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**BUILDING A PURCHASE AND PURCHASE DECISION: ANALYSIS OF BRAND  
AWARENESS AND BRAND LOYALTY (CASE STUDY OF PRIVATE LABEL  
PRODUCTS AT ALFAMIDI STORES IN TANGERANG CITY)**

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**Abstract:** The retail business in Indonesia has now become an informal industry sector that is developing very quickly. Seeing this phenomenon, some retailers in Indonesia try to package the products they sell using their own packaging and brands or private labels. Over time, the development of private label product sales at the Alfamidi Store is still unsatisfactory and tends to stagnate. This study aims to determine the effect of brand awareness and brand loyalty on repurchase intentions and purchasing decisions. The design of this study was explanatory. The sampling technique in this study was on consumers who bought or consumed private label products at the Alfamidi Shop in Tangerang City and filled out the questionnaire using the accidental sampling method but still fulfilled the specified criteria. The sampling technique is Quota Sampling with the amount determined by the researcher. By using Quota sampling, we get a sample of 100 customers. Quantitative analysis method with SEM analysis tools and Smart PLS tools

**Keyword:** Brand Awareness, Buying Intentions, Purchasing Decisions

**INTRODUCTION**

The retail business in Indonesia has now become an informal industry sector that is developing very fast, along with the economic development, especially in big cities in Indonesia. Supporting factors in these developments are opening up opportunities in terms of market penetration, development of manufacturing businesses that supply their products to retailers (retailers), as well as government efforts to encourage economic growth (Saputra and Ariningsih, 2014: 128).

Seeing this phenomenon, some retailers in Indonesia try to package the products they sell with their own packaging and brand or Private Label. For retailers selling private label products is a profitable business, in addition to being able to strengthen and build image and loyalty, private label products also provide high margins, flexibility in pricing, and have more

control over the attributes and quality of goods. As for consumers, private label products are an alternative purchase of needed products, because they offer relatively lower prices compared to national brands with a cheaper price difference in the range of 10% - 30% (ww.swa.co.id).

Alfamidi store is one of the retail businesses in Indonesia which also provides private label products in its stores. Alfamidi continues to develop private label products such as snacks, tissue, soap, household appliances, staple foods, kitchen ingredients to bread and frozen products. Private label products at Alfamidi are made with competitive quality compared to branded or national products, and are sold at lower prices because private label products are not burdened with marketing and promotional costs. In this case Alfamidi cooperates with various companies, including providing opportunities for Small and Medium Enterprises (SMEs) to develop private label products. (www.alfamidi.com, 2018).

However, over time, the development of private label product sales at the Alfamidi Store is still unsatisfactory and tends to stagnate in its development nationally, even based on data (Graph 1.1) during January - December 2017 and private label product sales at the Alfamidi Store in Tangerang City there is a tendency to experience a decline in sales. From the phenomenon of the problem above this study is supported also from the results of research sourced from reputable and international journals, namely:

Huang, C., Yen, S., Liu, C., & Chang, T. (2014). That the two dimensions of brand equity and customer satisfaction can increase brand resonance in products, and the effect of customer satisfaction on brand resonance is greater than brand equity. The three dimensions of brand equity, customer satisfaction and brand resonance directly affect consumer repurchase intentions. Brand resonance has a partial effect on brand equity on repurchase intentions.

Besra, E., Kartini, D., Hasan, M. (2015). There is a significant influence between store image with self-confidence and intention to buy private label products. The intention to buy private label products is influenced by consumer confidence, which consists of the consumer's own trust and the trust of the retail sellers themselves. The image of the store has a large impact on consumer confidence, which in turn affects the intention of buying private label products.

Abril, C., Canovas, B. (2016). In-store private label information, distribution (availability in a number of stores) and prices have an important role in building brand equity. This study underlines the importance of in-store communication as a substitute for advertising which in the context of this study has no effect on private label brand equity. Another finding is that most consumers make decisions while at the store and are influenced by the stimulus they find while at the store.

