

Consumer Preferences: Exploring Brand Awareness, Product Variation, and Purchase Intentions in Purchase Decisions

Dovina Navanti ^{a1,*}, Dewi Sri Woelandari Pantjolo Giningroem ^{b,2}, Christophorus Indra ^{b,3}, Novita Wahyu Setyawati ^{b,4}

¹ Universitas Bhayangkara Jakarta Raya, Jl Perjuangan, Bekasi, Indonesia

¹ dovina.navanti@dsn.ubharajaya.ac.id *; ² dewi.sri@dsn.ubharajaya.ac.id; ³ christophorus.indra@dsn.ubharajaya.ac.id,

⁴ novita.wahyu@dsn.ubharajaya.ac.id

* corresponding author

ARTICLE INFO

Article history :

Received : 27-02-2024

Revised : 23-05-2024

Accepted : 28-05-2024

Keywords :

Brand Awareness ;

Product Variety ;

Purchase Decision ;

Purchase Intention ;

ABSTRACT

This research aims to explore the impact of brand awareness and product variety on purchasing decisions for Lemonilo noodles in Bekasi through purchase intention. The method we use is a quantitative method, where we use a purposive sampling technique to select 128 respondents who are consumers of Lemonilo noodles in Bekasi City. The results show that the second factor, brand awareness and product variety, influences purchase intention, but only product variety has a significant impact on purchasing decisions. In addition, purchase interest acts as a reflection between brand awareness and product variety and purchasing decisions.

1. INTRODUCTION

The current era of development has made many changes to people's lives, all of which started with Covid-19 which resulted in people carrying out their activities at home and of course giving people lots of free time. After Covid ends, people will return to having a new life and new habits. There has been a change in society which was previously busy with various activities, this has made people prefer all forms of convenience in various aspects that can save and help their time and energy, as well as the emergence of interest in using something instant.

One of the things that is unavoidable in human life, especially in Indonesia, is food that is rich in carbohydrates. The limited choice of instant foods containing carbohydrates is a problem that has not been resolved. Many people are not familiar with these products because they often come from brands that are unknown to them and have new flavors. Apart from that, the difficulty of finding this type of food is also an obstacle in itself. This difficulty will ultimately make it difficult for people to meet their needs. Especially in the midst of their busy lives, people are more likely to choose to consume products that are easier to serve. This is what encourages people to choose other instant food alternatives. One example is instant noodles, which are very popular and often consumed among the public. In Indonesia, there are various brands and variations of instant noodles that consumers can choose from, including Lemonilo noodles. Currently, the Lemonilo fried noodle variant is a favorite that is in great demand by the public. The fact that Lemonilo has entered the list of Top Selling Fried Instant Noodle Brands in the top sales data on Shopee and Tokopedia is an impressive achievement. Even though Lemonilo finished in 4th place, this shows an extraordinary achievement. Lemonilo managed to record sales of 6.3%, even though it is a new brand, its sales are quite significant compared to competing brands that have existed for longer, such as Indomie, Sarimi, or Mie Sedap.

Even though Lemonilo prioritizes health aspects, the company continues to innovate with various variations of its product flavors, even though it faces challenges in maintaining a healthy composition. Currently, Lemonilo has presented 7 flavor variants, including Fried Noodles, Chicken Onion Soup Noodles, Chicken Curry Soup Noodles, Korean Spicy Noodles, Sehat Family Cap Dry Noodles, Padang Rendang Spectarasa Lemonilo, and Fried Noodle Konjak Flavored Lemonilo. With the tagline "Healthy Noodles", Lemonilo has been well known to consumers since it was produced by PT Lemonilo Indonesia in 2016, offering a new concept in the instant noodle industry using healthy ingredients and innovative production methods.



Brand awareness is an important factor in purchasing decisions, where the stronger the awareness, the more likely consumers are to choose to buy, which also has a significant impact on consumer trust [27]. Product variations also have an important role in attracting consumer purchasing interest by providing more product choices. Purchasing decisions are also influenced by purchasing interest, where the higher the purchasing interest, the greater the possibility of consumers making a purchase. Previous studies have highlighted the influence of interest on purchasing decisions [3]. Our research adopts a more specific approach by examining the factors that influence consumer decisions to purchase Lemonilo noodles in Bekasi City. Considering the finding that providing accurate product information can enhance consumers' inclination to buy [3], our investigation aims to delve into how brand awareness and product variety affect consumers' purchase intentions, particularly concerning Lemonilo noodles. We also aim to address issues such as the prevalent consumption of instant noodles during hunger pangs and the notable brand awareness of Lemonilo Noodles, which remains partially unmet due to the product range's inability to fully cater to consumers' comprehensive needs when opting for Lemonilo Noodles..

Theoretical Foundation

The conceptual model of this research is based on Ajzen's ideas about the theory of planned behavior, which is an extension of the theory of reasoned action [10]. This model analyzes the goals and ways of society's behavior, complemented by thinking and controlling pretend behavior, as well as anticipating the complexity of human behavior in the context of coherent decision making. According to the TPB, a buyer will engage in a behavior if he has a strong intention to buy a product from a particular brand and makes a logical argument for a particular behavior by evaluating the available information. Therefore, information about brands plays an important role in forming attitudes that lead to intentions.

