

MARKETING | RESEARCH ARTICLE

The Influence of Brand Awareness, Brand Image, and Price on the Purchase Decision of Pucuk Harum Tea: A Survey Study of Consumers in Jepara Regency

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ABSTRACT

This study aims to analyze the influence of brand awareness, brand image, and price on the purchase decision of Teh Pucuk Harum in Jepara Regency. This study is motivated by previous research findings that show differences in the relationship between brand awareness, brand image, and price on purchasing decisions. The method employed is a quantitative approach, utilizing a survey technique through an online questionnaire, with 110 respondents who are consumers of Teh Pucuk Harum in Jepara Regency. The sampling method employed is purposive sampling, targeting individuals aged 17 to 40 years residing in Jepara Regency who are familiar with and consume Teh Pucuk Harum. Data analysis was conducted using the Partial Least Squares (PLS) method with SmartPLS 3.0 software. The study findings reveal that Brand Image and Price positively and significantly influence the Purchase Decision of Teh Pucuk Harum in Jepara Regency. In contrast, Brand Awareness shows a negative and non-significant impact on the purchase decision.

Keywords: Brand Awareness, Brand Image, Price, Purchase Decision.

JEL Code: E44, F31, F37, G15

I. Introduction

As business competition intensifies, it becomes crucial for companies to identify the key elements that affect how consumers make buying decisions. To gain customer interest and retain their loyalty, businesses need to implement practical approaches for promoting and presenting their products. Before purchasing and consuming a product, consumers generally first consider the options that they believe will best meet their needs and desires. Consumers weigh various factors simultaneously when deciding to purchase a particular product or service (Arswenda & Huda, 2024). In this process, consumers consider various aspects simultaneously, such as the brand's reputation, public perception of the brand, and considerations regarding the product's price. These three factors play a significant role in shaping the consumer's final decision. Such challenges are also faced by the rapidly growing ready-to-drink beverage industry, which is characterized by increasingly intense competition among brands.

The ready-to-drink beverage industry is experiencing rapid growth, particularly in the innovation of bottled tea beverages. Tea, which was once only consumed as a hot brew, is now available in convenient



packaging that can be enjoyed anytime and anywhere. The increase in bottled tea sales indicates that more consumers are seeking beverages that are easy to carry and quick to consume. The rising consumption of ready-to-drink beverages, particularly in the ready-to-drink tea market in Indonesia, demonstrates that the ready-to-drink tea industry holds promising prospects (Tekege et al., 2020). To compete in this industry, companies must consider various key aspects, such as brand recognition among consumers, the positive image associated with the product, and prices that are both appropriate and affordable for consumers.

One of the ready-to-drink tea products that is experiencing rapid growth in the Indonesian market is Teh Pucuk Harum, produced by PT Mayora Indah Tbk. This product is known for using tea buds, which are believed to have a fresher taste and more pungent aroma than other parts of the tea leaf. The Pucuk Harum can be recognized by its distinctive packaging design, diverse flavor variants, and ease of consumption and accessibility (Dwiyanti & Hartini, 2021). This success is attributed to the company's effective promotional and marketing strategies. However, competition in the ready-to-drink tea industry is becoming increasingly competitive with the emergence of various other brands offering similar products. To sustain its market position, Teh Pucuk Harum must identify and comprehend the key factors that drive consumer purchasing decisions. As competition intensifies in the tea beverage industry, every company must expand its market share and attract consumer interest to remain competitive with other brands. One indication of a brand's success in gaining consumer attention is the Top Brand award, which is presented to the most recognized and most preferred brands by consumers through market surveys. The Top Brand Award is an annual recognition given to brands that are the most well-known, most frequently used, and most desired by consumers. This award reflects a brand's strengths and weaknesses as perceived by consumers. Therefore, this data is crucial for evaluating each brand's competitive position year over year and can serve as a reference for formulating effective marketing strategies to strengthen brand loyalty and appeal to consumers. The following is data from the Top Brand Award in the category of ready-to-drink tea beverages:

Table 1. Top Brand Index 2021 - 2025

No	Brand Name	2021	2022	2023	2024	2025
1.	Teh Pucuk Harum	36,8%	32,6%	30,6%	29,6%	31,3%
2.	The Botol Sosro	18,6%	20,1%	18,8%	20%	21,7%
3.	Fretea	11,8%	10,4%	11%	12%	10,8%
4.	Teh Gelas	12,5%	10,5%	9,3%	6,2%	6,3%