Based on the background of the problem, the problem can be identified as follows:

1. Increasing competition and changing consumer desires and expectations for the retail industry requires retailers to implement strategies to win the competition. One of them is by maintaining consumer repurchase intentions.
2. In the modern retail industry the existence of private label is an inseparable part. But unfortunately research related to brands on private label products is still minimal. because most academics have not approached the private label phenomenon from the perspective of the brand, but rather the perspective of retailers, producers, consumers or from competition among themselves.
3. Based on previous data, showing that in 2017 private label product sales at the Alfamidi Store located in Tangerang City, showed a tendency to decline in sales, even though the contribution of Tangerang city sales volume was higher than the national level. To analyze and determine the effect of the Process on purchasing decisions.

1. To analyze and determine the effect of the influence of Brand Awareness on the intention to buy private label products at Alfamidi stores in the city of Tangerang.
2. To analyze and determine the effect of purchase intention; Decision on the purchase of private label products at Alfamidi stores in the city of Tangerang.

## LITERATURE REVIEW

### Purchase Intention

Balla et al. (2015: 2) states that there are various definitions relating to the concept of repurchase intentions. There are at least two definitions when related to the context and point of view, namely (1) in the service context, repurchase intentions are defined as individual judgments about repurchasing services from the same company, taking into account the situation or situation, (2) from a behavioral view, defining that repurchase intention as a possible customer states the possibility of engaging in repurchase behavior in the future.

Whereas Gounaris et al. in Pather (2017: 145-46) defines repurchase intentions as the tendency of customers to buy products from the same manufacturer over a long period of time. Morgan & Hunt in Ibizan (2016: 97) said that another common term for repurchase is retention, which is often regarded as one of the most important variables in relationship marketing.

For companies, repurchase intentions are also important to be a concern, especially in efforts to increase sales of products and services. This is in line with Collier and Bienstock in Huang et al. (2014: 109), who stated that the intention to repurchase might not only be the tendency to repurchase the product, but also includes the intention to recommend the product to relatives and friends.

Kumar further stated in Olaru et al. (2008: 556) that customer repurchase intentions depend on the value obtained in their previous transactions, such as performance that matches criteria (benefits), competition, cost considerations and has a relationship with customer satisfaction. The decision by customers to repurchase from the same service provider depends on their past experience, their perception of the value (benefits) of the previous meeting as well as their expectations of future business relationships.

According to Kuo in Balla et al. (2015: 5) in a competitive business environment, efforts to achieve excellence and maintain repurchase intentions, as well as avoiding product switching behavior, are very important. In other words, the process of keeping old customers easier than getting new ones. Therefore every company wants to keep its relationship with old customers and hope to increase their repurchase intentions.

### Buying decision

Kotler and Keller (2012: 170), states: In the evaluation stage, the consumers from preferences among brands in the choice set and may also from an intention to buy the most preferred brands.

Kotler and Armstrong (2012: 130), states: Consumer buyer behavior is the buying behavior of the final consumer-individuals and households who buy goods and services for personal consumption.

According to Kotler and Keller (2012), humans generally act rationally and consider all types of information available and consider everything that can arise from their actions before committing a particular behavior.

According to Kotler and Keller (2012: 161) purchasing decisions have dimensions namely: product selection, brand choice, supplier selection, purchase amount, determination of visit time, payment method.

## Brand Awareness

Consumers tend to buy a brand that is already known, because they feel safe and comfortable with something that was known before. In other words, a brand that is known to have the possibility of dependability, stability in business, and quality that can be accounted for. In Sadat (2009: 165), stated that the definition of brand awareness is the ability of consumers to recognize or recall that a brand is related and is a member of a particular product. So that a customer who has awareness of a brand will automatically be able to decipher brand elements without having to be helped.

Chon in Kashif (2015: 435), brand awareness plays an important role in the selection of goods or services for consumers when associated with brand equity, because the first step to create brand equity is first to create brand awareness in the minds of consumers.