TPB argues that a person's mindset, outside factors, and perceived behavioral control all impact their purchase intentions. Understanding a person's behavioral patterns begins with understanding their goals [41]. Personal attitudes toward behavior, perceived pressure from society to engage in action (subjective norms), and perceived self-control all impact consumers' behavioral intentions (perceived behavioral control). People intend to buy when they have a good opinion about a brand [5]. The diversity and variety of products offered tends to increase consumers' desire to purchase, which in turn will likely have a positive impact on purchasing decisions. Thus, brand awareness and celebrity endorsement will generate favorable attitudes that will lead to purchase intentions [30, 22] and Purchase Decision.

Consumer behavior is a key factor in the purchasing decision making process, where consumers always consider various aspects such as price, quality and benefits before purchasing a product or item [19]. A deep understanding of consumer behavior is the basis of marketing management, the main aim of which is to meet consumer needs and desires and study the value exchange process between the various parties involved. In this context, marketing places its focus on consumers, with the aim of influencing their behavior.

In purchasing, consumer behavior influences the decision-making process, through stages such as problem recognition, information search, alternative assessment, decision making, and post-purchase behavior [23]. Companies need to follow a marketing concept that aims to meet consumer needs and desires, so that understanding and influencing consumer behavior is key in designing effective business strategies. Consumer loyalty to a product is an advantage for manufacturers, but if consumers have difficulty finding the product they want, they may try other brands over time.

Purchasing decisions are an important component of consumer behavior, which includes the study of how individuals, groups and organizations select, purchase, use and utilize goods, services, ideas or experiences to meet their needs and desires [6]. In general, purchasing decisions involve choosing between two or more alternative options in marketing management, including product type and benefits, product form, brand, product quantity, purchase time, and payment method, where consumers obtain information about the product before making a decision, evaluating all available alternatives, with price being the most important factor considered in the purchasing process [7].

In this research, the purchasing decision indicators used, as described by [18], cover several aspects, including product choice, brand, distributor, purchase time, and purchase amount, which requires companies to conduct research on consumer preferences, determine the characteristics brands, influence factors in choosing a place of purchase, and innovate products to meet consumer purchasing needs.

Purchase Intention

Intention originates from describing feelings that arise simultaneously or attract attention to an object or group of objects, interest is also a feeling of liking for an object or situation which can be expressed through real reactions or only through bodily organs and interest as a feeling of pleasure and a tendency to look for similar objects. liked. Purchase interest can also be said to be consumer behavior that reflects the extent to which consumers are likely to make a purchase. The influence of buying interest also acts as a supporting factor in strengthening a person's interest in a product. Individual interest in a product is often influenced by the attractiveness of the product, including its versatility, design, features, and also services that ensure the product's reliability.

Purchase interest is a consumer's tendency to buy a brand or take actions related to purchasing, which is measured by how likely the consumer is to make a purchase. From these various definitions, it can be concluded that buying interest is a feeling of liking for a particular object which is also accompanied by a desire to buy and own that product, thus encouraging consumers to make a purchase. Interest also involves interactions between individuals and favored objects or situations, which trigger the urge to buy the desired product.

Purchase interest is a process that occurs at the evaluation stage of purchasing decisions, where consumers actively consider the various brands available and form preferences for certain products. During this stage, consumers also develop intentions to purchase the products they like most based on the preferences they form. Purchase interest can also be said to be a process in which someone becomes interested in a particular product or thing. This is characterized by continuity in remembering the product, which encourages the formation of sustainable purchasing interest [1], explaining that the level of people's interest in the product can be reflected and measured from the sacrifices they make to get it. Customers who have a high level of interest tend to have a goal of using or buying the product.

Brand Awareness

A brand is an element that initiates the existence of a business to achieve its goals in a sustainable manner, which aims to get a positive response from the public towards the products presented. [2], explains that a brand is considered a vital asset for every company, it can be a name, symbol, or image, which functions as a company's unique identity and as a marker of difference from competitors. Therefore, having a strong brand allows a company to compete effectively in the market.

Awareness that is understood by individuals occurs when they are involved in building brand value, and trying to increase brand awareness in consumers' minds so that it becomes the basis for planning strategies. [31] explained that brand awareness refers to “the ability of potential buyers to recognize or remember a brand as part of a particular product category”, reflecting the extent to which a brand is known to consumers. The level of brand awareness often reflects the strength of the brand's presence in consumers' minds, which can be measured by their ability to recognize the product or remember the brand name. Hence, a deep understanding of brand awareness is essential in designing effective marketing strategies and strengthening a brand's position in the market.

Brand management needs to be considered carefully as a long-lived asset so that brand value does not decline. Brand equity is strengthened through consistent marketing in conveying product representation, core benefits, and strong brand associations in consumers' minds. Brand awareness is the basis of brand equity from the consumer's perspective, shows recognition of the brand from one product to another, and provides confidence that a strong brand can be relied upon [2, 4]. Meanwhile, factors that influence brand awareness include advertising, products, taglines and logos [2]. Advertising is a form of non-personal marketing communication that aims to introduce and promote products to the public through various media. Products refer to goods or services offered to the market with the intention of meeting consumer needs and desires. A tagline is a slogan or phrase created by a

company to remind people about its product. Meanwhile, a logo is an image or symbol that has a special meaning and is used as a product identity and to differentiate it from competing products.

