

## **Antecedents of Brand Salience and Their Influence on Purchasing Decisions**

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### **Abstract**

*Over the past two decades, scientific journals and dissertation works have generally concentrated on brand equity, especially in formulating further brand strategies. There needs to be more research on the antecedents of brand salience, which is the first block that should be built in a consumer-based brand equity pyramid model. More than brand knowledge is needed to build a strong brand in the long term, and good brand relationship support is needed. From the perspective of human memory, Brand Salience is formed because of memory and attention salience. Brand experience creates sensory stimulation in consumers' long-term memory, while Brand Trust makes the brand the first thing consumer's think of when they need it. Referring to Brand Management (from the consumer approach, the relationship approach to the sensory approach), the author proposes a combination of dimensions of Brand Awareness, Brand Image, Brand Experience, and brand Trust, which are connected to the decision to purchase Artco wheelbarrows in Indonesia. Using the explanatory survey method and purposive sampling technique, this research was conducted in ten cities in Indonesia. This study offers a new concept in order to understand Brand Salience holistically. It will focus on the breadth and depth of the influence of Brand Awareness, Brand Image, Brand Experience and Brand Trust on Brand Salience in the minds of consumers, as well as testing Brand Salience as a mediator of consumer purchasing decisions.*

**Keywords:** *Brand Salience; Brand Awareness; Brand Image; Brand Experience; Brand Trusts; Purchase Decision.*

### **INTRODUCTION**

This research aims to reveal a model that is able to formulate the antecedent dimensions that shape brand salience and their influence on purchasing decisions. So these antecedent factors can be proposed as complementary pillars to the CBBE (Consumer Based Brand Equity) pyramid model which was popularized by Keller (2003) and become a guide for further research on brand salience. The initial concept of Brand Salience was popularized as the "accessibility" or "primacy" of a brand in the buyer's memory, which can be retrieved/recalled more easily from long-term memory so that it has a higher tendency to enter the brain's working memory (Ajzen, 1980); (Alba & Chattopadhyay, 1986); (Fazio et al., 1992). Memory for a brand will influence how often and easily the brand is remembered and chosen in various situations or circumstances (Keller & Brexendorf,

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2019). Brand Salience is part of brand equity which causes an increased tendency to think about and pay attention to in purchasing situations (Ailawadi et al., 2003); the extent to which a brand visually stands out from its competitors, which is very important in creating differentiation, but in practice it is not easy to achieve (Van der Lans et al., 2008).

## **LITERATURE REVIEW**

There are only a few studies conducted on relevant interests on the source/antecedents aspect and the effect of brand salience on purchasing decisions around the world which is also the research gap of this research, namely research conducted by: 1) Vieceli and Shaw from Deakin University, Australia in 2010; 2) Menon from Rajagiri School of Management, India in 2019 and 3) (Suhardi et al., 2022).

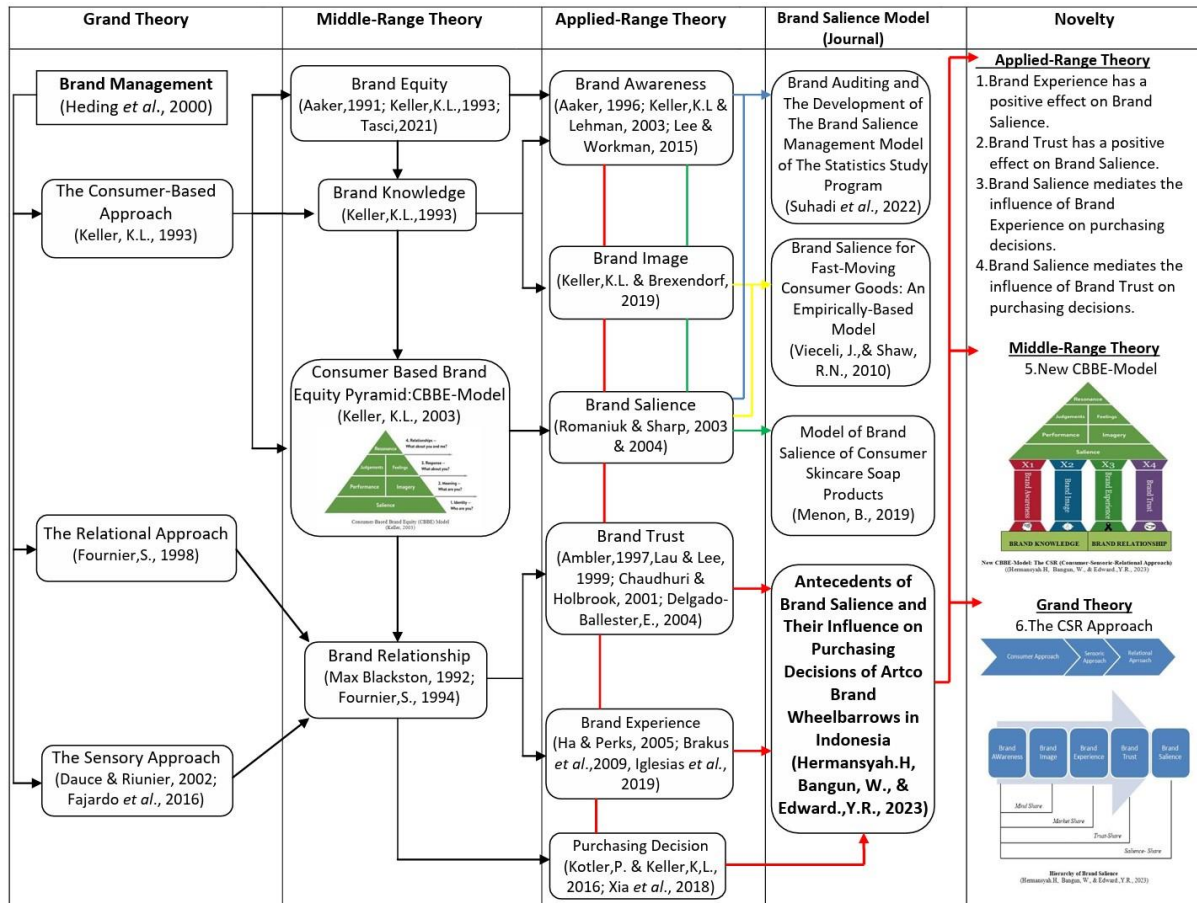
In the research of Vieceli and Shaw (2010) shows that of the two variables proposed as a source/antecedent model of Brand Salience, only Product Knowledge has a positive relationship with Brand Salience, while Brand Image does not have a positive relationship with Brand Salience. Even Brand Salience does not have a positive relationship with purchasing decisions.

Meanwhile, Menon (2019) shows that the two variables proposed as sources/antecedents of brand salience, namely brand awareness and brand image, have a positive and significant influence on brand salience, then brand salience has a positive influence on purchase intentions and mediates the relationship between brand awareness and brand image on purchase intention.

Furthermore, in Suhardi et al. (2022) showed that the variables proposed as sources/antecedents of brand salience, namely brand awareness, have a positive and significant influence on brand salience, and brand salience intervenes in the influence of brand awareness on purchasing decisions.

From the three studies above, it can be seen that in general they still propose dimensions of brand knowledge, namely brand awareness and brand image which were popularized by Keller and Brexendorf (2019) as an antecedent model of brand salience, whereas brand knowledge alone is not enough to build a good brand. strong in the long run; Brand relationship factors, such as Brand Experience (Menon 2019); (Suhardi et al., 2022) and also Brand Trust, must also be considered (Brakus et al., 2009) in order to produce long-term purchasing decisions that are repeated and in large quantities. So it needs to be explored and studied more deeply whether or not there is a relationship between the variables mentioned above, in forming brand salience and further studying the impact of brand salience on purchasing decisions (Suhardi et al., 2022).

