14th ISCA 2024

Analysis of the Effect of Brand Association, Brand Position, and Brand Value on Purchasing Decisions for Illona Tissue Brand

Malika Nawali [1*], Rahab Rahab[2], Larisa Pradisti[3] , Purnomo Adi[4]

[1*]Jenderal Soedirman University, malika.nawali@mhs.unsoed.ac.id, Indonesia
[2]Jenderal Soedirman University, rahab@unsoed.ac.id, Indonesia
[3]Jenderal Soedirman University, larisa.pradisti@unsoed.ac.id, Indonesia
[4]Jenderal Soedirman University, purnomo.adi13@gmail.com, Indonesia
*corresponding author

ABSTRACT

This study aims to analyze Illona's brand branding strategy by exploring the causal relationship between brand association, brand position, brand value and purchase decision. Specifically, this study examines how brand association, brand positioning, brand value impact purchasing decisions. Data was collected from 135 respondents through questionnaires using a non-probability method with purposive sampling. Respondents consist of tissue consumers in Purwokerto, who have purchased tissue at least once in the past one month in Purwokerto. This study used SPSS version 27 to test the relationship between variables using multiple regression analysis. The results of this study indicate that brand association, brand positioning, brand value positively and significantly influence purchasing decisions. This study provides theoretical implications to strengthen the literature regarding the importance of brand elements in influencing consumers. Managerially, this study directs companies to strengthen brand associations, increase value, and strengthen position in the market to encourage consumer purchasing decisions.

Keywords: brand association, brand positioning, brand value, purchase decision, tissue

1. Introduction

Tissues are an essential product that is widely used by the public because it is easy to carry anywhere (Alfathy & Aji, 2017; Rahayu & Nurwenda, 2023; Susilo et al., 2021). Tissues are included in FMCG products and low product involvement because they are bought regularly by consumers, easily found, supported by promotions, and do not require in-depth information in the purchase process (Barton et al., 2022; Tyagi et al., 2014). TOP Brand data for 2024 in the household product category in the dry tissue sub-category, there are four dominant brands in Indonesia, including the Paseo brand which is ranked first with a brand index of 38.50%, followed by Nice at 29.40%, Tessa at 12.70%, and Indomaret at 7.40%. These brands already have a reputation among consumers. However, many new tissue brands have emerged, one of which is Illona.

Illona is a tissue product owned by PT Juragan Gemilang Indonesia. The company was established in 2011 as a distributor company under the name UD Kreasi Gemilang. They expanded their business by creating their own brand called Illona that offers household products.

Illona tissues have been distributed in various outlets in several cities on Java Island. There are 1620 outlets that have been distributed in the last three months (July to September 2024) in the Banyumas area. Here is the sales data of Illona tissue for the last few months.
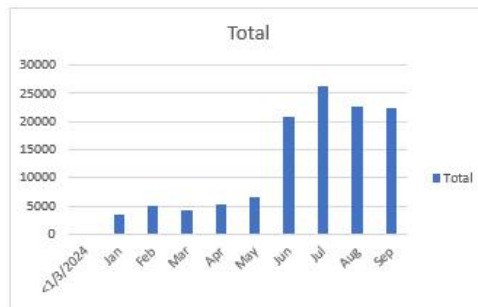

Figure 1 Sales Data of Illona (January to September 2024)

Illona tissue sales have increased from January - September 2024, but brand awareness remains low. In a pre-research survey conducted in Purwokerto, only 18% (9 out of 50 respondents) recognized Illona, while 82% were familiar with other brands. A company's brand or product is a measure of value and how it impacts a consumer's decision to buy depends on how comfortable, trusted and knowledgeable consumers are about the brand (Almaqousi et al., 2021). With this phenomenon, companies need to evaluate the effectiveness of the branding strategy that has been carried out. According to Permana (2023), evaluating the effectiveness of strategies through market research and data analysis can help build consumer loyalty, adaptation to trends, and trust.

