



How to Create Brand Awareness to Increase Purchase Decisions (Case study of Piaggio Vespa Matic in Bekasi, Indonesia)

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Abstract Bekasi is the second city with the highest number of drivers in Indonesia. Honda is one of the automotive companies that dominates Indonesia. Piaggio Vespa Matic is a tertiary product which is not only offered to fulfill needs but is included in tertiary products. Researchers want to see how proud Vespa Matic users are.

The purpose of this research is to determine the influence of Brand Image and Brand Awareness on purchasing decisions for Piaggio Vespa Automatic in Bekasi, Indonesia. Research using quantitative methods uses purposive sampling as sample determination with a total of 180 respondents and the Smart PLS technique. The research results show that Brand Awareness and Brand Image have an influence on the decision of Piaggio Vespa Matic buyers in Bekasi. Therefore, this research has an interesting topic that can explain what factors can influence the decision to purchase the legendary scooter, namely the Piaggio Vespa Matic in Bekasi, West Java, Indonesia.

Keywords: Brand Image, Brand Awareness, Purchasing Decisions.

1. INTRODUCTION

Piaggio sales have spread throughout the world, Indonesia is one of them, in Indonesia itself there is the Piaggio Indonesia Company which of course is an official part of the Piaggio Group. In Indonesia itself, the level of motorbike use continues to increase every year, also considering Indonesia's very dense population. One of the provinces with the highest population density is West Java province. Bekasi occupies the second highest position after Bogor in the category of highest motorbike users with a total of 1,502,136 per year 2022. In its marketing, Piaggio Group uses several methods, one of which is using official dealers in the distribution of Vespa Matic which is spread across several regions in Indonesia, one of which is the official and largest dealer is PT Anugerah Sinergi Pratama which focuses sales on the Jabodetabek area. The results of the author's interview with the Bekasi branch head stated that there was a very significant decline in sales for the Bekasi branch, which caused the Bekasi branch to occupy 4th position out of 7 PT Anugerah Sinergi Pratama dealer branches. From this phenomenon there is a gap so the researchers created a research question: How does the

public assess the Piaggio Vespa Matic Brand? What factors influence consumers in purchasing decisions?

Next, to find out what factors caused this phenomenon to occur, researchers conducted a pre-survey with 15 respondents. The pre-survey results stated that 9 respondents said that the Vespa Matic had other values than just a means of transportation. Several studies have strengthened this and conducted research on purchasing decisions for automotive products to find out what factors are the basis for consumer purchases of these automotive products (Jaelani & Juhari, 2018) (Siahaan et al., 2023) (Istifada et al., 2022) (Taruna et al., 2018). Several researchers also stated that there is no influence of brand image or brand awareness on purchasing decisions for automotive products (Sinaga et al., 2024) (Mardiarto & Istiqomah, 2023). Based on previous research, consumer purchasing decisions for automotive products can be based on a good brand image, brand awareness and other influencing variables. Several studies also provide results that brand image and brand awareness have no influence on purchasing decisions for the automotive product category.

The formulation of the problem in this research is to find out: (a) how much influence does brand image have on purchasing decisions for Piaggio Vespa Matic in Bekasi? (b) How big is the influence of brand awareness on purchasing decisions for Piaggio Vespa Matic in Bekasi? The purpose of this research is (a) to determine and analyze the influence of brand image on purchasing decisions for Piaggio Vespa Matic in Bekasi (b) to determine and analyze the influence of brand awareness on purchasing decisions for Piaggio Vespa Matic in Bekasi. This research is expected to provide information regarding what factors can influence consumers in deciding to purchase automotive products, especially automatic Vespa scooters in Bekasi.