Thus the novelty and originality of this research is the first research that combines the dimensions of brand knowledge, namely Brand Awareness and Brand Image with the dimensions of brand relationship, namely Brand Experience and also Brand Trust to be proposed as an antecedent model of Brand Salience and measure the impact of these variables. This influences purchasing decisions. The following is the theoretical flow diagram in this study, including:



Figures 1. Flow Diagram of Research  
 Source: Processed by Researchers 2022

**METHODS**

This study aims to analyze the effect of Brand Awareness, Brand Image, Brand Experience, and Brand Trust on Consumer Purchase Decisions, mediated by Brand Salience. Following are the procedures followed in data collection and collection:

**Data retrieval**

Data collection was carried out through several activities, which included preparing questionnaires, identifying respondents, observing and interviewing, and sending questionnaires. Closed questionnaires were prepared using the Google Form platform. The questions in the questionnaire are designed to measure the variables involved in this research, namely Brand Awareness, Brand Image, Brand Experience, Brand Trust, Brand Salience, and Consumer Purchase Decisions. Respondents were selected from building materials shops and agents/distributors of Artco brand wheelbarrows. Respondents came from various cities, including Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda and Papua. Before sending the questionnaire, observations and structured interviews were carried out with potential respondents. The aim is to ensure that potential respondents have appropriate criteria and characteristics for the research. Interviews were also used to explain the research objectives and ensure respondents' willingness to complete the questionnaire. Questionnaires that have been prepared in a Google Form are sent to respondents via email or WhatsApp. Each respondent received a URL link to the questionnaire that could be completed online.

### Data collection

Data was collected through several activities, including filling out questionnaires, collecting data via email and WA, and personal relationships with respondents. Respondents filled out the questionnaire independently through the link provided. The questionnaire collects respondents' perceptions of Brand Awareness, Brand Image, Brand Experience, Brand Trust, Brand Salience, and Consumer Purchasing Decisions. Questionnaires filled out by respondents were collected via email or WhatsApp. Collection is done as quickly as possible to minimize delays in data processing. Personal relationships with respondents, from data from Artco brand wheelbarrow agents/distributors, helped increase response rates. Follow-up is done via email or personal contact to improve response and ensure complete data collection.

### Data analysis

Data analysis was done by processing the main data and using statistical analysis methods. The data that has been collected is used as the main data in this research. Data from the questionnaire was processed and prepared for further analysis. The data that has been processed is then analyzed using appropriate statistical analysis methods. This analytical method will test hypotheses and answer research questions regarding the influence of Brand Awareness, Brand Image, Brand Experience, and Brand Trust on Consumer Purchasing Decisions mediated by Brand Salience.

The materials used in the research consisted of primary materials and secondary materials. Primary data is data obtained directly from respondents in the form of closed questionnaires which have been distributed to 385 respondents previously spread across the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda and Papua. The secondary data includes written sources related to the focus of the problem under study, both theoretical studies in the form of published national and international journals, as well as existing documents in the form of the latest management books relating to brand management for use as a source of research and other documents received from PT. Antara Kusuma is the manufacturer of Artco brand wheelbarrows.

The instrument used in this research is a questionnaire in the form of a list of questions or written statements which will be answered or filled in by respondents in accordance with the instructions for filling it out (Arikunto, 2006).

The research uses a quantitative approach, which uses prerequisite tests including validity tests, reliability tests and heteroscedasticity. The analysis techniques used include descriptive statistical analysis and inferential statistical analysis including designing structural models, designing measurement models, making path diagrams and changing them in the form of equations, then carrying out estimates, evaluating measurement models, and conclusions.

### Research Methodology

This research is a type of quantitative research with an explanatory survey method approach to analyze and explain the causal influence between independent and dependent variables through hypothesis testing (Singarimbun & Effendi, 2011). The population in this study are consumers who buy Artco brand wheelbarrows at building materials shops (which are agents and distributors of Artco brand wheelbarrows) in Indonesia. The sampling technique in this study used non-probability sampling, which according to Sugiyono (2016) is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample.

Researchers used certain criteria and characteristics in selecting samples, which included: 1) respondents who had purchased an Artco Brand wheelbarrow, 2) respondents who lived in ten Indonesian cities which were the main distribution areas for Artco

wheelbarrows, namely Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda, and Papua, 3) male or female, 4) aged 18 years and over, and 5) have a minimum education level of Junior High School (SMP). Based on the sample calculation above, the number of samples taken in this research was 385 respondents. The following is the operational definition of variables in research

Table 1. Variable Operational Definition

Variables	Concept	Indicators
X 1 Free Variables	Brand Awareness The power a brand has in consumers' minds (Aaker, 1996), which involves two main elements: recognition and recall (Keller & Brexendorf, 2019) of a brand in a particular product category (Stojanovic et al., 2018) and is a bridge that connects an unknown brand to a brand that is familiar to consumers (Latif et al., 2014).	1.Ability to recognize brands 2. Ability to remember brands 3.Brand familiarity
X 2 Free Variables	Brand Image Consumer perceptions and preferences for a brand, which are formed through the combined effect of various types of associations for different brands such as strength, positive value, uniqueness, are stored in consumer memory (Keller & Brexendorf, 2019), which is formed directly from customer experience and contact with the brand or indirectly through brand advertising and several other sources of information (Keller & Brexendorf, 2019)	1.Strengthness owned by the brand 2.Uniqueness of the brand 3.Favorable to the brand
X 3 Free Variables	Brand Experience Actual & subjective responses from internal consumers (sensations, feelings, cognitions and behavioral responses) both directly and indirectly, caused by brand-related stimuli/experiences (Brakus et al., 2009)	1.Sense 2.Feel 3.Think 4.Act
X 4 Free Variables	Brand Trust The ability of a brand to be relied on/Brand Reliability and comes from consumer confidence that the brand is able to fulfill the promised value and the good intentions of the brand/brand intention (Delgado-Ballester, 2004) ; consumers' willingness to trust and rely on the ability of a brand to perform its functions, (Delgado-Ballester, 2004) because of brand consistency/Brand Consistency in fulfilling brand commitments/Brand Commitment and providing positive results for consumers (Marmat, 2022)	1.Reliability of the brand 2.Brand Intention 3.Consistency of the brand 4.Commitment from the brand

Z Mediation Variables	<p>Brand Salience</p> <p>The brand stored in the customer's memory, which first comes to mind when in a choice situation, has a higher level of brand awareness (Aaker, 1996), which tends to be a brand that is noticed or thought about in purchasing situation due to the function of brand quantity and quality stored in the consumer's memory structure (Romaniuk &amp; Nenycz-Thiel, 2014).</p>	<p>1.Ease of brand to remember</p> <p>2.Brand excellence in consumer memory</p> <p>3.Distinctive features of the brand in the minds of consumers</p> <p>4.Positive association to the brand</p> <p>5.Brand visibility level</p>
Y Dependent variable	<p>Purchasing Decision</p> <p>A process carried out to combine all the knowledge gained by consumers into a useful consideration value in choosing two or more alternatives, so that they can decide on one product (Keller &amp; Brexendorf, 2019).</p>	<p>1.Purchase interest</p> <p>2.Purchase considerations</p> <p>3.Purchase priority</p> <p>4.Ease of purchase</p> <p>5.Repurchase intention</p>

Source: Processed by Researchers 2022

Researchers chose the questionnaire as a research instrument because it has several significant advantages. First, questionnaires allow data collection from many respondents or large amounts of data sources. Second, the data collected through questionnaires can be easily analyzed. Third, respondents can respond to each question according to their beliefs. Fourth, respondents felt they needed more time to answer because completing the questionnaire was not bound by time. Fifth, the questionnaire can be set to be anonymous, allowing respondents to answer freely, honestly, and without embarrassment. Sixth, the presence of researchers is optional in filling out the questionnaire. Seventh, the questionnaire can be distributed simultaneously to many respondents. Eighth, the questionnaire can be arranged in a standard form, ensuring that all respondents are asked the same questions. In this study, the type of questionnaire used was a closed questionnaire. A closed questionnaire is a form of questionnaire that asks respondents to choose an answer that fits their characteristics through a cross or a checklist. The advantages of closed questionnaires include results that are easy to process and can be scored, respondents do not need to express their thoughts in writing, and the time required to fill out the questionnaire is relatively shorter compared to open questionnaires so that the possibility of returning the questionnaire by respondents is higher.

#### Case Studies/ Experiments/ Demonstrations/ Application Functionality

The achievement of this study lies in a deeper understanding of how factors such as Brand Awareness, Brand Image, Brand Experience, and Brand Trust influence Consumer Purchase Decisions through the mediating role of Brand Salience. Through a quantitative approach and statistical analysis, this study opens new insights into how branding elements and brand experiences influence consumer purchasing behaviour.

The reason for using a questionnaire as a data collection method is because the questionnaire has the advantage of collecting data from many respondents, facilitating analysis, giving respondents the freedom to respond, and not being bound by time. Closed questionnaires have also proven effective because they allow data to be easily processed, do not require much time from respondents, and can be given simultaneously to many respondents.