The data in Table 1 shows changes in the top brand index for various packaged tea products during the period from 2021 to 2025. The Pucuk Harum ranks first in terms of market share, with a 31.3% share in 2025. This is followed by Teh Botol Sosro at 21.7%, Fretea at 10.8%, and Teh Gelas at 6.3% in 2025. This data indicates that Teh Pucuk Harum has a strong and stable market dominance, as evidenced by the upward trend in its market share over the past five years. In contrast, competitors such as Sosro Bottled Tea, Fretea, Teh Gelas, and Ultra Teh Kotak exhibit fluctuating patterns from year to year. Therefore, this situation provides an advantage for Teh Pucuk Harum in maintaining and strengthening its competitive edge against other packaged tea brands. In Indonesia, drinking tea has become part of the daily habits and culture of the people. As tea has become increasingly popular, it is no longer only served in cups but also in practical packaging that can be taken anywhere (Fadilah & Faudzan, 2021). One product that has responded to this change is Teh Pucuk Harum, which has now become one of the most popular packaged tea options in Indonesia. This product is favored for its distinctive taste, varied packaging sizes, and relatively affordable prices, making it accessible to a wide range of consumers. Therefore, Teh Pucuk Harum is not only recognized as a beverage product but has also become part of the lifestyle and consumption habits of Indonesian society. This popularity suggests that packaged tea beverages have effectively catered to the needs of modern consumers, who prioritize convenience, taste, and value for money. Previous research has also shown that consumer purchasing decisions, particularly in the ready-to-drink beverage category, are significantly influenced by factors such as brand awareness, brand image, and price.

This study was motivated by the differing findings of previous studies, notably those of Nahan and Karuehni (2024), which indicated that brand awareness has a positive and significant impact on purchasing decisions. These findings contrast with those of Mokoagouw et al. (2023), who state that Brand Awareness has a negative and significant influence on purchasing decisions. Furthermore, research on brand image, as cited by Trisa and Roosdhani (2024), indicates that brand image has a positive and significant impact on purchasing decisions. These findings contradict the research by Purwati and Cahyanti (2022), which states that brand image has no significant effect on purchasing decisions, the last study on price. According to Rahmatika & Indiani (2024), price has a positive and significant effect on purchase decisions. These findings contradict the research by Ishak et al. (2024), which stated that price has no positive and significant influence on purchase decisions. Therefore, this study aims to address the inconsistencies in the results of previous studies by examining the influence of brand awareness, brand image, and price on purchasing decisions.

To determine the research population, the author took a sample from the community of Jepara Regency who consume Teh Pucuk Harum. Jepara Regency was chosen because it is one of the regions in Central Java with significant market potential for measuring purchasing decisions for Teh Pucuk Harum. With a diverse socioeconomic background, this region has characteristics that support the evaluation of the influence of brand awareness, brand image, and price on purchasing decisions. However, studies specifically examining these three variables in relation to purchasing decisions for Teh Pucuk Harum in Jepara Regency remain limited. Therefore, this research aims to address the discrepancies in previous studies by analyzing the extent to which the three aspects under investigation influence consumer purchasing decisions in Jepara Regency. This study aims to analyze the influence of brand awareness, brand image, and price on consumer decisions in purchasing Teh Pucuk Harum products in Jepara Regency. This study aims to provide valuable insights that enhance knowledge development and inform the creation of effective marketing strategies for Teh Pucuk Harum in Jepara Regency. This study aims to address the gaps in previous research and respond to the evolving market dynamics. Therefore, this study focuses on the question: "Do Brand Awareness, Brand Image, and Price significantly influence the Purchase Decision of Teh Pucuk Harum in Jepara Regency?" To address this issue, this research examines three primary hypotheses that explore the relationship between each independent variable and the purchase decision. Therefore, this study presents quantitative findings, considering statistical significance levels, which makes the results more informative and provides a basis for more accurate decision-making.

II. Literature Review and Hypothesis Development

The Literature Review and Hypothesis Development section serves to position your research within the existing body of knowledge, identify gaps, and logically develop your hypotheses. Begin with an overview of the key themes and topics related to your research, highlighting the most relevant theories, models, or findings in the field. This demonstrates a comprehensive understanding of the academic landscape and contextualizes your study within it. For each theme, discuss how previous research has addressed related issues, noting significant findings, inconsistencies, or limitations. If applicable, include seminal works and recent studies to show the evolution of thought and where your work fits within this progression. Critically evaluate the strengths and weaknesses of the existing literature, avoiding mere summarization. Use this critique to underscore the need for further investigation and the uniqueness of your research.