Brand associations are important for measuring the effectiveness of brand launches in the market. This is because brand association can help consumers to process and store specific information about a brand (Raouf & Esmaeel, 2022). When a consumer perceives a particular brand as physically different from its competitors, a consistent brand image is formed, which can lead to the development of brand loyalty (Augustine & Robert, 2022)

New companies or long-established companies in competitive markets must have effective brand positioning because this is the cornerstone of brand management and the basis for brand success (Saqib, 2021). Brand positioning is the placement of the brand by highlighting the special features of the brand related to the demands and expectations of the target and considering the competition (Agarwal et al., 2020; Janiszewska & Insch, 2012). A strong brand position can foster consumer trust and shape consumer purchasing decisions by cultivating a strong image (Sanapala et al., 2023).

While competitors replicate a company's financial and physical resources, factors like its image, consumer satisfaction and positive brand associations offer a competitive edge that highlights the significance of prioritizing consumers and strengthening brand value (Keskin & Durmaz, 2021). Companies can convey brand value and differentiate themselves through effective promotions that can create a positive impression to influence consumer purchasing decisions, because brand value plays an important role in the motivation that exists within consumers with regard to quality, attractiveness, and meaning in a product (Chapman & Dilmperi, 2022).

2. Literature Review

2.1 Purchase Decision

Consumer purchasing decisions are a decision-making process that consumers use to describe how much they are committed to buying a good or service (Ofosu-Boateng & Agyei, 2020). The foundation for purchasing decisions is consumer behavior, if a product is sold at a high price it makes it very difficult for consumers to make decisions, but if it is sold at a low price consumers will make decisions easily (Suwardi, 2023). The process of making a purchase involves consumers trying to find their problem, researching a particular product, and determining the level of good or bad of each choice that will solve their problem before making a purchase (Sari Dewi et al., 2020). Based on this definition, purchasing decisions are a process in which consumers evaluate products or services based on the needs or problems they face.

2.2 Brand Association

Brand association is all of a person's mental associations with a brand that refer to aspects of brand memory (Sesario et al., 2023). Brand association is a perception imposed by a brand that is unique to a brand (Abdel et al., 2017). Brand association is the greatest physiological influence on consumer behavior, where brands are associated with certain concepts, images, emotions, experiences, individuals, interests, or activities that are formed through repeated interactions with brands as well as important events, so that they can help consumers remember brands over competitors and influence purchasing decisions (Ofosu-Boateng & Agyei, 2020). Based on the above definition, brand association is a unique perception formed through repeated interactions with brands and important events, and becomes a physiological influence on consumer behavior. With brand association, consumers can remember brands more easily.

2.3 Brand Positioning

Brand positioning is a technique used by marketers to create a brand image and identity (Agarwal et al., 2020; Padira et al., 2023). According to (Saqib, 2021), brand positioning is a way of influencing consumer perceptions by forming mental connections rather than introducing something new. According to Ateke (2018), brand positioning is a crucial strategy to deal with globalization, unstable markets and evolving consumer preferences because consumers are aware and tend to compare products with competing brands. Based on the definition, brand positioning is a strategy to form a unique perception in the minds of consumers aimed at shaping the image and identity of a brand. Therefore, brands that are well established in the minds of consumers have a strong influence on purchasing decisions (Hidayad et al., 2024; Sanapala et al., 2023).

2.4 Brand Value

Brand value is an overall assessment of the product brand received and is associated with the sacrifices made to buy a particular product (Lamlo & Selamat, 2021). Brand value is a complex concept that includes financial measurement and evaluation of consumer perceptions and is formed by many variables, including emotional and functional value (Keskin & Durmaz, 2021). According to Nadanyiova et al. (2018,) brand value arises from consumer confidence in the constant product quality, stable price, satisfaction, effective communication, tradition, and

prestige associated with the brand that influence purchasing decisions and consumer loyalty. Based on the definition, brand value is a consumer's consideration of a brand to buy a brand by combining emotional and functional elements that have an impact on consumer impressions and loyalty. Brand value is formed by trust, product quality, price, satisfaction and communication with consumers.

