Intention to Purchase → Purchase Decision	0.090	3.570	0.000	H8	Partial Mediation
Brand Awareness → Intention to Purchase → Purchase Decision	0.235	5.479	0.000	H9	Partial Mediation
Consumer Attitude → Intention to Purchase → Purchase Decision	0.119	4.126	0.000	H10	Partial Mediation

Brand awareness (X2) directly influenced buying interest (Y1). Where the influence of Brand awareness (X2) on purchase intention (Y1) has a path coefficients value of 0.498 which is close to +1 value, a T-Statistic value of 9.792 (> 1.96), and a p-value of 0.000 (> 0.05), so it can be concluded that the second hypothesis (H2) is accepted and brand awareness (X2) has a positive and significant effect on purchase intention (Y1), from these results it can be concluded that the higher the brand awareness (X2), then the buying interest (Y1) increases by 0.500. The results in this study are supported by findings from previous studies where Tsabitah and Anggraeni (2021), Dabbous and Barakat (2020) and Febriyantoro (2020) found that brand awareness has a significant effect on purchase intention.

Consumer attitude (X3) influenced buying interest (Y1). Where the influence of consumer attitude (X3) on purchase intention (Y1) has a path coefficient value of 0.252 which is close to +1 value, a T-Statistic value of 4.860 (<1.96), and a p-value of 0.000 (>0.05), so it can be concluded that the third hypothesis (H3) is accepted, consumer attitude (X3) influences purchase intention (Y1), from these results it can be concluded that if consumer attitude (X3) increases by one unit, then buying interest (Y1) also increases by 0.257. The results in this study are supported by findings from previous studies where Mubarok (2018), Azzari and Pelissari (2020) and Wang et al. (2019) found that consumer attitude has a significant effect on purchase intention.

Brand image (X1) directly influenced purchasing decisions (Y2). Where the influence of brand image (X1) on purchasing decisions (Y2) has a path coefficients value of 0.129 which is close to +1 value, a T-Statistic value of 3.489 (> 1.96), and a p-value of 0.001 (> 0.05), so it can be concluded that the fourth hypothesis (H4) is accepted and brand image (X1) has a positive and significant effect on purchasing decisions (Y2), from these results, it can be concluded that the higher the brand image (X1), the purchasing decision (Y2) increases by 0.126. The results in this study are supported by findings from previous studies where Mubarok (2018), Wibowo and Wulandari (2022), Hanifah and Wulandari (2021), Purnamawati et al. (2022) and Agmeka et al. (2019) found that brand image has a significant effect on purchasing decisions.

Brand awareness (X2) influenced purchasing decisions (Y2). Where the influence of brand awareness (X2) on purchasing decisions (Y2) has a path coefficients value of 0.221 which is close to +1 value, a T-Statistic value of 3.650 (> 1.96), and a p-value of 0.000 (< 0.05), so it can be concluded that the fifth hypothesis (H5) is accepted and brand awareness (X2) has a positive and significant effect on purchasing decisions (Y2), from these results, it can be concluded that if brand awareness (X2) increases by one unit, then the purchase decision (Y2) increases by 0.214. The results in this study are supported by findings from previous research where Sutiyati et al. (2020) and Ansari et al. (2019) found that brand awareness has a significant effect on purchasing decisions.

Consumer attitude (X3) influenced purchasing decisions (Y2). Where the influence of consumer attitude (X3) on purchasing decisions (Y2) has a path coefficients value of 0.170 which is close to +1, a T-Statistic value of 3.404 (> 1.96), and a p-value of 0.001 (< 0.05), so it can be concluded that the sixth hypothesis (H6) is accepted and consumer attitude (X3) has a positive and significant effect on purchasing decisions (Y2), from these results, it can be concluded that if consumer attitude (X3) increases by one unit, then the purchase decision (Y2) increases by 0.166. The results in this study are supported by findings from previous studies (Fry et al., 2014; Hwang & Lyu, 2020; Mubarok, 2018) found that consumer attitude significantly affects purchasing decisions.

Purchase intention (Y1) was found to influence its role as a partial mediation between brand image (X1) and purchase decisions (Y2). Based on the test results on the indirect effect of brand image (X1) on purchasing decisions (Y2) through purchase intention (Y1) has a path coefficients value of 0.090 which is close to +1, the T-Statistic value is 3.570 (> 1.96), and a p-value of 0.000 (< 0.05), so it can be concluded that the eighth hypothesis (H8) is accepted. Purchase intention (Y1) mediates the relationship between brand image (X1), which has a positive and significant effect on purchasing decisions (Y1) on a direct relationship. For this reason, it can be concluded that with the presence or absence of the buying interest factor (Y1), the brand image factor (X1) will still affect increasing purchasing decisions (Y2). Where previously, it was found that the brand image factor (X1) had a positive and significant effect on increasing purchasing decisions (Y2). The results in this study are supported by findings from previous studies (Andriana & Ngatno, 2020; Chasanah & Kurniyawati, 2022; Napitupulu et al., 2023; Purwati & Cahyanti, 2022), which found that purchase intention acts as a mediating variable in the relationship between brand image and purchase decisions.