Next, explicitly state the theoretical framework guiding your study, ensuring it aligns with your objectives. Describe the underlying principles, concepts, or assumptions that support your research questions or model. This theoretical grounding adds depth and clarity to your analysis, justifying the hypotheses you propose. When developing hypotheses, structure this section to move logically from the literature to your specific research propositions. For each hypothesis, draw a clear connection between the reviewed studies and your argument, explaining how prior evidence supports your expectations. Use phrases like "Based on these findings, I hypothesize that..." or "Building on the work of [Author], I propose that..." to ensure clarity and coherence. Organize your hypotheses systematically, either by theme, variable, or research objective. Clearly

number and present them, ensuring they are testable and directly tied to the literature discussed. This approach strengthens the logical flow and helps readers follow the progression from theoretical insights to empirical investigation easily. Conclude this section by summarizing how the literature review and hypotheses align with your research aims, emphasizing the study's potential contributions to theory, practice, or policy. Therefore, based on this relationship, the hypothesis proposed in this study is as follows:

2.1. Brand Awareness

In understanding consumer behavior, one of the first things to consider is the extent to which consumers recognize a brand through their understanding of the concept of brand awareness. According to Arianty & Andira (2021), brand awareness refers to the ability of potential buyers or consumers to recognize and recall a brand. Brand awareness is crucial in building consumer trust and increasing the likelihood of a purchase decision. However, to truly understand brand awareness, it is necessary to assess how strongly and how widely people recognize the brand. In understanding the role of Brand Awareness, it not only encompasses consumers' ability to recognize or remember a brand but also plays a strategic role in shaping initial preferences toward a product. Consumers who are aware of a brand tend to recognize, remember, and choose that product more easily than products from competitors. According to Rohmah & Tobing (2023), the better consumers' knowledge of a product, the more likely they are to purchase it. This finding aligns with the results of Saffanah et al. (2023), who reported that when information about products and instructions on how to use them is clearly presented, prospective buyers experience more positive emotions and feel less uncertainty. Therefore, brand awareness is not only the result of promotional strategies, but also reflects how important and attractive a product is perceived to be by consumers, particularly when supported by clear and easily understandable product information.

Several studies have produced differing results regarding the influence of brand awareness on purchasing decisions. A study conducted by Nahan & Karuehni (2024) found that brand awareness has a positive and significant influence on purchasing decisions, as the more recognizable a brand is, the more likely consumers are to trust and choose it. On the other hand, the results of studies by Mokoagouw et al. (2023) found a negative or insignificant effect of brand awareness on purchasing decisions, suggesting that brand recognition alone is insufficient to encourage consumers to make purchasing decisions. These differing results indicate that the impact of brand awareness can vary depending on market conditions and consumer demographics. Currently, brand awareness is not only formed through conventional advertising but also through a brand's presence on social media. However, due to the abundance of information, consumers can quickly forget if there is no continuous promotion. Therefore, companies need to build brand awareness that aligns with consumers' habits in the digital age. Once the impact of brand awareness on consumers' initial perceptions is understood, it is equally essential to examine additional elements that strengthen its role, particularly brand image.

2.2. Brand Image

After understanding how brand awareness influences consumers' initial considerations, it is also crucial to examine how deeply ingrained perceptions of a brand influence purchasing decisions, specifically the concept of brand image. According to Abriyanto et al. (2025), brand image refers to the consumers' perceptions of a product brand formed from the information obtained through their experience with using the product. A good brand image is not just about positive impressions, but also about the extent to which consumers trust and emotionally connect with the brand. The brand image reveals how customers perceive the brand and suggests how consumers perceive it, which is reflected in the associations they hold in their minds (Tahir et al., 2024). A brand image reflects consumers' general perceptions or impressions formed from their experiences, both directly and indirectly, that influence their purchasing decisions. Companies will struggle to attract new buyers and maintain customer loyalty if they lack a strong brand image; therefore, it is

essential to promote that image through available media consistently. Creating a brand image for a specific product is highly beneficial for consumers, as it fundamentally influences their perceptions and evaluations of the brand alternatives they encounter (Dewi & Komariyatin, 2025). However, the brand image created by the company may not necessarily align with the consumers' perception. It is essential to determine whether the brand image accurately reflects the expectations and lifestyles of its consumers. Therefore, brand image holds a crucial function in fostering consumer trust and loyalty, particularly as a reflection of one's lifestyle or personal identity.

Several studies have produced differing results regarding the influence of brand image on purchasing decisions. Based on research by Trisa and Roosdhani (2024), it is evident that brand image has a positive and significant influence on purchasing decisions because it can shape consumers' positive perceptions and emotional closeness to the brand. However, Purwati and Cahyanti (2022) state that brand image does not significantly influence purchasing decisions, especially when consumers prioritize factors such as price or product quality over brand perception. Currently, consumers are more concerned about whether a brand's image aligns with their habits and expectations. Especially among younger generations, they are more critical in selecting products that fit their lifestyle. If brand image does not align with consumer expectations, interest in purchasing may decrease, even if the brand is widely recognized. After understanding that brand image influences consumer emotions and perceptions, it is also important to discuss price factors, which are often a key consideration for consumers when purchasing products.