According to Aaker in Pather (2015: 15) brand awareness creates value in the minds of consumers in four ways:

1) Anchors place various Awareness links. (Anchor to which other associations can be attached):

Brand names, logos and the quality of the product or service serve as brand recognition factors that influence the facts and feelings of the associated brand, the new brand must win recognition because the purchase decision requires knowledge of the product.

2) Familiarity:

There is a strong correlation between visibility and exposure to the brand and familiarity, the greater the exposure, the greater the familiarity with the brand.

3) Signal of Substance (Signal of substance):

Brand names are well recognized and are indicators of brand presence and substance; consumers need to know certain facts about a brand that will create positive brand awareness.

4) Considering the brand (Brands to be considered):

When considering a product, a brand that has been recognized and first reminded, will be a determined consideration

Furthermore, in his book Sadat (2009: 166-67) Aaker states that there are four levels of customer awareness of the brand:

1. Unaware of the brand (Unaware of Brand) is the lowest level. In this position, the customer does not recognize the brand at all even though through the tool.

2. Brand Recognition or recall with help. At this level, customers will remember the brand after being given help by showing certain images or features.

3. Brand Recall is the level of unaided recall. This level reflects brands that customers can remember well without help.

4. Top of Mind is the highest level and ideal position for all brands. At this level the customer really understands and recognizes the elements of a brand. Customers will mention the brand for the first time, when asked about a product category. In other words, a brand becomes the main brand of various brands that are in the minds of customers.

## Framework

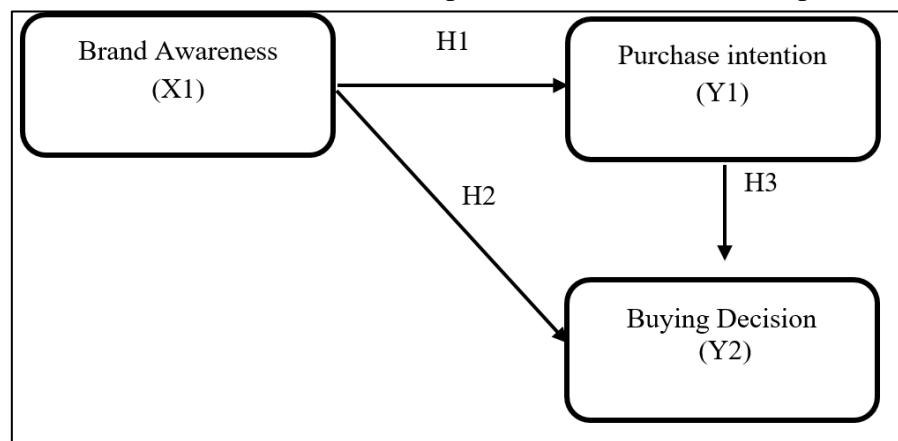
Thinking Framework for designing influences or relationships between variables. That Brand Awareness has a positive and significant effect on Repurchase Intention both partially and simultaneously: Lin, Alex., Huang, Yu-Ting., Lin, Meng-Kai. (2015), Pham, L., Do, H., Phung, T., (2016), Pather, Pravenshi. (2017) and Lawu, Bakti. (2015).

Brand loyalty has a positive and significant effect on the intention to repurchase both partially and simultaneously: Pham, L., Do, H., Phung, T., (2016) Pather, Pravenshi. (2017) and Lawu, Bakti. (2015) ..

Based on the Research Formulation, Research Objectives, Literature Review, Previous Research and Research Roadmap, the framework of this research for 3 years is like Figure 1 below.

### Framework

Based on the research objectives, literature review, previous research and the relationship between variables, the analytical framework in this study is presented in the form of Figure 1. Where the Brand Awareness variable is an independent variable, the Purchase Intention variable as the dependent variable and the Buying Decision variable as the intervening variable, or the variable which mediates between the independent variable and the dependent variable.