Thus, this study makes an important contribution to understanding the factors that influence consumer purchasing decisions in the context of branding and describes the steps taken in developing the study, collecting data, and analyzing the results.

## RESULTS

### Brand Awareness Variable

The Brand Awareness (BA) variable is formed reflectively by three indicators, namely Brand Recognition (BA1), Brand Recall (BA2) and Brand Familiarity (BA3). The table shows the results of descriptive analysis in the form of the frequency of respondents' answers regarding question items and the average score for each item on the Brand Awareness variable. The average value of the variable is shown with a score of 4.116 or rounded to 4, which means that respondents generally gave the answer "agree". This indicates that overall, Brand Awareness is interpreted favorably by consumers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 4. Distribution of Respondents' Answers for the Brand Awareness Variable

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
<b>Brand Recognition (BA1)</b>						
BA11	4,304	4,000	3,000	5,000	0,602	385,000
BA12	3,888	4,000	2,000	5,000	0,783	385,000
BA13	4,143	4,000	2,000	5,000	0,655	385,000
<b>Brand Recall (BA2)</b>						
BA21	4,252	4,000	2,000	5,000	0,654	385,000
BA22	3,875	4,000	1,000	5,000	0,796	385,000
BA23	4,158	4,000	2,000	5,000	0,655	385,000
<b>Brand Familiarity (BA3)</b>						
BA31	4,229	4,000	1,000	5,000	0,699	385,000
BA32	4,265	4,000	2,000	5,000	0,651	385,000
BA33	3,932	4,000	2,000	5,000	0,800	385,000
Mean Variabel Brand Awareness = 4,116						

Source: Smart PLS 4.0 Analysis Results

### Brand Image Variable

The Brand Image (BI) variable is formed reflectively by three indicators, namely Brand Strength (BI1), Brand Uniqueness (BI2) and Brand Favorable (BI3). The table shows the results of descriptive analysis in the form of the frequency of respondents' answers regarding question items and the average score for each item on the Brand Image variable. The average value of the variable is shown with a score of 4.161 or rounded to 4, which means that respondents generally gave the answer "agree". This indicates that overall, the Brand Image is interpreted well by consumers of the Artco brand wheelbarrow in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 5. Distribution of Respondents' Answers for Brand Image Variables

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
<b>Strengthness (BI1)</b>						
BI11	4,286	4,000	2,000	5,000	0,650	385,000
BI12	4,078	4,000	2,000	5,000	0,717	385,000
BI13	4,286	4,000	3,000	5,000	0,625	385,000
BI14	4,081	4,000	2,000	5,000	0,658	385,000
<b>Uniqueness (BI2)</b>						
BI21	4,104	4,000	3,000	5,000	0,664	385,000
BI22	4,029	4,000	2,000	5,000	0,630	385,000
BI23	4,252	4,000	2,000	5,000	0,578	385,000
<b>Favorable (BI3)</b>						
BI31	4,132	4,000	2,000	5,000	0,608	385,000
BI32	4,179	4,000	2,000	5,000	0,650	385,000
BI33	4,179	4,000	2,000	5,000	0,634	385,000
Mean Variabel Brand Image = 4,161						

Source: Smart PLS 4.0 Analysis Results

#### Brand Experience Variables

The Brand Experience (BE) variable is formed reflectively by four indicators, namely Sense (BE1), Feel (BE2), Think (BE3) and Act (BE4). The table shows the results of descriptive analysis in the form of the frequency of respondents' answers regarding question items and the average score for each item on the Brand Experience variable. The average value of the variable is shown with a score of 4.159 or rounded to 4, which means that respondents generally gave the answer "agree". This indicates that overall, the Brand Experience is interpreted well by consumers of the Artco brand wheelbarrow in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 6. Distribution of Respondents' Answers for the Brand Experience Variable

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
<b>Sense (BE1)</b>						
BE11	4,010	4,000	2,000	5,000	0,660	385,000
BE12	4,164	4,000	2,000	5,000	0,613	385,000
BE13	4,029	4,000	2,000	5,000	0,630	385,000
BE14	4,171	4,000	2,000	5,000	0,642	385,000
<b>Feel (BE2)</b>						
BE21	4,200	4,000	2,000	5,000	0,598	385,000
BE22	4,291	4,000	2,000	5,000	0,639	385,000
BE23	4,023	4,000	2,000	5,000	0,768	385,000
<b>Think (BE3)</b>						
BE31	4,101	4,000	2,000	5,000	0,631	385,000
BE32	4,161	4,000	3,000	5,000	0,577	385,000
BE33	4,135	4,000	2,000	5,000	0,622	385,000
<b>Act (BE4)</b>						



BE41	4,140	4,000	2,000	5,000	0,621	385,000
BE42	4,301	4,000	3,000	5,000	0,583	385,000
BE43	4,343	4,000	2,000	5,000	0,600	385,000
Mean Variabel Brand Experience = 4,159						

Source: Smart PLS 4.0 Analysis Results

#### Brand Trust Variable

The Brand Trust (BT) variable is formed reflectively by four indicators, namely Brand Reliability/Reliability of the brand (BT1), Brand Intention/Sincerity of the brand (BT2), Brand Consistency/Consistency of the brand (BT3) and Brand Commitment/Commitment of the brand (BT4). The table shows the results of the descriptive analysis in the form of the frequency of respondents' answers regarding the question items and the average score for each item on the Brand Trust variable. The average value of the variable is indicated by a score of 4.423 or rounded to 4, which means that generally respondents give the answer "agree". This indicates that overall, Brand Trust is well interpreted by consumers of the Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 7. Distribution of Respondents' Answers for the Brand Trust Variable

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
Brand Reliability (BT1)						
BT11	4,244	4,000	3,000	5,000	0,551	385,000
BT12	4,384	4,000	3,000	5,000	0,588	385,000
BT13	4,455	5,000	2,000	5,000	0,589	385,000
Brand Intention (BT2)						
BT21	4,436	5,000	3,000	5,000	0,634	385,000
BT22	4,431	4,000	3,000	5,000	0,591	385,000
BT2.3	4,431	4,000	2,000	5,000	0,595	385,000
Brand Consistency (BT3)						
BT31	4,475	5,000	3,000	5,000	0,586	385,000
BT32	4,478	5,000	3,000	5,000	0,581	385,000
BT33	4,304	4,000	2,000	5,000	0,644	385,000
BT34	4,462	5,000	3,000	5,000	0,589	385,000
BT35	4,499	5,000	3,000	5,000	0,577	385,000
Brand Commitment (BT4)						
BT41	4,475	5,000	3,000	5,000	0,577	385,000
BT42	4,452	4,000	2,000	5,000	0,589	385,000
BT43	4,392	4,000	3,000	5,000	0,589	385,000
Mean Variabel Brand Trust = 4,423						

Source: Smart PLS 4.0 Analysis Results

### Brand Salience Variables

The Brand Salience (BS) variable is formed reflectively by five indicators, namely Brand Prominence/Brand superiority in consumer memory (BS2), Brand Distinctiveness/Characteristics of the brand in the minds of consumers (BS3), Brand Association/positive association with the brand (BS4) and Brand Visibility/Brand visibility level (BS5).

The table shows the results of the descriptive analysis in the form of the frequency of respondents' answers regarding the question items and the average score for each item on the Brand Salience variable. The average value of the variable is indicated by a score of 4.371 or rounded to 4, which means that generally respondents give the answer "agree". This indicates that overall, Brand Salience is well interpreted by consumers of the Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 8. Distribution of Respondents' Answers for Brand Salience Variables

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
<b>Brand Accessibility (BS1)</b>						
BS11	4,270	4,000	3,000	5,000	0,598	385,000
BS12	4,332	4,000	2,000	5,000	0,639	385,000
BS13	4,387	4,000	2,000	5,000	0,610	385,000
<b>Brand Prominence (BS2),</b>						
BS21	4,462	5,000	3,000	5,000	0,598	385,000
BS22	4,314	4,000	3,000	5,000	0,693	385,000
BS23	4,416	4,000	2,000	5,000	0,615	385,000
<b>Brand Distinctiveness (BS3)</b>						
BS31	4,281	4,000	2,000	5,000	0,656	385,000
BS32	4,234	4,000	2,000	5,000	0,682	385,000
BS33	4,236	4,000	2,000	5,000	0,648	385,000
<b>Brand Association (BS4)</b>						
BS41	4,340	4,000	3,000	5,000	0,692	385,000
BS42	4,452	5,000	2,000	5,000	0,619	385,000
BS43	4,366	4,000	3,000	5,000	0,627	385,000
<b>Brand Visibility (BS5)</b>						
BS51	4,504	5,000	3,000	5,000	0,582	385,000
BS52	4,447	5,000	3,000	5,000	0,601	385,000
BS53	4,499	5,000	3,000	5,000	0,595	385,000
BS54	4,390	4,000	2,000	5,000	0,598	385,000
Mean Variabel Brand Salience = 4,371						

Source: Smart PLS 4.0 Analysis Results

### Purchase Decision Variables

The Purchase Decision (KP) variable is formed reflectively by five indicators, namely Purchase Interest (KP1), Purchase Consideration (KP2), Purchase Priority (KP3), Ease of Purchase (KP4) and Repurchase Intention (KP5).