2.3. Price

In addition to emotional aspects and brand perception, price is a crucial consideration when purchasing a product. Consumers typically assess whether the price is commensurate with the benefits they receive. Therefore, the following section will discuss Price. According to Sitorus (2023), price is one of the key determinants of a company's success, as it directly influences the profit the company earns from selling its products, whether goods or services. Price is not just about the amount of money consumers must pay, but also reflects the quality of the product and how consumers perceive it. Price is a key factor in competition for selling industrial goods and consumer goods (Virgianti & Ronny, 2025). Consumers not only compare prices between products but also assess whether the price is commensurate with the benefits, taste, packaging, and experience consumers feel when using the product. According to Ziddan et al. (2024), if the price is too high, consumers may switch to similar products with relatively lower prices, while if the price is too low, consumers may doubt the quality of the product offered, which can influence their purchasing decisions. If the pricing strategy aligns with consumer preferences and perceived value, it can stimulate higher consumer demand, positively influencing purchase decisions (Pratiwi et al., 2025). Therefore, Prices must not only be competitive with other products but also align with consumers' perceptions of product quality and benefits.

However, research findings on the influence of brand image on purchasing decisions show differences. Based on research by Rahmatika and Indiani (2024), price has a positive and significant effect on purchasing decisions, with the argument that consumers consider both the affordability and the suitability of the price in relation to the benefits of the product. Meanwhile, Ishak et al. (2024) state that price does not have a significant effect, as consumers are more influenced by factors such as quality or brand. Due to unstable economic conditions and varying purchasing power among consumers, they become more cautious in assessing whether the price of Teh Pucuk Harum is commensurate with its benefits. Price competition among packaged tea brands is also intensifying due to numerous promotions from competitors. This poses a challenge for Teh Pucuk Harum to remain competitive without compromising quality in the eyes of consumers. Following the discussion on brand awareness, brand image, and price, it can be inferred that multiple elements, including consumer perception, prior experiences, and evaluations of value and cost, shape purchasing decisions. Therefore, it is essential to examine how these three factors interact to influence purchasing decisions.

2.4. Purchase Decision

After discussing the three factors that influence consumer choice, we will now examine the central concept of this study, namely the Purchase Decision. According to Larika & Ekowati (2020), a purchase decision is a decision-making process undertaken to determine the need for goods and services to be purchased, as well as to identify, evaluate, and select among brand alternatives. A person's decision to purchase can be influenced by various factors, including internal motivations (such as personal desires and opinions) and external factors (such as price, brand, and advertising). According to Fitriyani et al. (2025), a purchase decision refers to the process by which consumers decide whether to buy a product or service after going through several stages, including identifying their needs, seeking information, evaluating alternatives, making a purchase, and engaging in post-purchase behavior. This suggests that purchasing decisions are not merely about choosing, but also involve extensive consideration and thoughtful processes. This aligns with the opinion of Mashlihah & Hapsari (2025), which states that Purchasing decisions involve evaluating needs, searching for information, and selecting products based on individual preferences. Purchasing decisions are influenced by the experience that follows the purchase, including feelings of satisfaction, recommendations, and the likelihood of repurchasing. If consumers are satisfied, they will recommend the product to others. Therefore, companies need to understand how consumers make purchasing decisions so that they can develop effective marketing strategies at each stage of the buying process.

In addition to understanding the definition and importance of purchasing decisions, it is also necessary to examine how the decision-making process itself takes place within consumers. Purchasing decisions arise from the results of consumers' thought processes when comparing multiple product options before selecting the one to buy. This process is influenced by both feelings, such as impressions of the brand, and logic, including the benefits of the product and its price. To understand consumer behavior, it is also necessary to look at the situations and environments that influence it. Consumers typically compare the advantages and disadvantages of each available product, then align them with their needs and capabilities. Additionally, previous experiences, recommendations from others, and information obtained from the media also contribute to the final decision, after recognizing purchasing decisions as an essential basis for connecting the effects of brand awareness, brand image, and price.

To understand the direct influence of brand awareness, brand image, and price on purchasing decisions, it is also crucial to examine how these three factors are closely related to shifts in consumer habits, evolving lifestyles, and price competition among packaged tea brands, such as Teh Pucuk Harum. For instance, consumers who are already familiar with a brand are generally more receptive to developing a positive brand image. This image, shaped by their experiences or expectations, can be further reinforced or diminished based on how they evaluate the price. If the price is seen as consistent with the brand's image and perceived quality, it tends to increase the chances of a purchase. Hence, the interplay among brand awareness, brand image, and price becomes a key factor in shaping consumers' perceived value, which, in turn, influences their purchasing decisions.