**Gambar 1 Framework**

### Hypothesis

Based on the problem examined, then a hypothesis is drawn as follows:

**H1:** Brand Awareness affects purchase intention

**H2:** Brand awareness affects buying decision

**H3:** purchase intention affects buying decision

### RESEARCH METHODS

The method of analysis of this study is the quantitative method and the analysis tool with SEM Before being analyzed by Path analysis, the instrument test (questionnaire) is tested first with the validity and reliability and Hypothesis tests. SEM analysis tool with the Smart PLS 3.0 application.

Brand awareness as an independent variable, purchase intention as an intervening variable and repurchase decisions as a dependent variable. To test the intervening variable, the antecedent path analysis method is used.

The method can be illustrated as shown in Figure 1 above with the structure and sub structure of the path as below:

$$Y = P_{yx1}.X1 + P_{yx2}. X2 + \epsilon_1$$

$$Z = P_{zx1}.X1 + P_{zx2}. X2 + P_{zy}.Y + \epsilon$$

Note: X1 = Brand Awareness; Y1 = Purchase Intentions; Y2 = Purchase Decision; and  $\epsilon$  = epsilon (other factors that influence).

## FINDINGS AND DISCUSSION

### Research result

There are three values that must be considered at this stage, namely convergent validity, discriminant validity, and composite reliability. Convergent validity, the correlation between the reflexive indicator scores and the latent variable scores. This research uses loading 0.5 to 0.6 is considered sufficient, because it is the initial stage of developing the measurement scale and the number of indicators per construct is not large, namely 2 (two) to 4 (four) indicators. Discriminant validity, reflexive indicator measurement based on cross loading with its latent variables. Another method is by comparing the square root of average variance extracted (AVE) values of each construct with the correlation between other constructs in the model. If the initial measurement values of the two methods are better than the other construct values in the model, it can be concluded that the construct has a good discriminant validity value or vice versa. Accordingly, it is recommended that the measurement value be greater than 0.50. Composite reliability, a block indicator that measures the internal consistency of construct indicators, shows the degree to which it indicates common latent (unobserved). The construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60 even though it is not an absolute standard.

### Convergent Validity

*Convergent validity is used to determine instrument items that can be used as indicators of overall latent variables. The results of this test are measured based on the value of the loading factor (external loading) of the construction indicator. The following convergent validity test results are presented in the table*

**Table 1. Table of Convergent Validity Test Results .**

Variabel	Indikator	Outer Loadings	Result
Brand Awareness	X1.1	0.691	Valid
	X1.2	0.764	Valid
	X1.3	0.752	Valid
	X1.4	0.689	Valid
	X1.5	0.722	Valid
Purchase Intention	Y1.1	0.876	Valid
	Y1.2	0.677	Valid
	Y1.3	0.699	Valid
	Y1.4	0.703	Valid
	Y1.5	0.824	Valid
	Y1.6	0.840	Valid
Buying Decision	Y2.1	0.752	Valid
	Y2.2	0.742	Valid
	Y2.3	0.532	Valid
	Y2.4	0.563	Valid
	Y2.5	0.829	Valid
	Y2.6	0.753	Valid
	Y2.7	0.771	Valid

*Source: Data processed from Smart PLS output*

The table shows that all outer loading factors have values greater than 0.5. So that this measurement can be concluded has met the requirements of convergent validity. The convergent validity of the measurement model using reflective indicators is assessed based on



the outer loading factor of the indicators that measure the construct. In this study there are 5 constructs with a number of indicators ranging from 3 to 10 indicators with a scale of 1 to 5. If the correlation coefficient is equal to 0.3 or more (at least 0.3) then the instrument is declared valid, and invalid if the correlation coefficient is smaller than 0.3 (Sugiyono, 2006) states based on the results of the loading factors above, it is concluded that the construct which has a dominant loading factor above 0.5 has a good convergent validity. Validity test is also performed by testing the method of comparing the value of the square root of average variance extracted (AVE) in each construct with the correlation between other constructs contained in the model.