Brand awareness is the level of consumer knowledge and awareness about the existence of a product and the identity of a brand [23], including consumers' understanding of brands, logos, slogans and other visual elements related to the brand. In marketing strategy, it is important to increase strong brand awareness in the minds of consumers. This is because their high awareness allows brands to become better known to consumers and creates opportunities to reach more potential consumers and expand the market. Strategies used to increase brand awareness include promotional activities, advertising campaigns, brand presence on social media, sponsorship of events or activities, collaboration with influencers, as well as efforts to build relationships with consumers through direct interaction and positive experiences with the brand [38]. The current digital era makes social media and online platforms effective tools in increasing brand awareness by creating interesting content that can interact with consumers.

Product Variation

The variety of products available to consumers has been an important feature of the industry for some time, including variations within a brand or product line that can be differentiated by factors such as size, price, appearance, or other characteristics. [31] explains that companies use product variety as a strategy to provide consumers with various options according to their preferences and needs. On the other hand [29] explains that product variants refer to variations of standard products designed to meet specific customer needs. This variant can be a limited choice tailored to the customer's abilities or preferences to get a product that suits their needs.

It is important for companies to pay attention to product variations in an effort to improve their product performance. Product variety is the key to industrial competition and attractiveness to consumers. This concept has long been known in the world of marketing, with various types of products offered to meet consumer needs [16].

Relationship Between Brand Awareness and Purchase Intention

Brand awareness is a buyer's ability to identify and remember a brand as part of a particular product group, with higher levels of awareness of brands that are well remembered by users, enabling them to make repeat purchasing decisions [32].

Previous research by [24, 25, 12] consistently confirms that there is a strong relationship between the level of brand awareness and purchasing decisions. These findings indicate that the higher the level of brand awareness consumers have for a product, the more likely they are to choose that product when shopping. This is caused by consumers' knowledge and understanding of the brand, which directly influences their attitudes and decisions in choosing and purchasing these products on the market. From the results of the research above, the following hypothesis will be proposed:

H₁ : Brand awareness influences purchase intention

Relationship Product Variation and Purchase Intention

Product variety, also known as product diversity, is a concept that has become an important part of marketing strategies in various industrial sectors. This principle covers the various types of goods or services available on the market, which aim to meet the diverse needs and desires of consumers [40]. Thus, product variety includes all the options available to consumers, from differences in size, shape, features, to price, to accommodate varying preferences and needs.

Based on previous research conducted by [16, 26, 39], it was concluded that there is a positive and significant influence of product variations on purchasing interest. These findings indicate that the presence of a variety of product options tends to increase consumers' purchasing interest, because it gives them more choices to meet individual needs and preferences. From the results of the research above, a hypothesis will be proposed:

H₂ : Product Variation influences purchase intention

Relationship Brand Awareness and Purchase Decision

In increasingly fierce competition, a deep understanding of the importance of brand awareness greatly influences consumer purchasing decisions. In response to a marketing environment full of promotional messages, companies are competing to attract consumer attention through various communication channels. This aims to build strong brand awareness, which is believed to increase the likelihood of consumers choosing certain products when making a purchase [17].

Brand awareness has a significant influence on consumer purchasing decisions. Studies by [32, 4, 2] confirm the importance of brand awareness in shaping consumer preferences and purchasing behavior. This shows that brand awareness plays a key role in the influence of marketing on purchasing decisions. From the research results above, a hypothesis will be proposed:

H₃ : Brand Awareness influence Purchase Decision

Relationship Product Variations dan Purchase Decision

Product variety includes the ability of a brand or product line to offer a variety of different options in terms of size, price, appearance, or product features. This strategy allows companies to adapt their products to the diverse preferences and needs of consumers. In this way, companies can attract consumer interest by providing more varied options [31].

Previous studies show that product variety has a significant and positive impact on purchasing decisions [8, 31]. This confirms that product diversity can influence consumer decisions in purchasing products, because consumers tend to be more interested in products that offer a wider variety and suit their preferences. Thus, it is important for companies to pay attention to product variation strategies in an effort to increase product attractiveness and sales. So hypothesis 4 that emerges is as follows:

H₄ : Product Variations berpengaruh terhadap Purchase Decision

Relationship Purchase Intention and Purchase Decision

Purchase intention refers to a strong impulse towards a good or service, while buying is the act of obtaining something by making significant sacrifices. When someone is dissatisfied with something, their buying interest can be disturbed [37]. Findings from previous research, such as those conducted by [13, 34, 11], show that purchase interest has a positive and significant impact on purchasing decisions. This shows that purchasing interest plays an important role in the purchasing decision process.

So it can be illustrated that a person's level of purchase intention can influence their purchasing decisions. In this context, purchasing interest is an important factor considered by companies in their marketing strategy. Companies tend to direct their marketing efforts to increase consumer buying interest, because high buying interest can encourage consumers to make purchases. Therefore, a deep understanding of the factors that influence buying interest, as well as how to manage and increase it, is key to achieving success in a competitive market. So hypothesis 5 raised is as follows:

H₅ : Purchase Intention influences Purchase Decision

Relationship Brand Awareness and Purchase Decision through Purchase Intention

Brand awareness is an essential foundation in marketing strategy, because the wider people's knowledge about the brand, the more likely they are to be interested and make a decision to buy the product. Brand awareness creates a strong foundation to attract consumer interest, enabling them to identify and select products that suit their needs and preferences.