Considering the reviewed literature and the connections between the variables, this study proposes the following hypotheses.

- H1: *Brand Awareness has a positive and significant effect on the Purchase Decision of Pucuk Harum Tea in Jepara Regency*
- H2: *Brand Image has a positive and significant effect on the Purchase Decision of Pucuk Harum Tea in Jepara Regency.*
- H3: *Price has a positive and significant effect on the Purchase Decision of Pucuk Harum Tea in Jepara Regency*

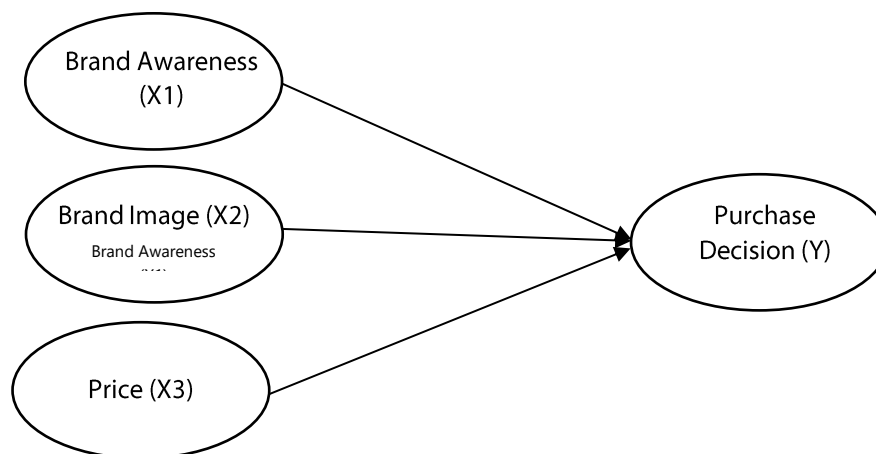


Figure 1. Conceptual Framework

III. Research Method

This study employs a quantitative approach. According to Sahir (2021), quantitative research is a research method characterized by a more complex level of variation, as it examines a larger sample. However, quantitative research is more systematic in its approach, as it conducts research from start to finish. This research utilizes primary data collected directly from respondents through the distribution of questionnaires. Primary data refers to information collected firsthand by the researcher from its source. This research employed a survey approach to gather primary data directly from respondents using questionnaires. The data collection process was conducted online, with questionnaires distributed through Google Forms. The population in this study is the people of Jepara Regency who are familiar with and consume Teh Pucuk Harum products. To determine the sample size for this study, the Rao-Purba formula was used. According to Handaruwati (2021), Rao Purba states that in determining the sample size, if the population is large and the number is unknown, the following formula is used:

$$n = \frac{Z^2}{4 Moe^2}$$

Information:

- n = Minimum number of samples required
- Z = Normal distribution value at a 95% confidence level (Z = 1.96)
- Moe = Margin of error or desired error rate (10% or 0.10)

Using the Rao Purba formula, the sample size is calculated as follows:

$$\begin{aligned}
 n &= \frac{1,96^2}{4 (0,10)^2} \\
 n &= \frac{3,8416}{0,04} \\
 n &= 96.04
 \end{aligned}$$

Therefore, from the Rao Purba formula calculation, n = 96.04 was obtained, rounded to 96 sample size. The sampling method applied is purposive sampling, to select respondents who have prior knowledge of and experience in consuming Teh Pucuk Harum. This method was chosen to ensure that respondents meet the required criteria, namely: a.) Residents of Jepara Regency, b.) Aged 17–40 years, and c.) Familiar with and consume the Teh Pucuk Harum beverage product. This study used a Likert scale to assess respondents' opinions on a question, with the following score values: Score 1 = STS (Strongly Disagree), Score 2 = TS

(Disagree), Score 3 = S (Agree), and Score 4 = SS (Strongly Agree). A 4-point scale was used without a neutral option to encourage respondents to provide more precise answers, aiming to avoid ambiguous responses and obtain more accurate data. The data analysis was performed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS), supported by the SmartPLS version 3.0 software. SmartPLS version 3.0 was chosen because it is capable of processing data with complex structural models, even with a relatively small sample size. Therefore, this study, which employs a moderate sample size and a model with three independent variables, is suitable for its purpose.