Hypothesis development

To reach the purchasing decision stage, consumers are influenced by many factors. The first factor that influences purchasing decisions is product quality. (Fernando et al., 2023) The main idea that a company must build is to create products or services that consumers like by offering the best quality. (Simbolon et al., 2020). The purchasing decision process in purchasing a product is also based on the role of the purchasing decision and is based on various factors that influence it. (Aghitsni & Busyra, 2022). A purchasing decision is a consumer's behavior based on existing motives and incentives that give rise to a desire to buy something to meet their needs. (Meutia et al., 2021). The purchasing decision is the final aspect of consumers before deciding to buy a product, of course this is based on many factors that can influence consumers

in deciding to purchase. As we know, the Piaggio Vespa Matic is an automatic scooter that is included in the tertiary products. This can be seen from the price of the product offered by Piaggio compared to motorbikes from other brands. This is in line with research (Orlando, 2015) stated that consumer buying interest is based on the influence of brand awareness and brand image. Consumer behavior in purchasing decisions is based on many factors for the tertiary product category. Consumers do not only see products as fulfilling their needs, but more than that there is emotional satisfaction needed by consumers in deciding to purchase tertiary products. One way for people to fulfill this emotional feeling is by buying tertiary products which can provide feelings of satisfaction and increased self-confidence by using the brand. (Hendy Tannady, 2023).

Brand awareness is related to the strength of the brand in the minds of consumers which can be measured through the consumer's ability to identify the brand under various conditions. (Fitrianna and Aurinawati 2020). Brands that give a familiar impression to consumers, and consumers tend to like something familiar. (Satria & AR, 2021) Brand awareness is a person's ability to identify brands, remember brand attributes until finally realizing a brand. (Lailatul Mufidah 2021).

Brands provide a person's image or perception of a product or service. (Indrayana & Selatan, 2024). People prefer products that are clearly known for their quality and have a good image (Rohmawati et al., 2021). *Brand* is a guarantee of authenticity and a promise that can be trusted as to product performance (Tannady et al., 2022). Several studies support that brand image influences consumer decisions in making purchasing decisions (Simbolon et al., 2020) (Magdalena et al., 2022) (Umar et al., 2023) (Saputra & Dinalestari, 2017). Brands that have a positive image will increase consumer confidence in making purchases. (Simbolon et al., 2020) Every customer generally has prestige when using a product. They tend to use well-known brands or brands with a superior image. Therefore, brand image has a role in influencing consumer purchasing behavior. (Zhang, 2015). Brand image (Wijaya 2013) is differentiated through the dimensions of Brand Identity and Brand Benefit with several other indicators. Based on this description, the first hypothesis in this research is as follows:

HI: Brand Image has a significant positive influence on the Piaggio Vespa Matic Purchase Decision in Bekasi

A method of measuring marketing effectiveness, measured by customers' ability to recognize and/or remember the name, image, or other logo associated with the brand affirms. Brands

provide a person's image or perception of a product/service.(Pandjaitan, 2019). Brand awareness is the fundamental and major limitation in any brand related search.(Shahid et al., 2017)Brand awareness describes the existence of a brand in the minds of consumers, which can be a determinant in several categories, because brand awareness is the first step for every consumer of every new product or brand offered through the company.(Irpan & Ruswanti, 2020)

Several studies support that brand awareness influences consumer decisions in making purchasing decisions(Gumelar et al., 2023)(Lee, 2019)(Irpan & Ruswanti, 2020)(Solikhah & Amelia, 2023). Brand awareness is related to the strength of the brand in the minds of consumers which can be measured through the consumer's ability to identify the brand under various conditions.(Fitrianna & Aurinawati, 2020)Brand awareness is differentiated through the Unaware of Brand and Top of Mind dimensions (Firmansyah 2019) with several other indicators. Based on this description, the second hypothesis in this research is as follows:

H2: Brand Awareness has a significant positive influence on the Piaggio Vespa Matic Purchase Decision in Bekasi

2. RESEARCH METHODOLOGY

This research used a quantitative approach with a total of 180 respondents. Researchers used a purposive sampling technique to provide criteria for buyers of Piaggi Vespa Matic in Bekasi, Indonesia. Data processing uses Partial Least Squares Structural Equation Modeling (PLS-SEM) (Smart PLS Software).