The table shows the results of descriptive analysis in the form of the frequency of respondents' answers regarding question items and the average score for each item on the Purchase Decision variable. The average value of the variable is shown with a score of 4.267 or rounded to 4, which means that respondents generally gave the answer "agree". This indicates that overall, purchasing decisions are interpreted favorably by consumers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua.

Table 9. Distribution of Respondents' Answers for Purchasing Decision Variables

Item	Mean	Median	Min	Max	Standard Deviation	Number of Observations Used
Purchase interest (KP1)						
KP11	4,213	4,000	3,000	5,000	0,578	385,000
KP12	4,348	4,000	3,000	5,000	0,610	385,000
KP13	4,314	4,000	3,000	5,000	0,618	385,000
Purchase considerations (KP2)						
KP21	4,179	4,000	3,000	5,000	0,621	385,000
KP22	4,288	4,000	2,000	5,000	0,670	385,000
KP23	4,132	4,000	2,000	5,000	0,653	385,000
Purchase priority (KP3)						
KP31	4,330	4,000	2,000	5,000	0,701	385,000
KP32	4,301	4,000	3,000	5,000	0,651	385,000
KP33	4,343	4,000	2,000	5,000	0,613	385,000
Ease of purchase (KP4)						
KP41	4,361	4,000	3,000	5,000	0,646	385,000
KP42	4,197	4,000	2,000	5,000	0,647	385,000
KP43	4,304	4,000	3,000	5,000	0,615	385,000
Repurchase intention (KP5)						
KP51	4,177	4,000	2,000	5,000	0,624	385,000
KP52	4,205	4,000	3,000	5,000	0,578	385,000
KP53	4,114	4,000	2,000	5,000	0,639	385,000
KP54	4,468	5,000	3,000	5,000	0,668	385,000
Mean Variabel Purchase Decision = 4,267						

Source: Smart PLS 4.0 Analysis Results

SEM PLS Analysis Results

Evaluation of Measurement Models

This evaluation is carried out to test the validity and reliability of a construct. In this research, there are six variables or constructs in reflective form that are tested in the research model, namely Brand Awareness (BA), Brand Image (BI), Brand Experience (BE), Brand Trust (BT), Brand Salience (BS) and Purchase Decision (KP). Figure 2 displays the factor loading scores for each indicator on the construct it forms. The outer loading parameter in the measurement model must be more than 0.70. In this case, in the Brand Awareness construct, indicators BA11, BA12 and BA13 are shown with score values of 0.828, 0.752 and 0.770 respectively, indicators BA21, BA2. and BA23 are respectively shown with score values of 0.715, 0.750 and 0.761 and then the BA31, BA32 and BA33 indicators are respectively shown with score values of 0.783, 0.823 and 0.752. In other constructs, each indicator also shows a score above 0.70, which means that all indicators are able to measure each construct they form.

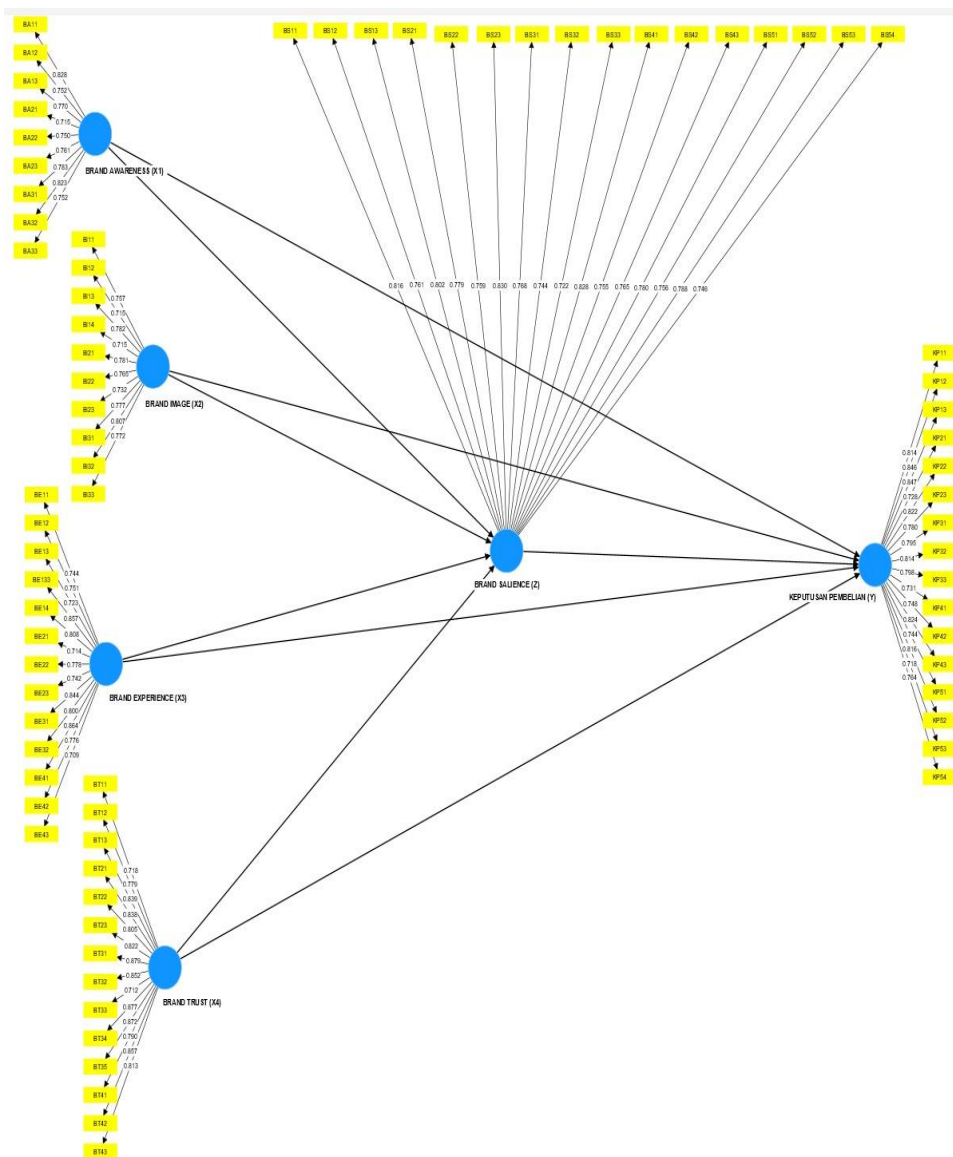


Figure 2. Display of Measurement Model Evaluation Output

Source: Smart PLS 4.0 Analysis Results

Overall, evaluating the measurement model involves construct validity and construct reliability testing. Construct validity tests include convergent validity tests and discriminant validity tests. The convergent validity test evaluates the Outer Loading and Average Variance Extracted (AVE) values for each indicator. The results show that all indicators have Outer Loading above 0.70 and AVE above 0.50, which indicates that the six constructs, namely Brand Awareness (X1), Brand Image (X2), Brand Experience (X3), Brand Trust (X4), Brand Salience (Z), and Purchase Decision (Y), have met convergent validity. The discriminant validity test was carried out by evaluating the cross-loading of indicators. The results show that each indicator has a higher cross-loading value on the appropriate construct than the other, indicating that these indicators can measure the construct corresponding to the indicator.

Furthermore, discriminant validity was also measured using HTMT values, and all HTMT values between constructs were less than 0.90, which confirmed the discriminant validity of all variables. This is reinforced by the Fornell-Larcker criterion, which shows that the AVE root value of each variable is higher than its correlation with other variables. Thus, the evaluation results of the measurement model show that this model has good construct validity and can be relied upon for further analysis.