According to Paramita et al. (2021), an operational definition explains how a variable will be operationalized or its value determined in a study. This research involved two types of variables: independent variables and a dependent variable. The following table explains the identification and operational definitions of the variables:

Table 2. Identification and Operational Definition of Research Variables

Variables	Operational Definition	Indicator	Example Questions
Brand Awareness (X1)	Brand awareness refers to the ability of a brand to be deeply ingrained in the minds of the public, enabling consumers to recall it and distinguish various aspects of the brand, such as the brand name, symbol, logo, character, packaging, and slogan. (Supangkat & Pudjoprastyono, 2022)	<ol style="list-style-type: none"> 1. Brand Recall 2. Brand Recognition 3. Purchase 4. Consumption 	<ol style="list-style-type: none"> 1) I can easily remember the Teh Pucuk Harum brand when thinking of ready-to-drink tea beverages 2) I can easily recognize the Teh Pucuk Harum logo and packaging compared to other tea brands 3) The Pucuk Harum promotions or discounts influence my decision to purchase it 4) I recommend Teh Pucuk Harum to friends or family because it tastes good
Brand Image (X2)	Brand image refers to the customer's perception of a brand, as reflected in the brand associations stored in their memory. (Manik & Siregar, 2022)	<ol style="list-style-type: none"> 1. Manufacturer Image 2. User Image 3. Product Image 	<ol style="list-style-type: none"> 1) I believe that the company that makes Teh Pucuk Harum cares about the quality of its products 2) I feel that people who choose Teh Pucuk Harum have good taste in choosing packaged tea drinks 3) I feel that Teh Pucuk Harum is the best choice for packaged tea drinks
Price (X3)	Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of owning or using that product or service. (Wulandari et al., 2019)	<ol style="list-style-type: none"> 1. Affordability 2. Price quality ratio 3. Price competitiveness 4. Price-benefit ratio 	<ol style="list-style-type: none"> 1) The price of Teh Pucuk Harum is affordable for everyone 2) The price of Teh Pucuk Harum is in line with the quality of taste it offers 3) I chose Teh Pucuk Harum because its price is more attractive than similar products

			4) The price of Teh Pucuk Harum is in line with the benefits I experience
Purchase Decision (Y)	Decision-making is a process of assessing and selecting from various alternatives in accordance with specific interests by determining the option that is considered most beneficial. (Kurniadi, 2018)	1. Loyalty to a product 2. Repeat purchases 3. Giving recommendations to others	1) I am satisfied with the taste and quality of Teh Pucuk Harum 2) I would recommend Teh Pucuk Harum to my friends or family 3) I would choose Teh Pucuk Harum every time I want to buy bottled tea

IV. Results and Discussion

4.1. Description of Respondent Characteristics

This research utilized primary data collected through questionnaires shared via Google Forms with residents of Jepara Regency. Based on calculations, a total of 110 respondents were selected for sampling. The following is a description of the research respondents' data in Tables 3 and 4:

Table 3. Respondent Data Based on Gender

Gender	Frequency (people)	Percentage (%)
Male	54	49,1%
Female	56	50,9%
Total	110	100%

Table 4. Respondent Data Based on Age

Age	Frequency (people)	Percentage (%)
17 – 28 years	63	57,3%
29 – 40 years	47	42,7%
Total	110	100%

Source: Google Form 2025

4.2. Convergent Validity Test

Table 5. Outer Loadings

	Brand Awareness	Brand Image	Price	Purchase Decision	Description
X1.1	0,751				Valid
X1.2	0,844				
X1.3	0,862				
X1.4	0,848				
X2.1		0,727			
X2.2		0,887			
X2.3		0,834			
X3.1			0,817		
X3.2			0,865		
X3.3			0,903		

X3.4			0,849		
Y.1				0,930	
Y.2				0,887	
Y.3				0,918	

Table 5 presents the results of the convergent validity test, indicating outer loading values greater than 0.7, which suggests that the data used is valid. Values less than 0.7 must be revised or discarded. In testing the outer loadings, no indicators were found that did not meet the criteria, as they had values greater than 0.7. Therefore, no deletion was necessary because each variable met the requirements and was declared valid.

Table 6. Average Variance Extracted (AVE)

	Average Variance Extracted (Ave)	Description
Brand Awareness	0,684	Valid
Brand Image	0,671	
Price	0,738	
Purchasing Decisions	0,832	

Table 6 presents the results of the Average Variance Extracted (AVE) test, which indicates that the AVE values for all variables—Brand Awareness, Brand Image, Price, and Purchasing Decisions—are above 0.5. As a result, each latent construct accounts for more than 50% of the variance in its associated indicators. Hence, all four variables meet the criteria for convergent validity and are deemed valid.

