

**THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND PRODUCT QUALITY
ON PURCHASE DECISIONS FOR FRESTEA PRODUCTS IN BATAM CITY****Fery Afrizal¹, Nora Pitri Nainggolan²**

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Abstract: This study aims to analyze the effect of brand awareness, brand image, and product quality on purchasing decisions of Frestea products in Batam City. This research uses a quantitative approach with a survey method. The data were collected by distributing questionnaires to 119 respondents who are consumers of Frestea in Batam City. The data analysis techniques used in this study include descriptive statistical analysis and multiple linear regression analysis using SPSS software. The results of the study show that brand awareness, brand image, and product quality have a positive and significant effect on purchasing decisions, both partially and simultaneously. These findings indicate that strengthening brand strategies and improving product quality are important factors in increasing consumer purchasing decisions.

Keywords: Brand Awareness, Brand Image, Product Quality, Purchase Decision

1. INTRODUCTION

Development industry moment this is accompanied by with activity an increasingly diverse society congested push occurrence change in behavior consumption , including in election type beverages . Consumers tend choose products that are practical , easy brought , as well as can consumed anytime without preparation special . In context this , tea Ready drink in packaging be one of increasing choices popular Because offer convenience for consumer For enjoy tea without need a presentation process moreover formerly.

Industry tea Ready drink in packaging in Indonesia shows positive growth in line with increasing need will drink practical that remains brings a natural and refreshing taste . Various company drink compete present innovation , good through development flavor variants , appearance attractive packaging , as well as implementation of effective marketing strategies use win market competition . In addition that , power image brand as well as level awareness consumer to quality product become aspect important thing that also determine Power competitiveness and success something brands in the market.

Awareness brand can interpreted as ability candidate consumer For recognize or remember something brand as part from category product certain . If consumer have been familiar with existence A brand , then trend For put interest and try buy product from brand the will the more big . On the other hand , brands that have not known generally create a sense of uncertainty so that consumer become hesitant or reluctant do purchase . Therefore that , the more tall level awareness consumer to something brand , increasingly strong association brand the in memory they when faced with a choice product similar . Level of awareness good brand play a role important in minimize doubt consumer moment determine decision purchase .(Nel Arianty et al. 2021)

Firmansyah (2019) explains that image brand is description evaluation consumer in a way overall to something the brand that is formed from various information as well as experience gained previously. Brand image related with attitude consumers, including level beliefs and tendencies they in choose One brand compared to brand other. If the perception that is formed nature positive, then opportunity consumer For buy product from brand the will the more increased. Therefore that, image brand own role strategic in the process of taking decision purchase Because good perception capable building trust at a time push loyalty consumers. (Ernawati et al. 2021)

Quality product can interpreted as ability something goods or service in operate its function in a way effective in accordance with needs and expectations consumer. Assessment to quality product often depends on the angle view as well as each individual's taste, so nature relative. Product with good quality No only shown through durability, reliability, and ease of use in usage, but also reflected from design, accompanying services, and image brand attached. High level of quality potential give more satisfaction big to consumers and encourage willingness they For pay with greater value high. With Thus, the quality product be one of element main in interesting interest consumer at a time build loyalty customer in condition increasing market competition competitive. (Saniyatun Farida et al., 2021)

Kotler and Keller (2016:195) state that that decision purchase is stage the end that an individual goes through or House ladder in determine choice For buy something product or services used for interest personal. Definition the show that decision purchase is results from a series of consideration processes carried out consumer before Finally do transaction on product or services that will be consumed.

2. LITERATURE REVIEW

2.1. Awareness Brand

Awareness brand own role crucial in activity promotion Because functioning strengthen position brand in mind consumers. The height level awareness to something brand capable create connection emotional as well as increase trust consumers. Conditions the participate influence behavior consumer in determine choice purchase and trend For do purchase back. In general, consumers more choose a brand that is familiar because assessed own guarantee quality and safety more products Good. (Dewi Herawati et al., 2023)

2.2. Brand Image

Brand image is description assessments that are formed in mind consumer moment they remember A brand. Assessment the appear as results from gathering information obtained as well as experience consumer when relate or use the brand concerned. (Setiyawati & Lestari, 2021)

2.3. Quality Product

Quality product describe level reliability something product in carry out designed function for him. This is show ability product in operate role as well as its uses in a way precise, effective and efficient in accordance with objective its development. (Carolina Athalia Sandra, 2022)

2.4. Buying decision

Buying decision is a gradual process that begins with emergence awareness consumer to something need or problems. Furthermore, consumers will do search information related product or relevant brands as well as compare various alternative based on the capabilities of each option in fulfil needs. The process Then culminating in the determination choice end in the form of action purchase.