[36, 37] explained that brand awareness has a positive and significant impact on purchasing decisions, as well as on purchasing interest. This indicates that the higher the brand awareness, the more likely someone is to buy the product. Meanwhile, purchasing interest also has a significant influence on purchasing decisions, indicating that consumer interest in a product can influence their decision to buy it. So hypothesis 6 that is raised is as follows:

H₆ : Brand Awareness influences Purchase Decision through Purchase Intention

Relationship Product Variations and Purchase Decision through Purchase Intention

Product variety or product diversity gives consumers many options when shopping, so they can tailor their choices to their desires and preferences. This allows consumers to make optimal use of the product. Apart from that, purchasing interest helps make it easier for consumers to choose products more quickly.

[22, 29] confirmed that product variety has a positive and significant influence on purchasing decisions. Furthermore, consumer purchasing interest acts as a mediator in the relationship between product variety and purchasing decisions. This indicates that consumers tend to choose a variety of products, and their purchasing interest mediates the influence of product variety on purchasing decisions. So hypothesis 7 that emerges is as follows:

H₇ : Product Variation influence Purchase Decision through Purchase Intention

Research Model

Based on the empirical description above, the following research model is:

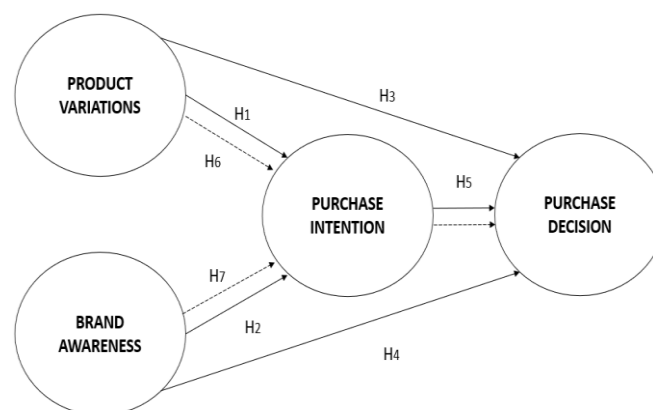


Figure 1. Research Model

2. METHOD

The research uses a quantitative approach using descriptive methods which are carried out with the aim of providing an objective picture or description of a situation. The population in this study is the unknown number of people in Wisma Asri Village, Bekasi City. The sample size for this study was set at 128 based on convenience sampling techniques using sample sizes according to [14]. The data collection technique uses a survey method using a questionnaire.

The data analysis technique used is the structural equation modeling (SEM) method with the Partial Least Square (PLS) statistical analysis tool to determine the relationship between exogenous and endogenous variables directly and indirectly. SEM produces more informative, complete and accurate relationships between variables by measuring the outer model and inner model. The use of Structural Equation Modeling (SEM) in this study is justified because it allows for examining the complex relationships among variables such as brand awareness, product variety, and consumer purchase intention in the context of Lemonilo noodles purchasing decisions in Bekasi City, while considering mediation and moderation effects, and enabling testing of alternative models and assessment of model fit, thus providing a deeper understanding of the factors influencing purchasing decisions.

3. RESULTS AND DISCUSSION

Hypothesis testing in this research uses the Partial Least Square (PLS) analysis technique with the SmartPLS version 3.0 program

Measurement Model Testing (Outer Model)

The Outer Model test was evaluated through convergent validity and internal consistency reliability analysis using data from 128 respondents. Testing was carried out with the PLS algorithm and the maximum number of iterations was 300 in SmartPLS

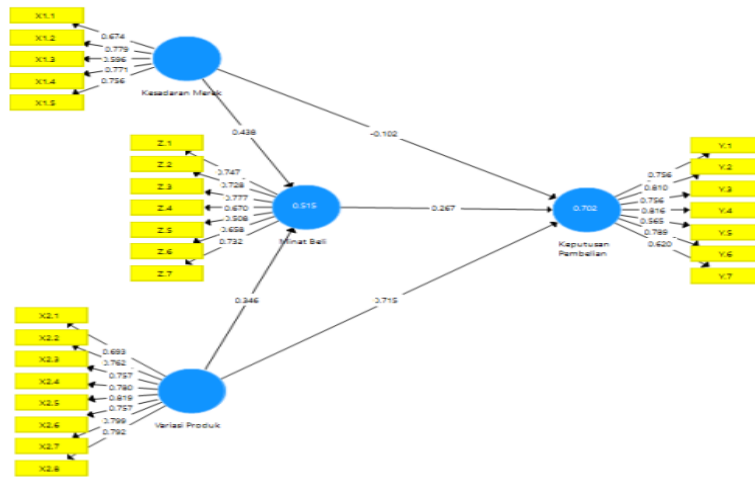


Figure 2. Outer Model

Discriminant of the outer loading value of the indicator, where if the loading factor value is > 0.7 it can be said to be valid. Based on the table presented, it can be seen that each indicator has a significant cross loading value compared to other indicators in the same variable. For example, the indicators in the Brand Awareness variable have a higher cross loading value than the Product Variety, Purchase Interest and Purchase Decision variables. Therefore, the results of this test can be considered discriminantly valid.