4.3. Reliability Test

Table 7. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Description
Brand Awareness	0,845	0,896	Reliabel
Brand Image	0,752	0,858	
Price	0,882	0,918	
Purchasing Decisions	0,899	0,937	

Table 7 shows that reliability can be assessed through two tests. This pertains to the application of composite reliability and Cronbach's alpha assessments. All variables are considered reliable, given that the composite reliability scores surpass 0.5 and the Cronbach's alpha values exceed 0.6. As presented in Table 6, the composite reliability figures for each research variable are above 0.5, confirming their dependability. Likewise, the Cronbach's alpha results reveal that all variables score above 0.6, supporting the conclusion that all variables are deemed reliable.

4.4. R-Square

Table 8. R-Square

	R Square	R Square Adjusted
Purchasing Decisions	0,815	0,809

Table 8 shows that the R-Square A value of 0.815 indicates that Brand Awareness, Brand Image, and Price can explain 81.5% of the variation in Purchase Decision. In comparison, the remaining 18.5% is due to other factors not considered in this research model.

4.5. Structural Model

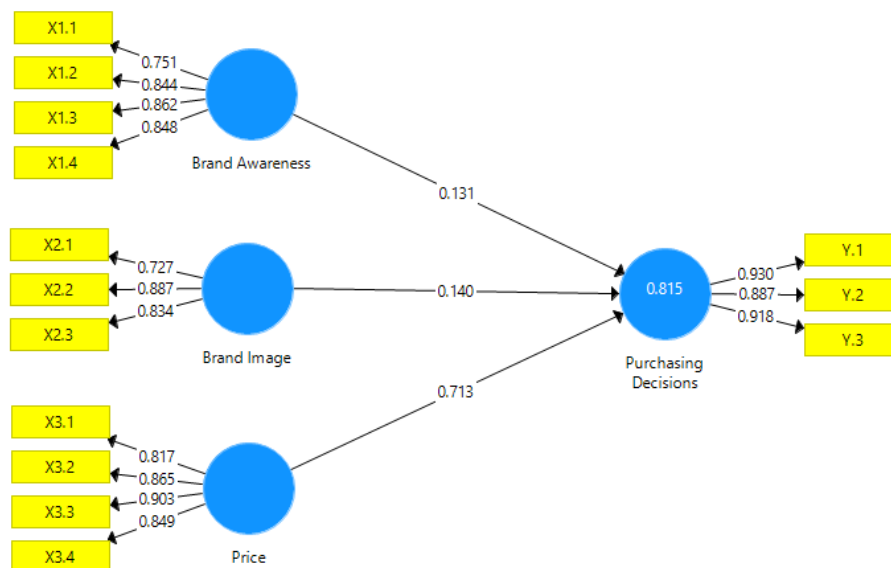


Figure 2. Structural model

Figure 2 illustrates the structural model (inner model), which depicts the relationship between three independent variables — Brand Awareness, Brand Image, and Price — and the dependent variable, Purchasing Decisions. Each arrow represents the direction of influence between latent variables, accompanied by a path coefficient value indicating the strength of that influence.

4.6. Structural Model Test (Inner Model)

Table 9. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand awareness -> purchasing decisions	0,131	0,163	0,130	1,009	0,313
Brand image -> purchasing decisions	0,140	0,131	0,053	2,622	0,009
Price -> purchasing decisions	0,713	0,691	0,119	6,002	0,000

Table 9 shows the results of hypothesis testing concerning the influence of independent variables on the dependent variables, as follows:

- 1) The hypothesis test for the Brand Awareness variable (X1) on Purchase Decisions (Y) shows a T-statistic value of 1.009. Although this value exceeds 1.96, the resulting P-value of 0.313 (greater than 0.05) indicates that Brand Awareness (X1) has a negative and insignificant influence on Purchase Decisions (Y).
- 2) The hypothesis testing for the Brand Image variable (X2) on Purchase Decisions (Y) resulted in a T-statistic of 2.622. Since this value is greater than 1.96 and the P-value is 0.009 (less than 0.05), it can be concluded that Brand Image (X2) has a positive and significant effect on Purchase Decisions (Y).

- 3) The hypothesis test of the Price variable (X3) on Purchase Decisions (Y) yielded a T-statistic value of 6.002. As this value is greater than 1.96 and the P-value is 0.000 (less than 0.05), it can be concluded that Price (X3) has a positive and significant influence on Purchase Decisions (Y).