3. RESEARCH METHODOLOGY

Study This use method quantitative with approach survey. Population study is Frestea consumers in Batam City. Sample study A total of 119 respondents were determined use purposive sampling technique. Data collected through questionnaire with Likert scale. Data analysis techniques include validity tests, reliability tests, and assumption tests. classic, and influence test.

4. RESULTS AND DISCUSSION

4.1. *Validity and Reliability Test*

Table 1. Validity Test

Variables	Item	r Count	r Table	Information
Awareness Brand (X1)	X1.1	0.732	0.180	Valid
	X1.2	0.832	0.180	
	X1.3	0.680	0.180	
	X1.4	0.438	0.180	
	X1.5	0.848	0.180	
	X1.6	0.678	0.180	
	X1.7	0.792	0.180	
	X1.8	0.775	0.180	
Brand Image (X2)	X2.1	0.779	0.180	Valid
	X2.2	0.730	0.180	
	X2.3	0.662	0.180	
	X2.4	0.720	0.180	
	X2.5	0.740	0.180	
	X2.6	0.742	0.180	
	X2.7	0.719	0.180	
	X2.8	0.726	0.180	
Quality Product (X3)	X3.1	0.687	0.180	Valid
	X3.2	0.637	0.180	
	X3.3	0.718	0.180	
	X3.4	0.798	0.180	
	X3.5	0.764	0.180	
	X3.6	0.725	0.180	
	X3.7	0.713	0.180	
Purchase Decision (Y)	Y1	0.797	0.180	Valid
	Y2	0.795	0.180	
	Y3	0.751	0.180	
	Y4	0.735	0.180	
	Y5	0.503	0.180	
	Y6	0.770	0.180	
	Y7	0.713	0.180	
	Y8	0.669	0.180	

Source : Processed Data Results SPSS ver 26, Year 2025

Test results validity show that all statement items own higher calculated r value big from r table , so that declared valid.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Alpha Value	Information
Brand Image (X1)	0.873	0.70	Reliable
Word of Mouth (X2)	0.872	0.70	Reliable
Innovation Product (X3)	0.845	0.70	Reliable
Purchase Decision (Y)	0.866	0.70	Reliable

Source : Processed Data Results SPSS ver 26, Year 2025

Temporary that , the results of the reliability test show Cronbach's Alpha value for each variable more big from 0.70, which means instrument study reliable .

4.2. Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		119
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.48918776
Most Extreme Differences	Absolute	.061
	Positive	.057
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the results of the normality test shown in Table , obtained mark *Asymp . Sig. (2-tailed)* by 0.200 which exceeds level significance of 0.05. With thus , it can concluded that the residual data in the study This fulfil assumptions normality or normally distributed .

4.3. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	KESADARAN MEREK	.306	3.265
	CITRA MEREK	.333	3.001
	KUALITAS PRODUK	.343	2.919

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Processed Data Results SPSS ver 26, Year 2025

Referring to the results of the multicollinearity test presented in Table 4.15, can concluded that all over variables independent in research This No show indication occurrence multicollinearity . The conclusion supported by values *Variance Inflation Factor* (VIF) on variables image brand (X1), innovation products (X2), and advertisements (X3) which are below limit 10, as well as mark *tolerance* (TOL) exceeding 0.10.

4.4. Heteroscedasticity Test Results
Table 5. Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.305	.119		2.567	.012
	Kesadaran Merek	-.032	.038	-.130	-.842	.402
	Citra Merek	-.091	.051	-.265	-1.801	.074
	Kualitas Produk	.053	.054	.149	.995	.322

a. Dependent Variable: ABSRES5

Source : Processed Data Results SPSS ver 26, Year 2025

Based on the results of the heteroscedasticity test are shown in Table 4.16 with using the Glejser test , obtained mark significance of the variables awareness brand , image brand and quality the entire product more big from level significance α of 0.05. Therefore that , can concluded that the data in study This No show existence symptom heteroscedasticity . With Thus , the regression model has fulfil assumptions homoscedasticity and can used For analysis furthermore .

4.5. Multiple Linear Regression Results
Table 6. Multiple Linear Regression Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.252	1.584		-.159	.874
	KESADARAN MEREK	.257	.065	.293	3.987	.000
	CITRA MEREK	.523	.078	.474	6.738	.000
	KUALITAS PRODUK	.265	.090	.206	2.962	.004

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Processed Data Results SPSS ver 26, Year 2025

Based on results analysis multiple linear regression presented in Table , obtained equality regression as following :

$$\text{Purchase Decision} = -0.252 + 0.257 \text{ Awareness Brand} + 0.523 \text{ Brand Image} + 0.265 \text{ Quality Product}$$

Meaning from equality regression the can explained as following . Constant value of -0.252 indicates that if variables awareness brand , image brand and quality product assumed still or worth zero , then level decision purchase is at a value of -0.252 units . Condition This indicates that without support from third variables independent said , the decision purchase tend decrease .