2.5 Hypotheses Development

2.5.1 The positive effect of brand association on purchasing decisions for Illona tissue

Brand association is considered to have a positive influence on consumer purchasing decisions (Sawagvudcharee et al., 2018) where the positive impression that consumers associate with the brand will increase consumers choosing the product. This is in line with research conducted by Pasha & Hadibrata (2019) and (Thuy et al., 2022) showing that a positive influence on purchasing decisions will have an impact on loyalty and increased consumer confidence in the product. Based on the description that has been explained, it is hypothesized that:
H1: Brand association has a positive effect on purchasing decisions for Illona tissue

2.5.2 Positive influence of brand position on purchasing decisions for Illona tissue

Brand position is considered to have a positive influence on consumer purchasing decisions (Abdullah et al., 2019). This is in line with research conducted by Novanda & Widodo (2022) and Padira et al. (2023) which shows a positive influence that has an impact on purchasing decisions. Brands that have a position will make it easier for consumers to distinguish brands in the same market, so that they can increase purchasing decisions because brands that have a position will bring benefits and satisfy consumers (Padira et al., 2023). Based on the description that has been explained, it is hypothesized that:
H2: Brand position has a positive effect on purchasing decisions for Illona tissue.

2.5.3 Positive influence of brand value on purchasing decisions for Illona tissue

Brand value is considered to have a positive influence on purchasing decisions (Keskin & Durmaz, 2021). According to Keskin & Durmaz (2021), brand value is very effective in convincing consumers and leading them to satisfaction when they buy a product and can improve the company's marketing communication. This is in line with research conducted by Saifullah et al. (2014) that brand value has a positive influence on purchasing decisions because brand value results from store reputation and product usability which form the company's reputation. Research conducted by Wandee et al. (2021) shows that brand value has a positive influence on purchasing decisions because brand value can shape customer loyalty. Based on the description that has been explained, it is hypothesized that:
H3: Brand awareness has a positive effect on purchasing decisions for Illona tissue.
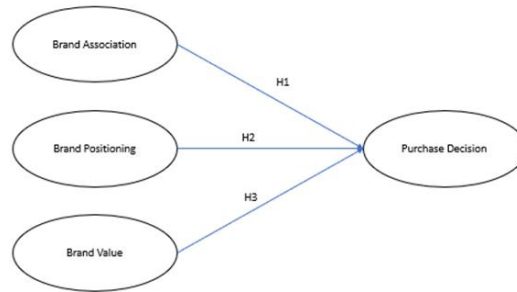
Figure 2 Research Model

3. Research Methodology

This research uses a quantitative research approach, namely research data in the form of numbers. The population of this study is tissue users in Purwokerto. The sample size was measured using the Hair formula, with a sample size of 132 respondents. Data was obtained from an online questionnaire via Google Form. This study uses Likert scale variable measurements to measure respondents' answers with closed response options with positive to negative gradations that can take the form of words such as strongly agree, neutral, disagree, strongly disagree, and in this quantitative research is represented by scoring 1-5 (Sugiyono, 2019; Suliyanto, 2018). This study uses IBM SPSS 27 software with multiple regression analysis methods.

4. Results

4.1 Characteristics of Respondents

This study obtained data from 138 respondents, but only 135 data could be used because 3 data were identified as outliers in the normality test. This is to ensure that the normality assumption can be met. This research uses a survey method, which is distributed online via google form to tissue consumers in the Purwokerto area, Banyumas Regency, with the respondent's age of at least 15 years and has purchased tissue at least 1 time in the last month in the Purwokerto area, Banyumas Regency.

Table 1. Characteristics of Respondents

Characteristics of Respondents	Category	Total	Percentage
Origin	Purwokerto	43	32%
	Non Purwokerto	92	68%
Gender	Male	45	33%
	Female	90	67%
Age	15-25	81	60%
	26-35	40	30%
	36-45	7	5%
	46-55	5	4%
	56-65	1	1%
Job	Student	72	53%
	Public Servant	18	13%

	Employee	31	23%
	Self-employed	12	9%
	Other	2	7%
Level of Expenditure per Month	< Rp 1.000.000	33	24%
	Rp 1.000.000 – 3.000.000	54	41%
	Rp 3.100.000 – 5.000.000	30	21%
	> Rp 5.000.000	18	14%
Frequency of Purchase of Tissue Products in the Last One Month	Once	44	33&
	Twice	64	47%
	> 3 times	20	20%
Source of Information on Illona Brand	Events	15	11%
	E-commerce	25	18%
	Social media	17	13%
	Online advertising	5	4%
	Store	33	24%
	Don't know	40	30%