A. Average Variance Extracted (AVE)

If the Average Variance Extracted (AVE) value is > 0.5 then it is considered acceptable or valid

Tabel 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Remark
Brand Awareness	0.667	Fulfilled
Product Variations	0.616	Fulfilled
Purchase Decision	0.640	Fulfilled
Purchase Intention	0.619	Fulfilled

Source: primary data processing (2024)

Based on the AVE value data table, it can be seen that the values stated in the Brand Awareness, Product Variety, Purchase Interest and Purchase Decision variables are above 0.50, thus it can be stated that the measurement of each variable has a good and valid AVE value in the convergent validity test.

B. Composite Reliability and Cronbach Alpha

In the next stage, the reliability of the measurements is tested to ensure a good level of consistency. This is done through two methods, namely composite reliability and Cronbach alpha, which aims to test accuracy and competence in measuring the construct or variable under study.

Tabel 2. Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Brand Awareness	0.784	0.890	Fulfilled
Product Variations	0.929	0.951	Fulfilled
Purchase Decision	0.827	0.899	Fulfilled
Purchase Intention	0.893	0.932	Fulfilled

Source: Primary data processing (2024)

The table reveals that the composite reliability and Cronbach's Alpha values for all variables show that all constructs are above 0.7. This indicates that all indicators are considered accurate, consistent and appropriate for measuring the appropriate variables. Thus, it is concluded that all constructs or variables have an adequate level of reliability.

Structural Model Testing (Inner Model)

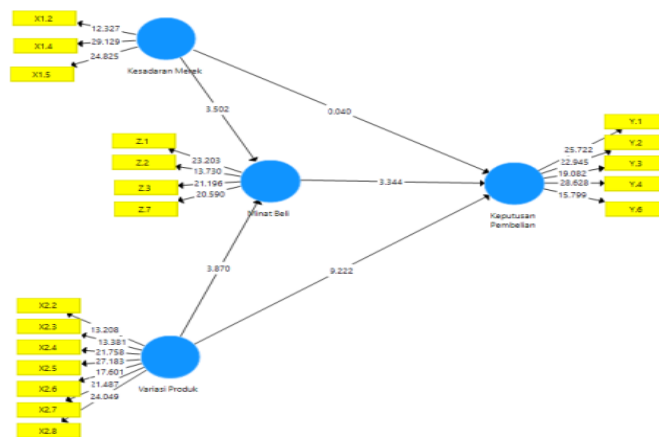


Figure 2. Inner Model

A. R Square Testing (R²)

The analysis was carried out to evaluate how much of the construct involving endogenous variables (Y) and mediating variables (Z) can be explained by exogenous variables (X), as seen in the R-square test. In this context, the R Square (R²) value is used as an indicator of model strength where a value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Tabel 3. Analisis Regresi Linier Berganda

Variable	R-Square (R ²)
Purchase Decision	0.756
Purchase Intention	0.577

Source: Primary data processing (2024)

The table above shows that the purchase decision variable has a value of 0.756 or 75.6%, while the purchase interest variable has a value of 0.577 or 57.7%. So it can be concluded that 75.6% of the variation in purchasing decisions and 57.7% of the variation in purchasing interest is influenced by brand awareness and product variety. This value shows that the model for purchasing decisions is categorized as strong because it exceeds the threshold of 0.75 and the remaining 24.4% or 0.244 is influenced by other variables not examined in this research. Meanwhile, the purchase interest model

is categorized as moderate because the value is above the threshold of 0.50 and there is a remaining 42.3% or 0.423 influenced by other variables not included in this research.

B. Q Square Testing

The Q Square test refers to the Goodness of Fit (GoF) Index value, based on the Stone Geisser Q² Value criteria. If the Q Square value exceeds 0, then the research model has predictive relevance. However, if the Q Square value is less than 0, it indicates a lack of predictive relevance in the model.

Tabel 4. Hasil Q-square Predictive Relevance

Variable	Q-Square (Q ²)
Purchase Decision	0.471
Purchase Intention	0.274

Source: primary data processing (2024)

Based on the data processed and presented, the analysis shows that the Q² value for the Purchase Interest variable is 0.274, while for the Purchase Decision variable it is 0.471. This is measured using measurement results processed using Smart PLS 3.0, and the results are as follows: Q-square = 1 – (1- Q²)

Q² Purchase Intention :

$$= 1 - (1 - 0.274)$$

$$= 1 - 0.726$$

$$= 0.274$$

The Q-square value of purchase interest above is 0.274 or 27.4% while the other 72.6% is outside the results of this research. So it can be concluded that this research has good goodness of fit. Q-square = 1 – (1- Q²)

Q² Purchase Decision :

$$= 1 - (1 - 0.471)$$

$$= 1 - 0.529$$

$$= 0.471$$

The Q-square value of the purchasing decision above is 0.471 or 47.1% while the other 52.9% is outside the results of this research. It can be concluded that this research has a good goodness of fit.