The results of construct reliability testing were assessed from Cronbach's alpha and composite reliability showing the six constructs, namely the variables Brand Awareness (X1), Brand Image (X2), Brand Experience (X3), Brand Trust (X4), Brand Salience (Z) and Purchase Decision (Y) has a Cronbach's alpha value  $> 0.60$  and Composite reliability  $\geq 0.70$ . Thus, it can be concluded that the measure used in this research is reliable.

Table 10. Construct Validity Test Results and Construct Reliability Tests

	Variable	AVE	Cronbach's Alpha	Composite Reliability
Construct Validity and Reliability Test	BA	0,595	0,915	0,929
	BI	0,579	0,919	0,932
	BE	0,607	0,946	0,952
	BT	0,672	0,962	0,966
	BS	0,601	0,956	0,960
	KP	0,621	0,959	0,963

Source: Smart PLS 4.0 Analysis Results

#### Structural Model Evaluation

This evaluation was carried out on the basis of model feasibility through measurement model evaluation. This evaluation is carried out through four stages, namely first, examining the absence of multicollinearity between variables with the Inner VIF (Variance Inflated Factor) size, second is testing the hypothesis between variables by looking at the statistical t-value or p-value, third is testing f square (Effect Size) direct influence at the structural level (Hair et al. 2021) and fourth is testing the mediation effect using epsilon v statistics.

Multicollinear test results show Inner VIF value  $< 5$ , so the multicollinear level between the variables Brand Awareness (X1), Brand Image (X2), Brand Experience (X3), Brand Trust (X4), Brand Salience (Z) and Purchase Decision (Y) low and this result also strengthens the results of parameter estimation in Smart PLS which is robust (not biased).

Table 11. Inner VIF Test Results

Variable	Brand Salience_(BS)_(Z)	Purchase Decision (KP)_(Y)
Brand Awareness (BA)_(X1)	2,230	2,355
Brand Image_(BI)_(X2)	2,850	2,955
Brand Experience (BE)_(X3)	2,785	2,904
Brand Trust (BT)_(X4)	2,329	2,600
Brand Salience_(BS)_(Z)		2,821

#### Model Fit Evaluation

The results of the coefficient of determination test (R Square) show that the coefficient of determination in this study is categorized as having a high influence, where the variable Brand Salience (Z) can be explained by the variables Brand Awareness (X1), Brand Image (X2), Brand Experience (X3) and Brand Trust (X4) of 0.646 or 64.6% (high influence). In comparison, the remaining 35.4% is explained by other variables outside the research. Meanwhile, the Purchase Decision (Y) variable can be explained by the Brand Awareness (X1), Brand Image (X2), Brand Experience (X3), Brand Trust (X4) and Brand Salience (Z) variables of 0.772 or 77.2% (high influence). In comparison, the remaining 12.8% is explained by other variables outside the study.

The Q square test results obtained from the Blindfolding procedure in SEM PLS show that the Q square Brand Salience (BS) value is  $0.377 > 0.25$  (prediction accuracy between moderate and high) and Purchase Decision (KP)  $0.471 > 0.25$  (moderate prediction accuracy close to high)

Table 12. R Square and Q Square Test

Variable	R Square	Q Square	R Square Adjusted
Brand Salience (BS)_(Z)	0,646	0,379	0,642
Purchase Decision_(Y)	0,772	0,471	0,769

Source: Smart PLS 4.0 Analysis Results

The SRMR test results show that the SRMR value is  $0.062 < 0.08$ , which means that the model has acceptable fit (fits and can be explained with the data). Empirical data can explain the influence between variables in the model.

Table 13. SRMR Value

Value	Model estimates
SRMR	0,062

The GoF Index test results show that the GoF Index value is  $0.6588 > 0.36$ , including the high GoF category. Empirical data is able to explain measurement models and structural models with a high degree of suitability.

Table 14. GoF Index Value

Variabel	AVE	R Square	GoF Index
Brand Awareness_(BA)_(X1)	0,595		0,6588
Brand Image_(BI)_(X2)	0,579		
Brand Experience_(BE)_(X3)	0,607		
Brand Trust_(BT)_(X4)	0,672	0,646	
Brand Salience_(BS)_(Z)	0,601		

Purchase Decision_(KP)_(Y)	0,621	0,772
Total	3,675	1,417354
Average	0,612549	0,708677

Source: Smart PLS 4.0 Analysis Results

The results of the PLS prediction test show that most of the items measuring endogenous variables (Brand Saliency and Purchasing Decisions) of the proposed PLS model have RMSE (Root Mean Squared Error) values lower than the RMSE (Root Mean Squared Error) values of the LM / linear regression model (19 items out of a total of 31 items) so that the proposed PLS model has medium predictive power. Meanwhile, the Q Square PLS Predict values are positive, reflecting that the PLS model built has better predictive power than the linear regression model (LM).

The results of the Confirmatory Tetrad Analysis (CTA-PLS) on the measurement model for the Brand Awareness variable (X1) show that the measurement model for this variable is a reflective model, with 70.37% of the total 27 tetrads categorized as reflective. The same thing applies to the Brand Image variable (X2), with 80.00% of the total 35 tetrads, also categorized as reflective models. The Brand Experience variable (X3) also shows a reflective measurement model, with 80.00% of the total 65 tetrads complying with the reflective criteria. Furthermore, the Brand Trust variable (X4) also shows a reflective measurement model, with 67.95% of the total 78 tetrads complying with the reflective criteria. The Brand Saliency (Z) and Purchase Decision (Y) variables also show a reflective measurement model, with 85.58% and 83.65% of the total 104 tetrads corresponding to the reflective criteria, respectively. Therefore, from the results of the CTA-PLS analysis, it can be concluded that all variables in the measurement model (outer model) are reflective models.

The results of the robustness check test on the structural model (inner model) through a non-linear effect test based on the statistical significance value of the Quadratic Effect test results between each pair of variables show that the results of the Quadratic Effect test for the variables Brand Awareness (X1), Brand Image (X2), Brand Experience (X3), Brand Saliency (Z) on the Purchase Decision variable (Y) and shows the coefficient of determination of the R<sup>2</sup> value from the results of the quadratic effect test. The results of bootstrapping with 5000 samples using the Bias-Corrected and Accelerated (BCa) bootstrap method show that generally, there is a linear relationship between variables where the statistical t value from the Quadratic Effect (QE) test is smaller than 1.96 (t table) or p- The value of the test results is greater than 0.05 (not significant), except for the Quadratic Effect between the Brand Awareness variable (X1) and the Brand Saliency variable (Z) with a path coefficient of -0.075, t-statistic value (2.403 > 1.96) and p-value (0.016 < 0.05), Brand Awareness variable (X1) on Purchasing Decisions (Y) with a path coefficient of -0.057, t-statistic value (2.041 > 1.96) and p-value (0.041 < 0.05) and the Brand Saliency (Z) variable on Purchasing Decisions (Y) with a path coefficient of 0.059, t-statistic value (2.195 > 1.96) and p-value (0.028 < 0.05).

However, if we look at the f square value (effect size), the Quadratic effect of Brand Awareness (X1) on Brand Saliency (Z) is 0.014, and Brand Awareness (X1) on Purchasing Decisions (Y) is 0.012. Brand Saliency (Z) on Purchasing Decisions (Y) is 0.018, which is still under the small effect category, where f square (0.02 ≤ f < 0.15 = small effect), and is in line with (Ghasemy et al., 2021) and (Kenny, 2015) who concluded that if the effect size is large (f Square ≥ 0.35), it only implies the relevance of a significant nonlinear relationship between Brand Awareness (X1) and Brand Saliency (Z), Brand Awareness (X1) and Purchase Decisions (Y) as well as Brand Saliency (Z) and Purchase Decisions (Y). In other words, all the relationships between the latent variables in this research, namely Brand Awareness (X1), Brand Image (X2), Brand Experience



(X3), Brand Trust (X4), Brand Salience (Z) and Purchase Decision (Y) are linear and shows the robustness of the model.