Based on the tables above, respondents from Purwokerto accounted for 32 percent while those from outside accounted for 68 percent. The majority of the respondents were females, making up 67 percent, and they tended to shop and buy based on emotional influences. The study also revealed that the majority of respondents were aged 15-25, indicating that their usage of tissue varied due to their tissue needs. Additionally, most of the respondents were students or college students, making up 54 percent, which can be attributed to the presence of many schools and universities in Purwokerto. Furthermore, the study showed that respondents with monthly expenses ranging from Rp 1,000,000-3,000,000 accounted for 41 percent, suggesting that students, who make up the majority, have limited incomes. The study also found that respondents typically purchased tissue two to three times a month, indicating a regular need for them. Lastly, it was noted that 30 percent of the respondents were unaware of the Illona brand, possibly due to a lack of promotion and brand recognition in the market.

4.2 Hypotheses Results

Based on the test results, the validity and reliability of the research data were assessed using various statistical analyses. The validity of the data was determined by conducting a Pearson correlation analysis, where a value of less than 0.05 indicated validity. The results showed that all variables, including brand association, brand position, brand value, and purchasing decisions, were valid. The reliability of the variables was examined using Cronbach's alpha statistical test, with a value greater than 0.60 indicating reliability. The results demonstrated that all variables were reliable. To assess normality, the one-sample Kolmogorov-Smirnov test was used, and the data was considered normal if the asymptotic significance value was greater than 0.05. The results indicated that all variables were normally distributed. The presence of multicollinearity was tested using tolerance values and VIF (variance inflation factor), confirming the absence of multicollinearity for all variables. Lastly, the heteroscedasticity of the regression model was examined using the Glejser test, with a significance value greater than 0.05 indicating the absence of heteroscedasticity. The results revealed no symptoms of heteroscedasticity for all variables.

4.2.1 Multiple Linear Regression Equation

Table 2. Multiple Linear Regression Equation

Variable	Unstadardized Coefficients B
Constanta	0.439
Brand Association	0.241
Brand Positioning	0.332
Brand Value	0.320

BAsed on the table above, a multiple linear regression equation was derived to predict the Purchasing Decision (PD) variable based on three predictor variables: Brand Association (BA), Brand Position (BP), and Brand Value (BV). The equation is given as Y = 0.439 + 0.241 BA + 0.332 BP + 0.320 BV + e, where Y represents the predicted value of PD, and e represents the error term. The constant coefficient value of 0.439 indicates that if all predictor variables are equal to zero, PD will be equal to 0.439. The beta coefficient values for BA, BP, and BV are 0.241, 0.332, and 0.320, respectively. This means that for every 1% increase in BA, BP, or BV, PD will increase by 24.1%, 33.2%, or 32%, respectively, assuming the other variables remain constant. Conversely, a decrease of 1% in BA, BP, or BV will result in a corresponding decrease in PD.

4.2.1 Hypotheses Testing Results

Table 3. Hypotheses Testing Results

Variable	Coefficients Value	t	Sig	Hypotheses
Brand Association	0.239	3.023	0.002	Accepted
Brand Positioning	0.363	4.694	0.001	Accepted
Brand Value	0.333	3.697	0.001	Accepted
R Square	0.765			
Adj R Square	0.760			
Sig.	< 0.001			

Based on the regression test results in the table above, the Adj R Square value is 0.760 or 76%, indicating that the Brand Association (BA), Brand Position (BP), and Brand Value (BV) variables are able to explain the Purchasing Decision (PD) variable by 76%, while the remaining 24% is explained by other variables.

5. Discussion

5.1 Brand association has a positive influence on the purchase decision of Illona tissue.

The study reveals that brand association plays a crucial role in consumers' purchasing decisions for Illona brand tissue. Companies with strong brand associations, characterized by appealing packaging, consistent quality, cleanliness, and relevant benefits, are more likely to influence consumer choices. To enhance positive brand associations, companies should introduce new variants of Illona tissue, involve consumers in product innovation through surveys and trials, use visually appealing and consistent visuals and symbols, and incorporate narratives that resonate

with consumers' lives. By fostering positive associations, consumers are inclined to choose the Illona brand as it effectively fulfills their daily needs. These findings align with previous research, namely research conducted by Raja Shrestha et al. (2018) regarding purchasing decisions for beer brands conducted in Nepal shows that the positive impression that consumers associate with the brand will increase consumers choosing the product. The results of this study are also in line with research by Pasha & Hadibrata (2019) regarding purchasing decisions for Sampoerna A Mild products in Jakarta showing a positive influence on purchasing decisions, as well as research (Thuy et al., 2022) regarding purchasing decisions for electronic retailers in Ho Chi Minh, Vietnam, showing that brand association has a positive influence which will have an impact on loyalty and increase consumer confidence in the product.