**Table 2 . Testing Results Table AVE**

<i>VARIABEL</i>	<i>Average Variance Extracted (AVE)</i>
<i>Brand Awareness</i>	0.509
<i>Purchase Intention</i>	0.505
<i>Buying Decision</i>	0.599

*Source: Data processed from Smart PLS output*

#### **Composite Reliability and Cronbach's Alpha**

In addition to the construct validity test, the construct reliability test is also measured by the composite reliability and Cronbach's alpha of the indicator block that measures the construct. Following are the results of reliability testing and Cronbach alpha composites from Smart PLS:

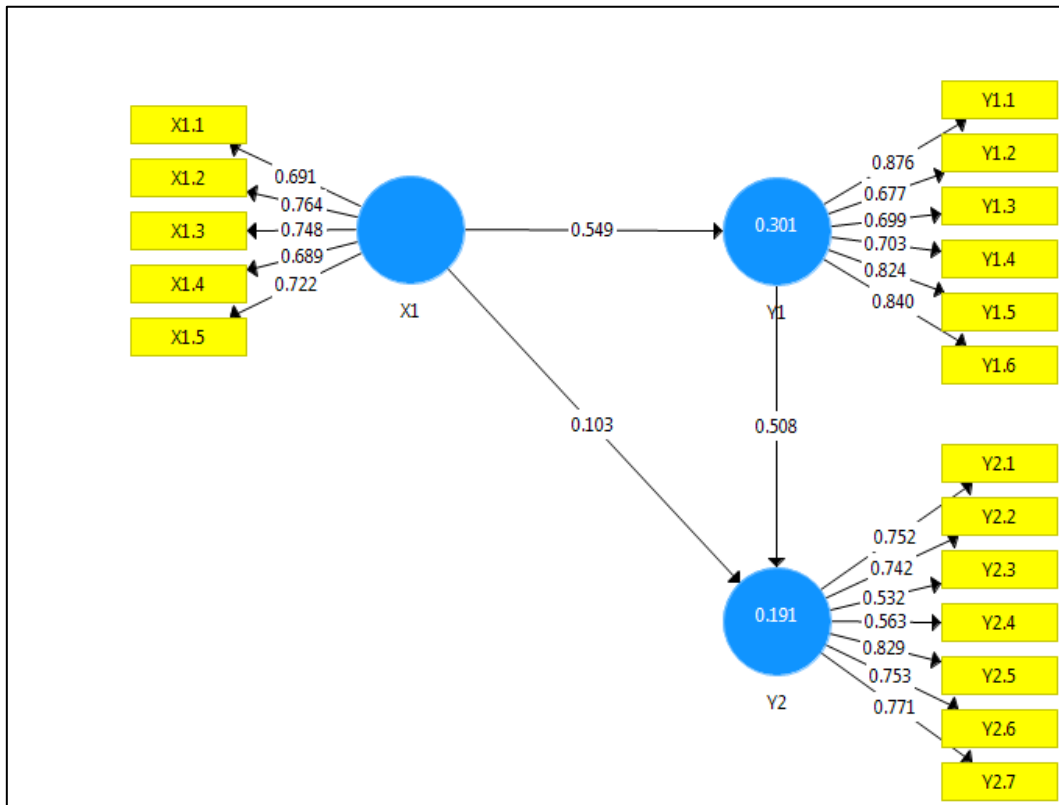
**Table 3 . Composite Reliability and Cronbach's Alpha tables**

<i>Variabel</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Brand Awareness</i>	0.773	0.846
<i>Purchase Intention</i>	0.864	0.899
<i>Buying Decision</i>	0.837	0.877

*Source: Data processed from Smart PLS output*

This construct is stated to be reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. From the Smart PLS output above all construction has a composite reliability value above 0.70.