Tabel 15. Non-Linear Effect Test (Quadratic Effect)

Non – Linear Effect	Coefficient	T statistics	P values	f <sup>2</sup>
QE (Brand Awareness (X1)) -> Brand Salience (Z)	-0.075	2.403	0.016	0.014
QE (Brand Awareness (X1)) -> Purchase Decision (Y)	-0.057	2.041	0.041	0.012
QE (Brand Image (X2)) -> Brand Salience (Z)	0.017	0.498	0.618	0.001
QE (Brand Image (X2)) -> Purchase Decision (Y)	0.033	1.336	0.182	0.004
QE (Brand Experience (X3)) -> Brand Salience (Z)	-0.000	0.005	0.996	0.000
QE (Brand Experience (X3)) -> Purchase Decision (Y)	-0.032	1.222	0.222	0.005
QE (Brand Trust (X4)) -> Brand Salience (Z)	-0.002	0.053	0.958	0.000
QE (Brand Trust (X4)) -> Purchase Decision (Y)	-0.025	0.896	0.370	0.003
QE (Brand Salience (Z)) -> Purchase Decision (Y)	0.059	2.195	0.028	0.018

Source: Smart PLS 4.0 Analysis Results

Tabel 16. Coefficient of Determination Test -R square (Quadratic Effect)

Variabel	R Square	R Square Adjusted
Brand Salience (BS)_(Z)	0,651	0,644
Purchase Decision_(Y)	0,780	0,774

Source: Smart PLS 4.0 Analysis Results

#### Hypothesis Test

In this research there are thirteen hypotheses which are divided into nine hypotheses which show a direct influence relationship and four hypotheses which show a mediating influence relationship between variables. The parameter used for evaluation is the T-statistic test value which must be greater than 1.96 for the two-tailed test or the significance test value  $p\text{-value} \leq 0.05$ . And next is the f Square value to see the direct influence at the structural level with the following criteria:  $0.02 \leq f < 0.15$  = small effect,  $0.15 \leq f < 0.35$  = moderate effect,  $f \geq 0.35$  = large effect (Hair et al. 2021). The results of direct and indirect influence hypothesis testing can be seen in the following table:



Table 17. Hypothesis Testing (Direct and Indirect Influence)

Hypothesis	Path Coefficient	T Statistics	P Values	95% Path Coefficient Confidence Interval		F Square	Upsilon (v)
				Lower limit	Upper limit		
H1. Brand Awareness (BA)_(X1) → Brand Salienc (BS)_(Z)	0,211	4,880	0,000	0,125	0,295	0,056	-
H2. Brand Image (BI)_(X2) → Brand Salienc (BS)_(Z)	0,192	3,761	0,000	0,099	0,299	0,037	-
H3. Brand Experience (BE)_(X3) → Brand Salienc (BS)_(Z)	0,205	4,213	0,000	0,111	0,300	0,043	-
H4. Brand Trust (BT)_(X4) → Brand Salienc (BS)_(Z)	0,310	6,126	0,000	0,211	0,407	0,116	-
H5. Brand Awareness (BA)_(X1) → Purchase Decision (KP)_(Y)	0,138	3,559	0,000	0,061	0,212	0,035	-
H6. Brand Image (BI)_(X2) → Purchase Decision (KP)_(Y)	0,146	3,330	0,001	0,066	0,237	0,032	-
H7. Brand Experience (BE)_(X3) → Purchase Decision (KP)_(Y)	0,221	4,548	0,000	0,122	0,311	0,074	-
H8. Brand Trust (BT)_(X4) → Purchase Decision (KP)_(Y)	0,283	6,475	0,000	0,200	0,372	0,135	-
H9. Brand Salienc	0,220	4,842	0,000	0,133	0,311	0,075	-

(BS) <sub>(Z)</sub> → Purchase Decision (KP) <sub>(Y)</sub>							
H10. Brand Awareness (BA) <sub>(X1)</sub> → Brand Salience (BS) <sub>(Z)</sub> → Purchase Decision (KP) <sub>(Y)</sub>	0,046	3,202	0,001	0,021	0,078	-	0,002
H11. Brand Image (BI) <sub>(X2)</sub> → Brand Salience (BS) <sub>(Z)</sub> → Purchase Decision (KP) <sub>(Y)</sub>	0,042	2,929	0,003	0,018	0,074	-	0,002
H.12.Brand Experience (BE) <sub>(X3)</sub> → Brand Salience (BS) <sub>(Z)</sub> → Purchase Decision (KP) <sub>(Y)</sub>	0,045	3,051	0,002	0,020	0,077	-	0,002
H13.Brand Trust (BT) <sub>(X4)</sub> → Brand Salience (BS) <sub>(Z)</sub> → Purchase Decision (KP) <sub>(Y)</sub>	0,068	3,808	0,000	0,036	0,105	-	0,005

Hypothesis testing shows that the results of the first hypothesis (H1) are accepted, namely, Brand Awareness (BA) has a positive and significant effect on increasing Brand Salience (BS) with a path coefficient (0.211), t-statistic ( $4.880 > 1.96$ ) and  $\rho$ -value ( $0.000 < 0.05$ ). Every positive Brand Awareness (BA) change will increase Brand Salience (BS) by 0.211. Even though it is significant, the existence of Brand Awareness (BA) in increasing Brand Salience (BS) has a small influence at the structural level (f square = 0.056).

The second hypothesis (H2) is accepted. Namely, Brand Image (BI) has a positive and significant effect on increasing Brand Salience (BS) with a path coefficient (0.192), t-statistic ( $3.761 > 1.96$ ) and  $\rho$ -value ( $0.000 < 0.05$ ). Every positive Brand Image (BI) change will increase Brand Salience (BS) by 0.192. Even though it is significant, the existence of Brand Image (BI) in increasing Brand Salience (BS) has a small influence at the structural level (f square = 0.037).

The third hypothesis (H3) is accepted. Namely, Brand Experience (BE) has a positive and significant effect on increasing Brand Salience (BS) with a path coefficient (0.205), t-statistic ( $4.213 > 1.96$ ) and  $\rho$ -value ( $0.000 < 0.05$ ). Every positive Brand Experience (BE) change will increase Brand Salience (BS) by 0.205. Although significant, the existence of

Brand Experience (BE) in increasing Brand Salience (BS) has a small influence at the structural level (f square = 0.043).

The fourth hypothesis (H4) is accepted. Namely, Brand Trust (BT) has a positive and significant effect on increasing Brand Salience (BS) with a path coefficient (0.310), t-statistic ( $6.126 > 1.96$ ) and  $p$ -value ( $0.000 < 0.05$ ). Every positive Brand Trust (BT) change will increase Brand Salience (BS) by 0.310. Even though it is significant, the existence of Brand Trust (BT) in increasing Brand Salience (BS) has a small (close to moderate) influence at the structural level (f square = 0.116).

The fifth hypothesis (H5) is accepted. Namely, Brand Awareness (BA) has a positive and significant effect on increasing Purchasing Decisions (KP) with a path coefficient (0.138), t-statistic ( $3.559 > 1.96$ ) and  $p$ -value ( $0.000 < 0.05$ ). Every positive Brand Awareness (BA) change will increase Purchasing Decisions (KP) by 0.138. Although significant, the existence of Brand Awareness (BA) in increasing Purchasing Decisions (KP) has a small influence at the structural level (f square = 0.035).

The sixth hypothesis (H6) is accepted. Namely, Brand Image (BI) has a positive and significant effect on increasing Purchasing Decisions (KP) with path coefficient (0.146), t-statistic ( $3.330 > 1.96$ ) and  $p$ -value ( $0.001 < 0.05$ ). Every positive Brand Image (BI) change will increase the Purchase Decision (KP) by 0.146. Although significant, the existence of Brand Image (BI) in increasing Purchasing Decisions (KP) has a small influence at the structural level (f square = 0.032).

The seventh hypothesis (H7) is accepted. Namely, Brand Experience (BE) has a positive and significant effect on increasing Purchasing Decisions (KP) with a path coefficient (0.221), t-statistic ( $4.548 > 1.96$ ) and  $p$ -value ( $0.000 < 0.05$ ). Every positive Brand Experience (BE) change will increase the Purchase Decision (KP) by 0.221. Although significant, the existence of Brand Experience (BE) in increasing Purchasing Decisions (KP) has a small influence at the structural level (f square = 0.074).

The eighth hypothesis (H8) is accepted. Namely, Brand Trust (BT) has a positive and significant effect on increasing Purchasing Decisions (KP) with a path coefficient (0.283), t-statistic ( $6.475 > 1.96$ ) and  $p$ -value ( $0.000 < 0.05$ ). Every positive Brand Trust (BT) change will increase Purchasing Decisions (KP) by 0.283. Even though it is significant, the existence of Brand Trust (BT) in increasing Purchasing Decisions (KP) has a small (close to moderate) influence at the structural level (f square = 0.135).