5.2 Brand positioning has a positive influence on the purchase decision of Illona tissue.

The results of this study indicate that there is a positive and significant influence of brand position on purchasing decisions for Illona brand tissue. A company that has a strong brand position in the market has product benefits that are offered according to consumer needs and tastes, has differences or differentiation with similar products, has uniqueness, meets consumer expectations, and is in accordance with the consumer's personal views. The improved brand positioning company should conduct integrated marketing communication, communicating uniqueness and added value through online and offline promotions, creating interesting content by highlighting the quality and special features of Illona tissue. With a brand positioning strategy that prioritizes quality and fairly wide distribution, the Illona brand can be easily reached by consumers. The results of this study are also in line with research by Abdullah et al., (2019) regarding the purchasing decision of a Sundanese restaurant in Bandung that brand position is considered to have a positive influence on purchasing decisions. Research conducted by Novanda & Widodo (2022) regarding the purchasing decision of Campina ice cream products in Bandar Lampung and research by Padira et al. (2023) regarding purchasing decisions at Salon Johnny Andreas in Bandar Lampung, also showed a positive influence on purchasing decisions that had an impact on purchasing decisions. This is because brands that have a position will make it easier for consumers to differentiate brands in the same market (Padira et al., 2023).

5.3 1. Brand value has a positive influence on the purchase decision of Illona tissue.

The results of this study indicate that there is a positive and significant influence of brand value on purchasing decisions for Illona brand tissues. A company that has a good brand value has a brand personality that is in line with consumers, sees the intention to recommend Illona brand tissues to others, has good and consistent product quality, an emotional bond with the brand and a price that is comparable to the quality. To increase brand value company should communicate the added value of Illona tissues such as soft tissues and premium tissue materials, and affordable prices, ensure consistent product quality to meet consumer expectations, focus on consumer experience such as responding to questions and complaints from customers, designing informative packaging, using emotional and educational marketing campaigns, and highlighting positive reviews from consumers. With the increase in brand value, consumers will not hesitate to decide to buy Illona tissues. The results of this study are also in line with research by Keskin & Durmaz (2021) research on purchasing decisions for a brand in Diyarbakir, Turkey, which shows that brand value is very effective in convincing consumers and directing them to

satisfaction when they buy a product and can improve the company's marketing communications. Research conducted by Saifullah et al. (2014) on purchasing decisions among students in Karachi, Pakistan explains that brand value has a positive influence on purchasing decisions because brand value is generated from store reputation and product usefulness that shape the company's reputation. Research conducted by Wandee et al. (2021) on purchasing decisions on a housing project in Nakhon Pathom, Thailand also shows that brand value has a positive influence on purchasing decisions because brand value can shape customer loyalty.

6. Conclusion

This study finds that brand association, brand positioning, and brand value all positively influence purchase decisions for Illona tissue. Positive associations enhance consumer perceptions, a strong market position builds trust, and good value appeals to consumers. Three outliers were removed from 139 data sets to meet normality assumptions. The study suggests future research should expand the causality model by incorporating factors like marketing communication strategies, brand awareness, pricing strategies, and mediators such as emotional attachment, brand attitudes, and purchase intentions to understand factors influencing tissue purchase decisions.

References

Abdel, R., El Naggar, A., & Bendary, N. (2017). The Impact of Experience and Brand trust on Brand loyalty, while considering the mediating effect of brand Equity dimensions, an empirical study on mobile operator subscribers in Egypt. In *The Business and Management Review* (Vol. 9). ABRM.

Agarwal, P., Kumar, P., & Gupta, S. (2020). Right Brand Positioning: A Road to Success at Market Place. *ResearchGate*.