Purchase intention (Y1) was found to influence its role as a partial mediation between brand awareness (X2) and purchasing decisions (Y2). Based on the test results on the indirect effect of brand awareness (X2) on purchasing decisions (Y2) through purchase intention (Y1) has a path coefficients value of 0.235 which is close to +1, the T-Statistic value is 5.962 (> 1.96), and a p-value of 0.000 (< 0.05), so it can be concluded that the ninth hypothesis (H9) is accepted. Purchase intention (Y1) mediates the relationship between brand awareness (X2), which has a positive and significant effect on purchasing decisions (Y1) on a direct relationship. For this reason, it can be concluded that with the presence or absence of the buying interest factor (Y1), the brand awareness factor (X2) will still affect increasing purchasing decisions (Y2). Where previously, it was found that the brand awareness factor (X2) had a positive and significant effect on increasing purchasing decisions (Y2). The results in this study are supported by findings from previous research (Anggraini, 2022; Pratiwi & Ekawati, 2020) which found that purchase intention acts as a mediating variable in the relationship between brand awareness and purchase decisions.

Purchase intention (Y1) was found to influence its role as a partial mediation between consumer attitude (X3) and purchase decisions (Y2). Based on the test results on the indirect effect of consumer attitude (X3) on purchasing decisions (Y2) through purchase interest (Y1) has a path coefficients value of 0.119 which is close to +1, the T-Statistic value is 4.126 ($>$

1.96), and a p-value of 0.000 (<0.05), so it can be concluded that the tenth hypothesis (H10) is accepted. Purchase intention (Y1) mediates the relationship between consumer attitude (X3), which has a positive and significant effect on purchasing decisions (Y 1) on a direct relationship. For this reason, it can be concluded that with the presence or absence of the buying interest factor (Y1), the consumer attitude factor (X3) will still affect increasing purchasing decisions (Y2). It was previously found that the consumer attitude factor (X3) had a positive and significant effect on increasing purchasing decisions (Y2). The results in this study are supported by findings from previous studies (Nulufi & Murwartiningsih, 2015; Pratiwi & Ekawati, 2020), which found that purchase intention plays a role as a mediating variable in the relationship between consumer attitude toward purchasing decisions.

CONCLUSION AND RECOMMENDATION

This study found that the most influential factors in increasing purchase intention were brand awareness, consumer attitude, and brand image. In conclusion, consumers of Bir Bintang Zero already have an interest and purchase decision and feel a good corporate image in their minds with a memory of the product that has been attached to Bir Bintang Zero and the attitude that has been built towards Bir Bintang has been good and has accepted the product. Based on the findings of this study, as an effort to increase buying interest, PT. Multi Bintang Indonesia Tbk, holder of the Bintang Zero beer product brand, can focus on important factors or determinants starting from those with the biggest to the smallest effect sequentially, namely brand awareness, consumer attitude, and brand image. By focusing on the strategy above, buying interest will increase. PT. Multi Bintang Indonesia Tbk can maintain and guarantee the quality of the drinks, which includes the taste of the drinks, the appearance of the drinks, to the product packaging that attracts consumers' attention in terms of the quality of the drinks. In terms of quality, product packaging and the appearance of drinks are the main things that will attract consumers' attention.

To improve purchasing decisions, PT. Multi Bintang Indonesia Tbk, holder of the Bintang Zero beer product brand, can focus on important factors or determinants starting from those with the biggest to the smallest effect sequentially, namely brand awareness, consumer attitude and brand image. By focusing on the above strategies, purchasing decisions will increase. PT. Multi Bintang Indonesia Tbk can participate in relevant events where Bintang Zero beer products can be promoted. Besides that, PT. Multi Bintang Indonesia Tbk can intensify advertising and holding product campaigns because the attractive offers offered in the campaign can increase the likelihood of increasing purchasing decisions, thereby increasing sales.

This research has several limitations. First, this research only focuses on brand image, brand awareness, and consumer attitudes towards Beer Bintang Zero consumers because the topic chosen is to take an approach around buying interest and purchasing decisions. Second, this study only takes the unit of analysis at Bir Bintang Zero product companies with an unknown number of Beer Bintang Zero consumers as respondents. Third, future research can add other approaches to get even better results. In addition, in this study, respondents only mentioned consumers of Bir Bintang Zero without mentioning more specifically, which in further research could be expanded in terms of consumer segmentation of Beer Bintang Zero by expanding the population area. Fourth, this study examines aspects of the mediating influence of buying interest, the results show satisfactory results because it supports the hypothesis that has been proposed before, but this also shows how big the role of mediating the buying interest variable is in this research model. Future studies should examine the proposed model on actual purchasing decisions. This study uses brand image, brand awareness, and consumer attitude to explain consumers' purchasing decisions for Bintang Zero beer. These

serve as suggestions for further research so that other factors can be adopted to replace, combine or improve the research model.

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