The ninth hypothesis (H9) is accepted. Namely, Brand Salience (BS) has a positive and significant effect on increasing Purchasing Decisions (KP) with a path coefficient (0.220), t-statistic ( $4.842 > 1.96$ ) and  $p$ -value ( $0.000 < 0.05$ ). Every positive Brand Salience (BS) change will increase Purchasing Decisions (KP) by 0.220. Although significant, the existence of Brand Salience (BS) in increasing Purchasing Decisions (KP) has a small influence at the structural level (f square = 0.075).

The tenth hypothesis (H10) is accepted. Namely, Brand Salience (BS) significantly mediates the influence of Brand Awareness (BA) on Purchasing Decisions (KP) with a path coefficient (0.046), t-statistic ( $3.202 > 1.96$ ) and  $p$ -value ( $0.001 < 0.05$ ). Every positive change in Brand Salience (BS) will increase the influence of Brand Awareness (BA) on Purchasing Decisions (KP) by 0.046. In the 95% confidence interval, the influence of Brand Salience (BS) in mediating the influence of Brand Awareness (BA) on Purchasing Decisions (KP) is between 0.021 and 0.078. Even though it is significant, at the structural level, the mediating role of Brand Salience (BS) is still classified as a low mediating influence (upsilon ( $v$ ) = 0.002). There is a need for a Brand Salience (BS) improvement program so that the influence of Brand Awareness (BA) on Purchasing Decisions (KP) will increase to 0.078.

The eleventh hypothesis (H11) is accepted. Namely, Brand Salience (BS) significantly mediates the influence of Brand Image (BI) on Purchasing Decisions (KP) with a path

coefficient (0.042), t-statistic ( $2.929 > 1.96$ ) and  $\rho$ -value ( $0.003 < 0.05$ ). Every positive change in Brand Salience (BS) will increase the influence of Brand Image (BI) on Purchasing Decisions (KP) by 0.042. Even though it is significant, at the structural level, the mediating role of Brand Salience (BS) is still classified as a low mediating influence (upsilon ( $v$ ) = 0.002).

The twelfth hypothesis (H12) is accepted. Namely, Brand Salience (BS) significantly mediates the effect of Brand Experience (BE) on Purchase Decision (KP) with path coefficient (0.045), t-statistic ( $3.051 > 1.96$ ) and  $\rho$ -value ( $0.002 < 0.05$ ). Every positive change in Brand Salience (BS) will increase the effect of Brand Experience (BE) on Purchase Decision (KP) by 0.045. Even though it is significant, at the structural level, the mediating role of Brand Salience (BS) is still classified as a low mediating influence (upsilon ( $v$ ) = 0.002).

The thirteenth hypothesis (H13) is accepted. Namely, Brand Salience (BS) significantly mediates the effect of Brand Trust (BT) on Purchasing Decisions (KP) with a path coefficient (0.068), t-statistic ( $3.808 > 1.96$ ) and  $\rho$ -value ( $0.000 < 0.05$ ). Every positive change in Brand Salience (BS) will increase the influence of Brand Trust (BT) on Purchasing Decisions (KP) by 0.068. Although significant, at the structural level, the mediation role of Brand Salience (BS) is still classified as low to moderate mediating influence (upsilon ( $v$ ) = 0.005).

Tabel 18. Standardized path coefficients

Hypothesis			Standardized coefficient	Significance level
H1	Brand Awareness (BA) <sub>(X1)</sub> →	Brand Salience (BS) <sub>(Z)</sub>	0,211	0,000
H2	Brand Image (BI) <sub>(X2)</sub> →	Brand Salience (BS) <sub>(Z)</sub>	0,192	0,000
H3	Brand Experience (BE) <sub>(X3)</sub> →	Brand Salience (BS) <sub>(Z)</sub>	0,205	0,000
H4	Brand Trust (BT) <sub>(X4)</sub> →	Brand Salience (BS) <sub>(Z)</sub>	0,310	0,000
H5	Brand Awareness (BA) <sub>(X1)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,138	0,000
H6	Brand Image (BI) <sub>(X2)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,146	0,001
H7	Brand Experience (BE) <sub>(X3)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,221	0,000
H8	Brand Trust (BT) <sub>(X4)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,283	0,000
H9	Brand Salience (BS) <sub>(Z)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,220	0,000
H10	Brand Awareness (BA) <sub>(X1)</sub> → Brand Salience (BS) <sub>(Z)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,046	0,001

H11	Brand Image (BI) <sub>(X2)</sub> → Brand Saliency (BS) <sub>(Z)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,042	0,003
H12	Brand Experience (BE) <sub>(X3)</sub> → Brand Saliency (BS) <sub>(Z)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,045	0,002
H13	Brand Trust (BT) <sub>(X4)</sub> → Brand Saliency (BS) <sub>(Z)</sub> →	Purchase Decision (KP) <sub>(Y)</sub>	0,068	0,000

## DISCUSSIONS

### The Influence of Brand Awareness (BA) on Brand Saliency (BS)

The results of the analysis show that Brand Awareness has a positive influence on Brand Saliency. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that Brand Awareness of Artco brand wheelbarrows has an impact on the Brand Saliency of Artco in the minds of its consumers.

The magnitude of the influence of the relationship from Brand Awareness (BA) to Brand Saliency (BS) is indicated by a high path coefficient value, which is according to table 17 Hypothesis Testing (Direct Effect), indicating that any positive changes from Brand Awareness (BA) of the Artco brand wheelbarrows will increase Brand Saliency (BS) by 21.10%. In the 95% confidence interval, the influence of Brand Awareness (BA) in increasing Brand Saliency (BS) is between 12.5% and 29.5%. However, when viewed from its strength (effect size), the ability of Brand Awareness (BA) of the Artco brand wheelbarrows to increase Brand Saliency (BS) is still classified as having a small influence power at the structural level ( $f^2 = 0.056$ ). So that there is still potential for the company to increase Brand Saliency (BS) from the Artco brand wheelbarrow up to 29.5% through a program to increase Brand Awareness (BA) in terms of Brand Recognition, Brand Recall and Brand Familiarity (Aaker, 1996). Because Brand Awareness is perceived by respondents as the most dominant and also the component that has the largest weight and is considered the most important in this study is their familiarity (Brand Familiarity) with the Artco brand wheelbarrows so companies still have to increase Brand Awareness in terms of Brand Recognition and Brand Recall so that The Brand Saliency of the Artco brand can increase both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering).

Brand Recognition concerns how far consumers can recognize that the brand belongs to a certain category, which depends on the consumer's previous exposure to elements of the brand which includes logos, slogans (Khachatryan et al., 2018), visibility of the brand through advertising content both offline and online. Brand Recall/ concerns how much consumers can remember, when asked what brands they remember for a particular product category. Brand names that are simple, easy to pronounce, and have clear meanings make a brand easily appear in consumers' memories (Khurram et al., 2018).

The results of the Brand Awareness analysis have a positive influence on Brand Saliency/Brand Prominence in this research, in accordance with the research results of Veceli and Shaw (2010); (Menon 2019); and (Suhardi et al., 2022). And the finding that their familiarity (Brand Familiarity) is the most important indicator of Brand Awareness in influencing Brand Saliency is in accordance with the research results of (Romaniuk & Nenycz-Thiel, 2014).

#### The Effect of Brand Awareness (BA) on Purchasing Decisions (KP)

The results of the analysis show that Brand Awareness has a positive influence on Purchasing Decisions (KP). From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that Brand Awareness of Artco brand wheelbarrows has an impact on consumer purchasing decisions.

The magnitude of the influence of the relationship between Brand Awareness (BA) on Purchasing Decisions (KP) is shown by the high path coefficient value, which according to table 17 Hypothesis Testing (Direct Influence), shows that every positive change in Brand Awareness (BA) will increase purchasing decisions (KP) Artco brand wheelbarrow by 13.8%. In the 95% confidence interval, the influence of Brand Awareness (BA) in increasing Purchasing Decisions (KP) is between 6.1% and 21.2%. However, if we look at its strength (effect size), the ability of Brand Awareness (BA) of the Artco brand wheelbarrow to increase consumers' Purchasing Decisions (KP) is still classified as having a small influence at the structural level ( $f^2 = 0.035$ ). So there is still potential for the company to increase the Purchasing Decision (KP) of Artco brand wheelbarrows by its consumers by up to 21.2% through a program to increase Brand Awareness (BA) in terms of Brand Recognition, Brand Recall and Brand Familiarity, thereby generating purchasing interest and priority purchase and repurchase intention.