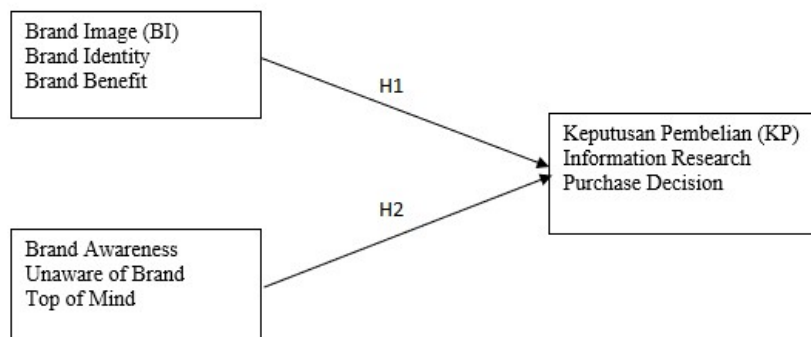


Figure 1. Research conceptual model

3. RESULTS AND DISCUSSION

Based on the results of the second hypothesis test, Brand Awareness has a significant influence on Purchasing Decisions. This result is caused by the dimension, namely Unaware of Brand, which shows that respondents have an understanding of the Vespa Matic product brand message. Other indications show that the Piaggio Vespa Automatic has met consumer expectations. Judging from the top of mind dimension, the Piaggio Vespa Matic is based on direct recommendations (word of mouth) from one consumer to another. Viewed from the top of mind dimension, brand awareness indicates that customers are already at the top of mind awareness level. The research results stated that the Piaggio Vespa Matic was the first automatic scooter product that respondents thought of because the Piaggio Vespa Matic already had top of mind awareness. This is also supported by research that uses the same variables by ((Yusri, 2020)) with the title The Influence of Social Media Marketing, Instagram and Brand Awareness on Purchasing Decisions on Honda Motorbikes in Banjarmasin. The results show that there is a significant influence between the Brand Awareness variable on the Purchasing Decision variable.

It can be seen from the test results above that Brand Image has an influence on Purchasing Decisions. This result is obtained from the Brand Identity dimension that the Piaggio Vespa Matic has attractive product colors. It can be seen that the use of colors on the Vespa Matic uses soft and sporty colors such as the use of pastel colors and also matt for the sporty type. In terms of color appearance and body, the Vespa Matic has a distinctive color and body. Vespa automatic has various types, with 2 types, sporty and classic, each type having different models and specifications. The choice of various types is also Piaggio's way of marketing to attract consumers. Another dimension is Brand Benefit, Vespa Matic already has functional value in accordance with consumer needs and expectations, apart from that Piaggio also has a good reputation in the eyes of the public. This is also supported by the results of research that uses the same variables(Huda, 2020)namely regarding the Influence of Brand Image on the Purchase Decision of a Yamaha Automatic Scuter Motorcycle in Makassar. The results show that there is a significant influence between the Brand Image variable on the Purchase Decision variable. So it can be concluded that a good brand image greatly influences the purchase of automotive motorbike products.

4. MANAGERIAL IMPLICATIONS

To improve purchasing decisions, management can improve or maintain them by using dimensions, namely Purchase Decision and Information Research. The research results show that respondents decided to purchase the Piaggio Vespa Matic because it has an easy payment method, therefore Piaggio needs to maintain the payment methods that are already available. The next results state that consumers decide to purchase based on product promotions. For this reason, management needs to pay further attention to its marketing strategy in holding product promotions to further increase consumer purchasing decisions. Piaggio Vespa Matic needs to increase its attractiveness in terms of appearance by making product variants according to consumer needs.

Next, regarding the relationship between consumer purchasing decisions based on the Brand Awareness variable, it is influenced by understanding the brand message, and this top of mind awareness indicator is the highest result for the brand awareness variable, so it can be concluded that consumers already have a better understanding of Vespa automatic information. For this reason, Piaggio needs to maintain this by continuing to maintain a good image and quality. Piaggio needs to increase its appearance appeal in accordance with consumer needs. Further researchers are advised to carry out a more detailed and comprehensive analysis regarding other factors that influence the Vespa Matic purchasing decision. Other factors that can be used are lifestyle, the role of sales promotion, brand equity, digital marketing, price, product quality, social media marketing and also purchase interest as other supporting variables.

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