The measurement model for the validity and reliability test, the coefficient of determination of the model and the path coefficient for the equation model, can be seen in the following figure:



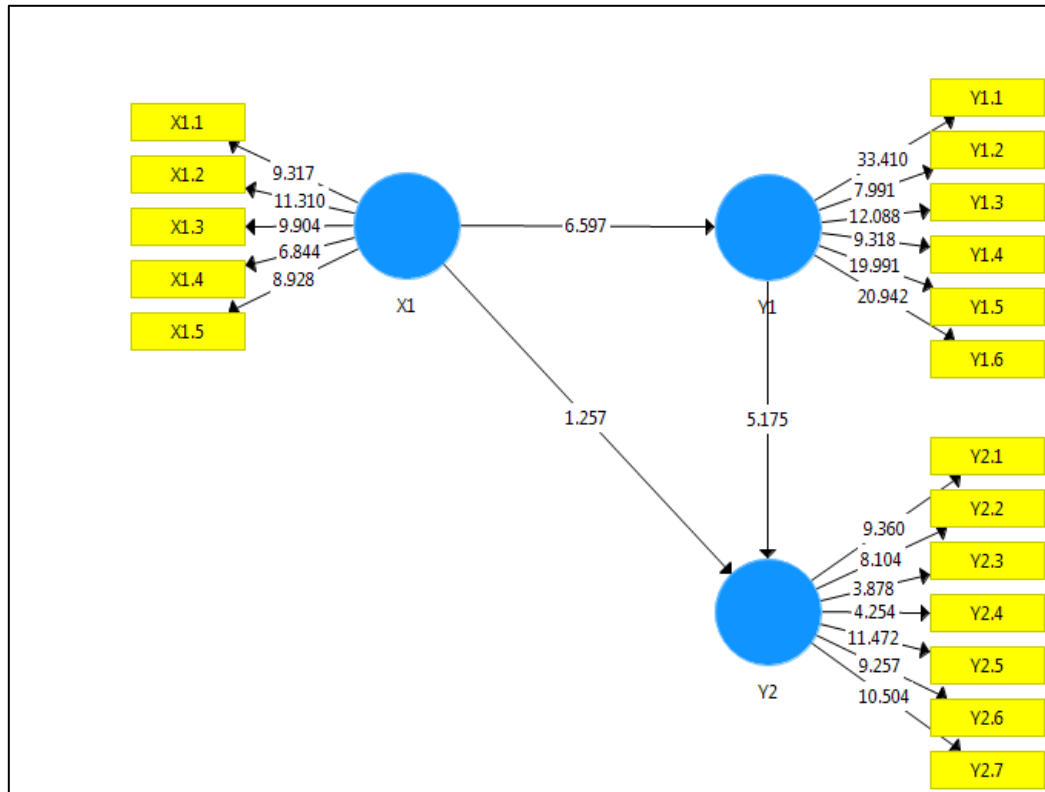
**Figure 2.** PLS Algorithm

*Sumber: Source: Data processed from Smart PLS output*



**Structural Model Testing (Inner Model)**

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient for the independent variables then the significance is assessed based on the t-statistic value of each path. The structural model of this research can be seen in the following figure:



**Figure 3.** Display of PLS Bootstrapping Results  
 Source: Data processed from Smart PLS output

R2 values for each endogenous variable in this study can be seen in Table

**Table 4. R-Square table**

<i>Variabel</i>	<i>R Square</i>	<i>R Square Adjusted</i>
Niat Membeli (Y1)	0.301	0.294
Keputusan Pembelian (Y2)	0.191	0.175

Source: Data processed from Smart PLS output

R Square Value of Purchasing Decisions (Y1) of 0.301 shows a double correlation (process analysis and product quality) with purchasing decisions. And R Square Repurchase Value (Y1) of 0.191 shows a double correlation (process analysis, product quality and Purchase Decision)