Alfathy, R. M., & Aji, M. P. (2017). Analisis Variasi Warna Terhadap Kualitas Daya Serap dan Kuat Tarik Tissue Napkin Paper. In *Jurnal Ilmu Pendidikan Fisika* (Vol. 2).

Almaqousi, S. A. M., Samikon, S. A., Cavaliere, L. P. L., & Nordin, N. A. (2021). The Impact of Brand Awareness, Brand Loyalty, and Brand Association on Consumer Decision Making in Palestine Olive Oil Industry. *Business Management and Strategy*, *12*(2), 66. https://doi.org/10.5296/bms.v12i2.18840

Ateke, B. (2018). BRAND POSITIONING AND MARKETING WELLNESS OF DEPOSIT MONEY BANKS. *International Journal of Innovations in Social Science, Arts and Management*, *8*(1). https://www.researchgate.net/publication/339253247

Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. *Journal of Retailing*, *98*(4), 741–758. https://doi.org/10.1016/j.jretai.2022.06.003

Chapman, A., & Dilmperi, A. (2022). Luxury brand value co-creation with online brand communities in the service encounter. *Journal of Business Research*, *144*, 902–921. https://doi.org/10.1016/j.jbusres.2022.01.068

Hidayad, M. A. Al, Yulia, R., & Satria, Y. (2024). The Influence Of Brand Image And Positioning On Asera's Consumer Purchasing Decisions In Palopo. *Proceedings Series on Proceedings of Multidisciplinary Sciences*, *1*(1).

Janiszewska, K., & Insch, A. (2012). The strategic importance of brand positioning in the place brand concept: Elements, structure and application capabilities. *Journal of International Studies*, *5*(1), 9–19. https://doi.org/10.14254/2071-8330.2012/5-1/2

Keskin, Ş., & Durmaz, Y. (2021). The Effect of Brand Value on Consumers' Purchasing Decisions: An Application in Turkey. *Business, Management and Economics Research*, *73*, 79–92. https://doi.org/10.32861/bmer.73.79.92

Lamlo, S., & Selamat, F. (2021). Brand Salience, Brand Association, Brand Quality, and Brand Value to Predict Brand Loyalty Among the Tourists of Mount Bromo, East Java, Indonesia. *Advances in Economics, Business and Management Research*, *174*.

Nadanyiova, M., Kliestikova, J., & Kolencik, J. (2018). Sensory Marketing from the Perspective of a Support Tool for Building Brand Value. *Economics and Culture*, *15*(1), 96–104. https://doi.org/10.2478/jec-2018-0011

Novanda, W. A., & Widodo, A. (2022). Pengaruh Brand Positioning Terhadap Purchasing Decision Dengan Variable Intervening Product Quality (Studi Pada Produk Es Krim Campina Di Kota Bandar Lampung). *E-Proceeding of Management*, *9*(3).

Ofosu-Boateng, I., & Agyei, S. D. (2020). Influence of Branding and Advertising on Consumers' Purchase Decision of Inter-City Transport Service in Accra: A Case of State Transport Company. *European Journal Management and Marketing*, *3*. https://doi.org/http://dx.doi.org/10.46827/ejmms.v5i3.874

Onovughakpo Augustine, M., & Preye Robert, C. (2022). BEVERAGE PACKAGE MATERIAL AND BRAND ASSOCIATION AMONG POST GRADUATE STUDENTS IN RIVERS STATE. *Advanced Journal of Accounting, Management and Marketing*, *8*(2).

Padira, A. G., Ahadiat, A., & Nabila, N. I. (2023). The Influence of Brand Positioning, Brand Image, Price on the Purchase Decision of Jhonny Andrean Salon in Bandar Lampung. *International Journal of Asian Business and Management (IJABM)*, *2*(3), 309–322. https://doi.org/10.55927/ijabm.v2i3.4848

Pasha, K., & Hadibrata, B. (2019). *The Impact of Brand Awareness, Brand Association and Perceived Quality on Consumer Purchase Decision of Sampoerna A Mild Products*. https://doi.org/10.21276/sjef.2019.3.1.9

Permana, H. (2023). Effective Branding to Build A Strong Brand. *Jurnal Scientia*, *12*(4). http://infor.seaninstitute.org/index.php