C. Path Coefficient from Hypothesis Testing

The results of path coefficient and hypothesis testing are based on Inner Model analysis, which includes R-square output, parameter coefficients, and T statistics. To determine acceptance or rejection of the hypothesis, attention is paid to the significance between constructs, T-statistic values, and P-values. In this research, the rule of thumb used is that if the T-statistic value exceeds 1.96 with a significance level of p-value of 0.05 (5%), and the beta coefficient is positive and significant, then the hypothesis can be accepted.

a. Direct Influences

Tabel 5. Hasil Path Coefficient

Variable	Original Sample	Standar Deviasi (STDEV)	T Statistics	P Values
----------	-----------------	-------------------------	--------------	----------

Brand Awareness → Purchase Intention	0.351	0.122	3.593	0.000
Product Variations → Purchase Intention	0.419	0.099	3.912	0.000
Brand Awareness → Purchase Decision	0.006	0.097	0.075	0.988
Product Variations → Purchase Decision	0.702	0.107	9.116	0.000
Purchase Intention → Purchase Decision	0.284	0.108	3.381	0.000

Source: primary data processing (2024)

Based on the table above, it can be seen that H1, H2, H4, and H5 are accepted because the t-statistic value is > 1.96 and the p-value is < 0.05 . However, H3 was rejected because the t-statistic value < 1.96 and p-value > 0.05 . So it can be concluded that the variables brand awareness and product variations have a significant effect on purchase intention, while brand awareness does not have a significant effect on purchase decisions, however product variations and purchase intention have a significant effect on purchase decisions.

b. Indirect Influences

In this research, the mediation test was carried out by examining the Bootstrapping output. The table presented shows the mediation analysis used to test the mediating variable as a link to other variables.

Tabel 6. Mediation Results (Specific Indirect Effect)

Variable	Original Sample	Standar Deviasi (STDEV)	T Statistics	P Values	Remarks
Brand Awareness → minat Beli → Purchase Intention	0.113	0.061	2.817	0.004	Partial Mediation
Product Variations → Purchase Intention → Purchase Decision	0.130	0.132	2.178	0.035	Full Mediation

Source: primary data processing (2024)

The table above shows that the purchase intention variable acts as a mediator in the relationship between brand awareness and purchase decision (H6). This can be seen from the T-statistic value of 2.817 (greater than 1.96) and P-Value of 0.004 (less than 0.05). Thus, purchase intention has a partial mediating role in influencing the relationship between brand awareness and purchase decision on purchase intention.

The purchase intention variable also plays an important role in the relationship between product variation and purchase decision (H7), with a T-statistic value of 2.178 (greater than 1.96) and a p-value of 0.035 (less than 0.05). This shows that purchase intention functions as a complete mediator between product variations and purchase decisions.

c. Discussion

Based on the results of the analysis described above, the results of the hypothesis test in this study are as follows:

This analysis highlights the important relationship between brand awareness and purchase intention, showing that increasing brand awareness has a positive impact on purchase intention. This is in line with several previous studies, namely Febriyanto [9] who explained that brand awareness has a positive influence on customer purchasing intentions, because products associated with strong brand awareness are often considered to be of high quality (Febriyanto,

2020). Similarly, Lee et al. [15] and Sun et al. [36] found a significant correlation between brand awareness and consumer purchase intentions [15, 36]. Furthermore, Rahman et al. [28] illustrate that brand awareness functions as a mediating factor in shaping the purchasing behavior of the millennial generation, especially regarding fashion clothing brands (Rahman et al., 2020). These findings are in line with previous research, which emphasizes the important role of brand recognition in influencing consumer behavior and purchasing decisions.

The results of this research are in line with previous research, which emphasizes the role of product variety in satisfying consumer needs and preferences, thereby stimulating purchase intentions. However, it is important to recognize that the impact of product variety on purchase intention is a complex phenomenon influenced by various psychological, economic and marketing factors [16, 29, 39] which concludes that there is a positive and significant influence of product variety on purchase intention. These findings indicate that the existence of a variety of product options tends to increase consumers' purchasing interest, because it provides more choices to meet individual needs and preferences. The study also revealed that companies use product variety as a strategy to provide consumers with various options according to their preferences and needs.

These results provide valuable insights into the factors driving consumer purchase behavior, emphasizing the importance of both brand awareness and product variety in influencing purchase intentions. By confirming previous research findings, the study contributes to a deeper understanding of the dynamics between these variables and their implications for marketing strategies in the context of Lemonilo noodles purchasing decisions in Bekasi City. High brand awareness often leads to greater familiarity, trust, and perceived quality, which in turn, can increase consumers' likelihood of purchasing a particular brand's products or services. Research suggests that offering a diverse range of products can positively influence purchase intention by catering to the diverse needs and preferences of consumers. Product variety provides consumers with more choices, enhancing their perceived value and satisfaction. research in this area underscores the significance of brand awareness and product variety in shaping consumers' purchase intentions and highlights the complex interplay between brand-related and product-related factors in consumer decision making.

4. CONCLUSION

The conclusions from this research are as follows:

1. Brand awareness influences purchase intention for Mie Lemonilo in Bekasi City because this awareness attracts consumers to be interested in the brand, thereby building purchase intention.
2. The various flavors of Lemonilo Noodles make it attractive to people in Bekasi City, which increases purchase intention towards this product.
3. Brand awareness does not have a direct influence on the purchase decision for Mie Lemonilo in Bekasi City.
4. Different flavor variants of Lemonilo Noodles have a significant influence on consumer purchase decisions.
5. Purchase intention plays an important role in forming the purchase decision for Mie Lemonilo in Bekasi City.
6. Purchase intention mediates the relationship between brand awareness and purchase decision Mie Lemonilo, where brand awareness influences purchase intention, which then influences purchase decision.
7. Purchase intention also mediates the relationship between product variations and Mie Lemonilo's purchase decision, where product variations are an important factor that drives purchase intention and ultimately the decision to make a purchase decision.