**Goodness of Fit**

In the next stage the model evaluation will be carried out through goodness of fit. Goodness of fit assessment is known from the Q-Square value. Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the model can be said to be more suitable with the data. The results of calculating the Q-Square values are as follows:

$$Q\text{-Square} = 1 - [(1-0,301) \times (1-0,191)]$$

$$\begin{aligned}
 &= 1 - (0,699 \times 0,809) \\
 &= 1 - 0,565 \\
 &= 0,435
 \end{aligned}$$

Based on the calculation above, the Q-Square value of 0.435 is obtained. This shows the amount of diversity of research data that can be explained by the research model is 43.5%, while the remaining 56.5% is explained by other factors that are outside this research model. Based on these results, the model in this study can be stated to have had an excellent goodness of fit.

Other variables or other factors that can influence purchasing decisions include service quality and a significant positive effect on purchasing decisions (Anggita, R., & Ali, H. 2017), brand trust has a positive and significant effect on purchasing decisions Rizky, Muhammad, et. al (2015), brand equity has a positive and significant effect on purchasing decisions Asih, Ratih Kartini (2013), etc.

**Table 5 . Path Coefficients table (Mean, STDEV, t-Value)**

<i>Variabel</i>	<i>Original Sample (O)</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Significance Level</i>
<i>Brand Awareness -&gt; Purchase Intention</i>	0.549	6.597	0.000	<0.05
<i>Brand Awareness -&gt; Buying Decision</i>	0.176	1.997	0.029	<0.05
<i>Purchase Intention -&gt; Buying Decision</i>	0.508	5.175	0.000	<0.05

*Source: Data processed from Smart PLS output*

Based on the table above it can be seen that the measurement model formed is the Equation Model as below:

$$Y1 = 0.549X1$$

$$Y2 = 0.176X1 + 0.508Y1$$

Dimana,

X1 = Brand Awareness

Y1 = Purchase Intention

Y2 = Buying Decision

The equation above can be interpreted as follows:

1. Brand Awareness Variables have a positive coefficient direction on Buying Intention
2. Product Quality Variables have a positive coefficient direction on Repurchase.
3. The Purchase Decision Variable has a positive direction coefficient on Repurchase.

## Hypothesis testing

### 1) The Influence of Brand Awareness on Buying Intention

The first hypothesis which states that Brand Awareness Influences Intention to buy can be proven true. This can be seen from the statistical t value of 6,597 which is greater than the value of t table = 1.96, and a probability value of 0,000 which is smaller than the specified critical value limit of 0.05. Thus it is stated that brand awareness has significant and significant effect on purchase intentions. significant to Repurchase Intention.

The difference related to the relationship between Brand Awareness and Purchase Intention could be due to differences or distinctiveness of the object of study under study. Where the

level of brand awareness of the object under study or in other words the object under study is not a product / object that is known by the public is likely to be one of the causes. In Lawu's research (2015) the object of research is the product refill ink brand Veneta System, Cetin, I., (2016) the object of research is the hospital industry from the perspective of tourists who come and use hospital services in the City of Cesme, Turkey. While in this study the object under study is a private label product, which has a limited sales area, has not been a consumer choice when shopping, and still has to struggle with other national brand products. (Nielsen, 2014). Yet according to Aaker and Keller, the greater the brand awareness of the product being sold, the greater the consumer's trust in the product and the greater the consumer's intention to purchase (re) the product. (Ahmad et. Al., 2016), Novansa, H., Ali, H. (2017)

## **2) The Influence of Brand Awareness on Purchasing Decisions**

The first hypothesis which states that Brand Awareness Influences Purchasing Decisions can be proven true. This can be seen from the statistical t value of 1,997 which is greater than the value of t table = 1.96, and the probability value of 0.029 which is smaller than the specified critical value limit of 0.05. Thus it is stated that brand awareness has significant and significant influence on purchasing decisions.