Rahayu, S. A., & Nurwenda, V. (2023). Uji Aktivitas Antibakteri Berbagai Merek Tisu Basah yang Beredar Sekitar Wilayah Sumedang terhadap Bakteri Staphylococcus aureus ATCC 29213. *Pharmaceutical Science and Clinical Pharmacy*, *1*(1), 17–23. https://doi.org/10.61329/pscp.v1i1.6

Sawagvudcharee, O., Shrestha, S. R., & Mandal, S. (2018). *Impact of Brand on Consumer Decision Making: Case Study of Beer Brands in Nepal International Journal of Research Impact of Brand on Consumer Decision Making: Case Study of Beer Brands in Nepal*. https://doi.org/10.13140/RG.2.2.32801.51042

Raouf, R. A., & Esmaeel, R. I. (2022). The Effects of Positive Word of Mouth in Mediating Brand Equity and Purchase Decision: A Study of Iraqi Customers. In *Webology* (Vol. 19, Issue 2). http://www.webology.orghttp://www.webology.org

Rizaldy, J. I., Kristanti, M. M., & Setyawan, A. A. (2023). Analisis Pengaruh Brand Attitude Dan Brand Quality Terhadap Brand Value Dan Brand Loyalty Pada Smartphone Samsung Di Surabaya. In *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA) Rizaldy, Kristanti & Setyawan* (Vol. 12, Issue 1).

Saifullah, A., Awais, M., Akhtar, B., & Majeed, W. (2014). *Information and Knowledge Management What Makes Student's Click: An Investigation on Student Consumer Decisions from Karachi*. *4*(5). www.iiste.org

Sanapala, G. K., Nzeku, S. G., & Mohan, V. K. (2023). A Study on how Brand Positioning Helps the Business to Stand-Out Distinctively in Saturated Market: A Study With Reference to Select Supermarkets. *International Journal of Professional Business Review*, *8*(11), e03411. https://doi.org/10.26668/businessreview/2023.v8i11.3411

Saqib, N. (2021). Positioning – a literature review. In *PSU Research Review* (Vol. 5, Issue 2, pp. 141–169). Emerald Group Holdings Ltd. https://doi.org/10.1108/PRR-06-2019-0016

Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, *76*, 01023. https://doi.org/10.1051/shsconf/20207601023

Sesario, R., Nugroho Djati Satmoko, Errie Margery, Yusi Faizathul Octavia, & Miska Irani Tarigan. (2023). The Comparison Analysis of Brand Association, Brand Awareness, Brand Loyalty and Perceived Quality of Two Top of Mind Camera Products. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, *9*(2), 388–392. https://doi.org/10.35870/jemsi.v9i2.1058

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV Alfabeta.

Suliyanto. (2018). *Model Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Andi Offset.

Susilo, N. A., Kilisuci, D., & Helianti, I. (2021). *Pengaruh Kinerja Endoglukanase Pada Proses Fibrilasi untuk Serat Sebagai Bahan Baku Kertas Tisu Makan*.

Suwardi, S. (2023). The Effect Of Brand Awareness, Social Media Marketing And Brand Association On The Purchase Decision Of Local Shoes Products COMPASS. *International Journal Multidisciplinary Science*, *2*(1), 47–54. https://doi.org/10.56127/ijml.v2i1.551

Thuy, N. Van, Anh, N. T. N., & Binh, N. T. X. (2022). Impact Of Brand Equity On Consumer Purchase Decision: A Case Study Of Mobile Retailer In Hochiminh City, Vietnam. *Journal of Eastern European and Central Asian Research*, *9*(2), 229–239. https://doi.org/10.15549/jeecar.9i2.762

Tyagi, V., Tyagi, A. K., & Pandhey, V. (2014). A Case Study on Consumer Buying Behavior towards Selected FMCG Products. *International Journal of Scientific Research and Management (IJSRM)*, *2*(8). https://doi.org/10.13140/RG.2.2.16421.96485

Wandee, T., Tanyong, P., & Klaychanpong, H. (2021, July). Factors Brand Value Influencing Consumers Purchase Decision of Housing Project in Nakhonpathom province. *The 13th NPRU National Academic Conference*.