REFERENCES

- A. Firdayanti, “Literature Review Keputusan Pembelian Melalui Minat Beli: Promosi Dan Endorsement,” Pendidikan Dan Ilmu, 3(1), 301–313, 2022. <https://dinastirev.org/JMPIS/article/view/865>.
- A. Firmansyah, “Buku Pemasaran Produk dan Merek. Buku Pemasaran Produk Dan Merek”, August, 336, 2019.
- A. Muhtarom, R.D. Rismayati, “Analisis Citra Merek, Harga, Kualitas 79 Produk, Dan Promosi Terhadap Keputusan Pembelian Dimediasi Minat Beli,” Derivatif: Jurnal Manajemen, 16(1), 36–47 2022, <https://www.fe.ummetro.ac.id/ejournal/index.php/JM/article/view/749>
- A.P.F. Hasan, “Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Kesadaran Merek Dan Citra Merek Yang Berdampak Pada Electronic-Word Of Mouth (E-Wom) Konsumen Batik Danar Hadi” 21(1), 1–9, 2020, [Http://journal.um-surabaya.ac.id/index.php/JKM/article/view/2203](http://journal.um-surabaya.ac.id/index.php/JKM/article/view/2203)
- A. Sharma, R. Mehtab, S. Mohan, and M.K.M. Shah, “Augmented reality–an important aspect of Industry 4.0. Industrial Robot,” the international journal of robotics research and application. <https://doi.org/10.1108/IR-09-2021-0204>, 2021.
- D. Sunarsi, “Keputusan Pembelian Konsumen Sepeda Motor Honda,” 1, 2021.
- E.S. Tanady, and M. Fuad, “Analisis Pengaruh Citra Merek dan Kualitas layanan Terhadap Keputusan Pembelian Tokopedia di Jakarta,” Manajemen Pemasaran, 9(021), 113–123, 2020.
- F. Munte and Polewangi, (2022). “Pengaruh Harga , Variasi Produk Dan Kualitas Produk Terhadap Keputusan Pembelian Keripik Singkong Saat Pandemi COVID-19 Di UKM Cap Rumah Adat Minang Medan Cap Rumah Adat Minang Medan,” Ilmiah Teknik Mesin Dan Industri (JITMI), 1(1), 53–68. <https://doi.org/10.31289/jitmi.v1i1.1222>, 2022.
- Febriyantoro, M. (2020). Exploring youtube marketing communication: brand awareness, brand image and purchase intention in the millennial generation. Cogent Business & Management, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
- I. Ajzen, “The Theory of Planned Behavior,” Organizationa Behavior and Human Decision Processes, 50, 179-211, 1991.
- I. Hilmawan, “Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Studi Pada Konsumen Sepeda Motor Vario Di Kota Serang),” Jurnal Elektronik Rekaman (Riset Ekonomi Bidang Manajemen Dan Akuntansi) Sekolah Tinggi Ilmu Ekonomi Galileo, 3 (3), 154–166, 2019.
- I. Tutia, and M.F. Najib, “Pengaruh Citra Merek dan Kesadaran Merek Terhadap Minat Beli Sport Hijab. Prosiding Industrial Research Workshop, 697–705, 2019, <https://jurnal.polban.ac.id/ojs.3.1.2/proceeding/article/view/1501>.
- J.A.F.M. Hanif, “Pengaruh Brand Image Dan Celebrity Endorsement Terhadap Minat Beli Dan Keputusan Pembelian Pada Produk Skincare Ms Glow Dengan Minat,” 2021.
- J. Hair, J. and W. Black, (2010). “Multivariate Data Analysis.pdf. In Australia” Cengage, Vol. 7 edition (p. 758), 2010.
- Lee, J., Ling, G., & Noor, M. (2019). Understanding purchase intention of university students towards skin care products. *Psu Research Review*, 3(3), 161-178. <https://doi.org/10.1108/prr-11-2018-0031>
- Lestari, & Novitaningtyas, “Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen pada Coffeeville-Oishi Pan Magelang,” Jurnal Nasional Manajemen Pemasaran & SDM, 2(3), 150–159, 2021, <https://doi.org/10.47747/jnmpsdm.v2i3.374>.
- L.W. Dicky and S. Pramudana, “Memediasi Hubungan Iklan Oppo Dengan Niat Beli Konsumen Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Salah satu perusahaan