Coefficient regression on variables awareness brand of 0.257 means that every increase awareness brand as big as One units , with assumptions other variables remain constant , will increase decision purchase amounting to 0.257 units . This is show that the more tall awareness consumer to something brand , then the more there is a big possibility consumer For do purchase .

Next , the variables image brand own coefficient regression of 0.523 which means that every improvement image brand as big as One units , with assumptions other variables in condition constant , will increase decision purchase of 0.523 units . The coefficient value This is the biggest compared to variables others , so that can concluded that image brand give most dominant influence to decision purchase .

Temporary that , coefficient regression quality product of 0.265 shows that improvement quality product as big as One units , with assumptions other variables do not change , will increase decision purchase of 0.265 units . Findings This indicates that quality product own role important in push consumer For take decision purchase .

4.6. **Coefficient Results Determination (R²)**

Table 7. Coefficient Results Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.900 ^a	.810	.805	2.52145

a. Predictors: (Constant), PRODUCT QUALITY, BRAND IMAGE, BRAND AWARENESS

Source : Processed Data Results SPSS ver 26, Year 2025

Based on coefficient test results determination presented in Table 4.10 , obtained The Adjusted R Square value is 0.805. This show that variables awareness brand , image brand and quality product capable explain variation decision purchase Frestea products in Batam City by 80.5%, while the rest 19.5 % is influenced by other factors outside variables studied in study This .

4.7. **T-Test Results**

Table 8. T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.252	1,584		-.159	.874
	BRAND AWARENESS	.257	.065	.293	3,987	.000
	BRAND IMAGE	.523	.078	.474	6,738	.000
	PRODUCT QUALITY	.265	.090	.206	2,962	.004

a. Dependent Variable: PURCHASE DECISION

Source : Processed Data Results SPSS ver 26, Year 2025

t value table determined at the level significance of 5 percent ($\alpha = 0.05$). Determination mark *t* table referring to the formula $t (\alpha/2; n - k - 1)$, i.e $t (0.025; 119 - 3 - 1)$ with degrees freedom of 115, so that obtained mark *t* table amounting to 1,980. Based on results testing hypothesis using the *t* test , it was obtained findings as following .

Testing influence awareness brand (X1) against decision purchase (Y) shows that mark significance of 0.000, which is more small compared to with level significance 0.05 ($0.000 < 0.05$). In addition that , value *t* count by 3,987 more big than mark *t* table of 1,980. The results indicates that hypothesis first (H₁) is accepted and the hypothesis zero (H₀) is rejected , so that can concluded that awareness brand influential in a way significant to decision purchase Frestea products in Batam City .

Next , the results of the *t* -test on the variables image brand (X2) shows mark significance of 0.000, which is also more small of 0.05 ($0.000 < 0.05$). The *t value* the count obtained amounting to 6,738, more big compared to with mark *t* table of 1,980. With Thus , the hypothesis second (H₂) is stated accepted and hypothesis zero (H₀) is rejected . This is show that image brand own significant influence to decision purchase Frestea products in Batam City .

Temporary that , the result t -test testing to variables quality product (X3) shows mark significance of 0.004, which is more small from level significance 0.05 ($0.004 < 0.05$). The t -value count as much as 2,962 also more big than mark t table of 1,980. Therefore that , hypothesis third (H_3) is accepted and the hypothesis zero (H_0) is rejected , so that can concluded that quality product influential in a way significant to decision purchase Frestea products in Batam City .

4.8. **F Test Results**

Table 9. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3122.512	3	1040.837	163.713	.000 ^b
	Residual	731.135	115	6.358		
	Total	3853.647	118			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PRODUK, CITRA MEREK, KESADARAN MEREK

Source : Processed Data Results SPSS ver 26, Year 2025

Based on results testing using the F test, the hypothesis fourth (H_4) which states that awareness brand , image brand and quality product in a way simultaneous influential significant to decision purchase Frestea products in Batam City can tested in a way empirical .

The results of the F test are presented in Table show that mark F-statistic significance of 0.000, which is more small compared to with level significance 0.05 ($0.000 < 0.05$). In addition that , the calculated F value as much as 163,713 also more big than F table value of 2.68. Findings This indicates that variables awareness brand , image brand and quality product in a way together own significant influence to decision purchase Frestea products in Batam City . With Thus , the hypothesis fourth (H_4) submitted in study This stated accepted .

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