4.7. Discussion

a. The Influence of Brand Awareness on Purchasing Decisions for Pucuk Harum Tea

It can be concluded that brand awareness has a negative and insignificant effect on purchasing decisions for Teh Pucuk Harum. This finding is in line with the research by (Mokoagouw et al., 2023), which states that brand awareness has a negative and insignificant effect on purchasing decisions. This means that consumers do not always make decisions based solely on a brand's level of recognition. This study shows that in Jepara Regency, although consumers are familiar with or have heard of the Teh Pucuk Harum brand, not all of them make it their primary choice for purchase. Brand awareness may be high, but it does not necessarily translate into loyalty or consistent purchasing habits. This finding provides new insights into how the influence of Brand Awareness can vary by region, depending on consumer characteristics, and may not be sufficient to drive purchasing decisions. This suggests that brand awareness strategies should be tailored to the habits and characteristics of consumers in the region, as they differ from those in major cities. Therefore, companies need to consider a more personalized and locally relevant marketing approach, such as enhancing product quality or creating added value that local consumers appreciate more.

b. The Influence of Brand Image on Purchasing Decisions of Pucuk Harum Tea

It can be concluded that brand image has a positive and significant effect on purchasing decisions for Teh Pucuk Harum. The results of this study are consistent with the findings of (Trisa & Roosdhani, 2024), who stated that brand image has a positive and significant effect on purchasing decisions. This means that positive perceptions of a brand can increase consumer interest in making a purchase. The better the image of Teh Pucuk Harum, the more likely consumers are to choose and purchase the product compared to other brands. Brand image reflects the quality, trust, and emotional value that consumers perceive, making it a crucial factor in the decision-making process. Therefore, a strong brand image can create positive perceptions in consumers' minds and encourage them to make informed purchasing decisions. This study reinforces the finding that brand image has a real influence on consumers in Jepara, with its distinctive local culture and tastes. This finding contributes to and reinforces the results of previous studies, but in the local market of Jepara Regency. Therefore, Companies must consistently uphold and strengthen their brand image by implementing uniform communication strategies, delivering exceptional service, and adopting methods that align with the values and preferences of local consumers to foster loyalty and drive purchasing decisions.

c. The Influence of Price on Purchasing Decisions for Pucuk Harum Tea

It can be concluded that price has a positive and significant effect on purchasing decisions for Teh Pucuk Harum. The results of this study are consistent with those of Rahmatika & Indiani (2024), who stated that price has a positive and significant effect on purchasing decisions. This means that prices that are considered appropriate for the quality of the product encourage purchasing decisions. Price is a factor in purchasing decisions because consumers perceive the price of Teh Pucuk Harum to be competitive and commensurate with the quality/benefits obtained. In other words, consumers' perceptions of price, such as affordability, alignment with quality, competitiveness, and perceived benefits, play a crucial role in influencing their purchasing decisions. A competitive price that is commensurate with product quality is the main factor that attracts consumers to make a purchase. This study reinforces the finding that consumers' assessment of price-benefit alignment is a key factor in purchasing decisions in Jepara. This finding also underscores the importance of pricing strategies in local competition, an area that has not been extensively researched previously. Therefore, Companies should adopt pricing strategies that align with local market conditions while maintaining a positive consumer perception of product value, in order to stay competitive and encourage increased purchasing decisions.

The findings of this research reveal that consumers' positive perceptions of brand image, along with prices perceived as equivalent to the product's benefits, have a significant impact on purchasing decisions for

Teh Pucuk Harum. These findings reinforce the view that, in the marketing process, it is not only brand recognition that is important, but also how the brand creates a favorable impression in the eyes of consumers and offers perceived value commensurate with the price. Indirectly, these results support the fundamental concept in marketing that consumers are more likely to purchase a product when they feel confident about the quality offered and perceive the price paid as worthwhile. Therefore, developing a strong brand image and setting competitive pricing strategies are essential to capture consumer interest, particularly in a market crowded with similar product offerings. This indicates that the findings from this study are not only applicable at the local level but also relevant to general marketing principles.

V. Conclusion

The results of this study indicate that consumers' decisions to purchase Teh Pucuk Harum in Jepara Regency are significantly influenced by brand image and price. In contrast, brand awareness has no significant influence. A positive brand image can increase consumer interest in purchasing because it fosters a strong perception of the product's quality and emotional value. Price is also proven to be a key factor in decision-making, with consumers tending to purchase products perceived to have a good balance between price and benefits. Conversely, although Teh Pucuk Harum is widely recognized, brand awareness alone is insufficient to drive purchasing decisions without being supported by positive perceptions and appropriate pricing strategies. These findings provide important contributions to the formulation of marketing strategies by emphasizing the importance of strengthening brand image and setting competitive prices to enhance product competitiveness in the local market. These findings also suggest that consumer behavior in local areas, such as Jepara Regency, is influenced by more rational factors, including perceived value and quality, rather than mere brand popularity. Therefore, companies need to focus more on conveying relevant brand messages and setting prices that reflect benefits for consumers to maintain loyalty and expand market share.

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