- yang baru merambah bisnis smartphone adalah OPPO Electronics Corp , Ltd,” 7(10), 5230–5257, 2018.
- Mewoh, Fransilia Marsilina, Johny R. E. Tampi, and Danny D. S. Mukuan, "The Effect of Digital Marketing on Purchasing Decisions at Matahari Department Store Manado Town Square." *Journal of Business Administration* 9(1):35. doi: 10.35797/jab.9.1.2019.23529.35-42, 2019.
- M. Indrasari, (2019). “Buku Pemasaran & Kepuasan Pelanggan,” 2019.
- M. Rahmansyah, M. and Y. Harisandi, “Pengaruh Keragaman Produk Dan Kepercayaan Konsumen Dalam Menentukan Minat Beli Konsumen Terhadap Keputusan Pembelian Pada Toko Sejahtera Di Mangaran,” 1(6), 1234–1248, 2022.
- M. Tazkiyatunnisa, “Pengaruh Celebrity Endorser, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Maybelline”. Skripsi, 1-257, 2019.
- M. Wedel, E. Bigné, and J. Zhang, “Virtual and augmented reality: Advancing research in consumer marketing,” *International Journal of Research in Marketing*, 37(3), 443-465, 2020. <https://doi.org/10.1016/j.ijresmar.2020.04.004>
- N.B. Shalihah, A. Prayoga, “Entrepreneurship Bisnis Manajemen Akuntansi Pengaruh kualitas produk , harga , dan promosi terhadap keputusan pembelian mie instan merek Indomie (Studi kasus pada mahasiswa di Lampung),” 3(2), 85–93, 2021.
- O. Irvanto and S. Sujana, “Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*,” 8(2), 105–126, 2020. <https://doi.org/10.37641/jimkes.v8i2.331>
- O.W. Repi, R.S. Wenas, (2020). “Pengaruh Bauran Promosi, Kesadaran Merek Dan Persepsi Nilai Terhadap Minat Beli Di Bukalapak Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado,” *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8(4), 110– 119, 2020.
- P.B. Image and M. Beli, “Pengaruh brand image , kualitas, persepsi harga dan variasi produk terhadap minat beli konsumen sarung gajah duduk di kabupaten pekalongan,” 7(2001), 1–9, 2018.
- R.A. Wicaksoni, Aprianto, moch siful, “Pengaruh harga, kualitas produk, dan citra merek terhadap keputusan pembelian indomie di semarang,” 21(1), 423–432, 2023.
- Rahman, M., Hossain, A., Hoque, M., Rushan, R., & Rahman, M. (2020). Millennials’ purchasing behavior toward fashion clothing brands: influence of brand awareness and brand schematicity. *Journal of Fashion Marketing and Management*, 25(1), 153-183. <https://doi.org/10.1108/jfmm-07-2019-0137>
- R. Prakasa and H. Purwanto, (2022). “Pengaruh Varian Produk Dan Store Atmosphere Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening (Studi Empiris Pada Coffe Shop Di Kota Madiun),” September 2022.
- R. Saydan, and B. Dülek, “The impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty,” A research on university students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2), 470-494, 2019. <https://doi.org/10.5281/zenodo.3596116>
- R. Sulistyorini, “Pengaruh Kualitas Produk, Variasi Produk, Kesesuaian Harga, Citramerek dan Kesadaran Merek dalam upaya Meningkatkan Keputusan Pembelian (Studi Kasus Pada Strada Coffee Semarang),” 7, 1–11, 2018.
- S.D. Rachmawati and A.L. Andjarwati, “Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian,” *E-Journal Ekonomi Bisnis Dan Akuntansi*, 7(1), 25, 2020. <https://doi.org/10.19184/ejeba.v7i1.14849>

- S.N. Adila and N. Aziz, (2019). “Pengaruh Strategi Promosi Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Pada Konsumen Restoran Kfc Cabang Khatib Sulaiman Padang,” 1–16. <https://doi.org/10.31219/osf.io/dqb9m>, 2019.
- S.P. Sari, “Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen,” Psikoborneo: Jurnal Ilmiah Psikologi, 8(1), 147 2020, <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Sulthoni, A. Budi, “Pengaruh Kesadaran Merek Dan Word Of Mouth Terhadap Keputusan Pembelian Dengan Di Mediasi Minat Beli Konsumen,” 2021.
- Sun, Y., Huang, Y., Fang, X., & Feng, Y. (2022). The purchase intention for agricultural products of regional public brands: examining the influences of awareness, perceived quality, and brand trust. *Mathematical Problems in Engineering*, 2022, 1-10. <https://doi.org/10.1155/2022/4991059>
- S. Yıldırım, S, “Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening,” 21, 1–9, 2018.
- S. Yusron, N. Rachma, and M. Hufron, “Pengaruh Celebrity Endorser Terhadap Minat Beli Melalui Citra Merek Sebagai Variabel Intervening Pada Pengguna Kosmetik Pixy Di Toko Aster Malang,” *Jurnal Riset Manajemen*, 1-15, 2019.
- T. Afriyanti and R. Rahmidani, “Pengaruh Inovasi Produk, Kemasan, Dan Variasi Produk Terhadap Minat Beli Ice Cream Aice Di Kota Padang,” *Jurnal Ecogen*, 2(3), 270. <https://doi.org/10.24036/jmpe.v2i3.7333>, 2019.
- T. Efnita, “Pengaruh Variasi Produk, Kualitas Pelayanan, Harga Dan Lokasi Terhadap Kepuasan Konsumen Pada Wedding Organizer. *AdBispreneur*,” 2(2), 107–115, 2017, <https://doi.org/10.24198/adbispreneur.v2i2.13162>.
- Y. Saputro, Y. and D. Prihandono, “Television advertising effectiveness in mediating advertising creativity and advertising frequency influence toward customer purchase intention,” *Management Analysis Journal*, 7(2), 201-210 2018..