There is a correlation in this research between brand awareness variables on purchasing decisions which states that increasing brand magnitude will have an impact on purchasing decisions that are also high in accordance with research Sultan, K., Akram (2019), Nthenya, (2019), Martins, ( 2019),

## **3) The Influence of Buying Intentions on Purchasing Decisions**

The third hypothesis which states that the intention to buy influences the purchasing decision can be proven true. This can be seen from the statistical t value of 5.189 which is greater than the value of t table = 1.96, and the probability value of 0.000 which is smaller than the specified critical value limit of 0.05. Thus it is stated that the purchase intention has significant influence on the purchasing decision.

Variable purchase intention with a purchase decision has a strong enough relationship value. The strong influence of extrinsic dimensions is in line with Kudeshia, C., & Kumar, A. (2017). which said that the intention to buy will have an impact on purchasing decisions, therefore it must grow a high purchase intention to get a high purchase decision, Ikhsani, K., Ali, H. (2017).

Dimensions that become a series in influencing purchasing decisions are dimensions that are structured to influence their purchasing decisions. This shows the influence of purchase intentions on purchasing decisions with purchase intentions that appear well from more secure products, high purchasing decisions will emerge.

## **CONCLUSION AND SUGESTION**

Based on the discussion in the previous chapter, the results of this study can be concluded as follows:

1. Brand awareness has no effect on purchase intentions. In this study shows that Brand Awareness has a negative coefficient direction on Repurchase Intention. Apart from the uniqueness of the product under study, it is also due to the characteristics of the respondents in this study at the lower middle level which tend to be low on brand awareness. The substance signal dimension becomes a dimension that has a strong relationship, this is supported by the use of logos or brands from Alfamidi Stores in most private label products sold. With the use of logos and brands, it will be easier for consumers to remember and get to know the facts of

the private label product brands for sale. While the dimension of the lowest influence is on the dimensions of brand consideration with intention to repurchase. The characteristics of consumers in this study are mostly middle to lower, where consumers with these characteristics tend to indicate consumers who are sensitive to prices and tend to ignore the brand of the product they bought.

2. Brand awareness has a significant effect on purchasing decisions. strong enough relationship that occurs with purchasing decisions. This gives a description of the existence of the Alfamidi private label brand in addition to providing comfort, also its existence can provide benefits for consumers. This makes it easier for consumers to process and recall private label brands sold in Alfamidi stores. But besides that, with the characteristics of middle-class consumers and lower view of products with less well-known brands such as private labels raises the perception of being too risky because it's just a waste of money.

3. Purchase intentions significantly influence purchasing decisions. The purchase intention variable has a significant effect compared to other variables. In this variable indicates Alfamidi consumers already know the existence of private label products sold in stores. Even based on previous knowledge and experience, consumers have also made comparisons between private label products and other similar national brands.

## **Suggestions**

### **a. Practically**

Based on the results of research and conclusions as mentioned earlier, the suggestions that the author can convey to PT Midi Utama Indonesia Tbk. in increasing sales of Alfamidi's private label products are as follows:

1. Brand consideration becomes important, this indicates that there must be an effort from Alfamidi to increase brand awareness of its private label products. This is very important because the greater the brand awareness of private label products, the greater the consumer's trust in the quality of the product and the desire to repurchase the product it sells in the future. This improvement can be done through continuous promotional activities in stores and utilizing various communication channels such as social media, newspapers, billboards and TV advertisements in increasing brand awareness. Signal Substance is the highest dimension, this means the use of the Alfamidi logo and brand on private label products helps consumers to recall experiences and facts about private label products sold.

2. Purchase intention that has been built must immediately lead to the purchase decision. This can be done by paying close attention to customers, for example by giving members or giving other discounts so that purchase intentions increase.

3. The decision to purchase private label at Alfamidi increases because the encouragement of brand awareness and purchase intention has become a positive level and must be maintained because this will make the company stronger. Which where purchasing decisions will provide value to the company, by building and improving both things, namely brand awareness and purchase intentions.

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