The results of the analysis of Brand Awareness/Brand Awareness have a positive influence on Purchasing Decisions in this study, in accordance with the results of Keller and Brexendorf (2019); (Menon 2019); and (Suhardi et al., 2022).

#### The Mediating Effect of Brand Salience on the Influence of Brand Awareness (BA) on Purchasing Decisions (KP)

The results of the analysis show that Brand Salience mediates the influence of Brand Awareness on purchasing decisions. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that Brand Salience / Prominence of the Artco brand mediates the influence of Brand Awareness on consumer purchasing decisions for Artco brand wheelbarrows.

The magnitude of the influence of Brand Salience in mediating the relationship between Brand Awareness (BA) on Purchasing Decisions (KP) is shown in table 17 (Mediation Influence Hypothesis Testing), where as a mediator Brand Salience (BS) is able to increase the influence of Brand Awareness (BA) on Purchasing Decisions (KP) of 4.6%. In the 95% confidence interval, the influence of Brand Salience (BS) in mediating the influence of Brand Awareness (BA) on Purchasing Decisions (KP) is between 2.1% and 7.8%. Even though it is significant, at the structural level the mediating role of Brand Salience (BS) is still classified as a low mediating influence ( $\nu = 0.002$ ). So a program to increase Brand Salience (BS) is needed both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering), so that the influence of Brand Awareness (BA) on Purchasing Decisions (KP) of Art Co brand wheelbarrows will increase to 7.8%. The results of the Brand Salience analysis mediate the influence of Brand Awareness on purchasing decisions in accordance with the research results of Menon (2019); and (Suhardi et al., 2022).

#### The Influence of Brand Image (BI) on Brand Salience (BS)

The results of the analysis show that Brand Image has a positive influence on Brand Salience. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that the Brand Image of

Artco brand wheelbarrows has an impact on the Brand Salience of Artco in the minds of consumers.

The magnitude of the influence of the relationship from Brand Image (BI) to Brand Salience (BS) is shown by the high path coefficient value, which is according to table 17 Hypothesis Testing (Direct Effect), indicating that any positive change from Brand Image (BI) of the Artco brand stroller will increase Brand Salience (BS) by 19.20%. In the 95% confidence interval, the influence of Brand Image (BI) in increasing Brand Salience (BS) is between 9.9% and 29.9%. However, when viewed from its strength (effect size), the ability of the Brand Image (BI) of the Artco brand stroller to increase Brand Salience (BS) is still classified as having a small influence power at the structural level ( $f^2 = 0.037$ ). So that there is still potential for the company to increase the Brand Salience (BS) of the Artco brand wheelbarrow by its consumers by up to 29.9% through the Brand Image (BI) enhancement program that links strength, uniqueness and favorability of the Artco brand wheelbarrow so that the Artco brand Brand Salience can increase both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering).

Brand Image is a consumer's perception and preference for a brand, which is formed through the combined effect of various types of different brand associations such as strength, positive value, uniqueness, which are stored in consumer memory (Keller & Brexendorf, 2019), which is formed directly from customer experience and contact with the brand or indirectly through brand advertising and several other sources of information (Brakus et al., 2009); (Keller & Brexendorf, 2019), which results in positive brand salience (Keller & Brexendorf, 2019); (Romaniuk & Nenycz-Thiel, 2014).

The results of the analysis of Brand Image/brand image have a positive influence on Brand Salience/Brand prominence in this study, in accordance with the results of research by (Keller & Brexendorf, 2019) but contrary to the research results Veceli and Shaw (2010) found that brand image does not have a positive relationship with brand salience for goods that are included in the low-involvement product category (consumers have lower motivation (do not evaluate) the brand of the product to be purchased).

#### The Influence of Brand Image (BI) on Purchasing Decisions (KP)

The results of the analysis show that Brand Image has a positive influence on Purchasing Decisions (KP). From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that the Brand Image of Artco brand wheelbarrows has an impact on consumer purchasing decisions .

The magnitude of the influence of the relationship from Brand Image (BI) on Purchasing Decisions (KP) is indicated by a high path coefficient value, which is according to table 11 Hypothesis Testing (Direct Effect), indicating that any positive change from Brand Image (BI) will increase purchasing decisions (KP) Artco brand wheelbarrow by 14.6%. In the 95% confidence interval, the influence of Brand Image (BI) in increasing Purchasing Decisions (KP) is between 6.6% and 23.7%. However, when viewed from its strength (effect size), the ability of the Brand Image (BI) of the Artco brand stroller to increase consumer Purchase Decisions (KP) is still classified as having a small influence power at the structural level ( $f^2 = 0.032$ ). So that there is still potential for the company to increase the Purchasing Decision (KP) of the Artco brand wheelbarrow by its consumers by up to 23.7% through the Brand Image (BI) enhancement program that links strength, uniqueness and favorability of Artco brand wheelbarrow thus giving rise to purchase interest, purchase priority and repurchase intention.

The better the brand image that customers perceive, the more interest they will make in customer purchasing decisions. From a consumer perspective, a good brand image has a positive effect on consumer perceptions of the brand, resulting in them being more likely

to choose the brand over competing brands, thereby making the brand more competitive overall (Keller & Brexendorf, 2019) and being one of the the main factors that encourage consumers to pay premium prices and intend to purchase (Chen et al., 2021).

The results of Brand Image analysis have a positive influence on Purchasing Decisions (KP) in this research, in cordance with the research results of (Kim & Chao, 2019); (Chen et al., 2021).

The Mediating Effect of Brand Salience on the Influence of Brand Image (BI) on Purchasing Decisions (KP)

The results of the analysis show that Brand Salience mediates the influence of Brand Image on purchasing decisions. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that Brand Salience / Prominence of the Artco brand mediates the influence of Brand Image on consumer purchasing decisions for Artco brand wheelbarrows.

The magnitude of the influence of Brand Salience in mediating the relationship between Brand Image (BI) on Purchasing Decisions (KP) is shown in table 17 (Mediation Influence Hypothesis Testing), where as a mediator Brand Salience (BS) is able to increase the influence of Brand Image (BI) on Purchasing Decisions ( KP) of 4.2%. In the 95% confidence interval, the influence of Brand Salience (BS) in mediating the influence of Brand Image (BI) on Purchasing Decisions (KP) is between 1.8% and 7.4%. Even though it is significant, at the structural level the mediating role of Brand Salience (BS) is still classified as a low mediating influence (upsilon ( $v$ ) = 0.002). So a program to increase Brand Salience (BS) is needed both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering), so that the influence of Brand Image (BA) on Purchasing Decisions (KP) for Artco brand wheelbarrows will increase up to 7.4% .

The combination of memorable brand associations in consumers' minds will make a brand remembered quickly (Fazio et al., 1992). Salience brands will be more accessible, meaning that there is greater ease and speed in processing brand-related information, leading to higher product evaluations and influencing purchasing decisions (Menon 2019). The results of the Brand Salience analysis / Brand prominence mediates the influence of Brand Image on purchasing decisions in accordance with the research results of Menon (2019).

The Influence of Brand Experience (BE) on Brand Salience (BS)

The results of the analysis show that Brand Experience has a positive influence on Brand Salience. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that the Brand Experience of Artco brand wheelbarrows has an impact on the Brand Salience of Artco in the minds of its consumers.

The magnitude of the influence of the relationship between Brand Experience (BE) on Brand Salience (BS) is shown by the high path coefficient value, which according to table 11 Hypothesis Testing (Direct Influence), shows that every positive change in the Brand Experience (BE) of the Artco brand wheelbarrow will result in will increase Brand Salience (BS) by 20.5%. In the 95% confidence interval, the influence of Brand Experience (BE) in increasing Brand Salience (BS) is between 11.1% and 30%. However, if we look at its strength (effect size), the ability of the Brand Experience (BE) of the Artco brand wheelbarrow to increase Brand Salience (BS) is still classified as having a small influence at the structural level ( $f$  square = 0.043). So there is still potential for companies to increase the Brand Salience (BS) of Artco brand wheelbarrows by consumers by up to 30% through a Brand Experience (BE) improvement program which



focuses on action indicators or behavior that appear while or after using the Artco wheelbarrows and also the Intellectual experience of its customers so that the Brand Saliency of the Artco brand can increase both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering).

Brand Experience is the sensation, feeling, cognition and behavioral response produced by brand-related stimuli. Brands must offer an unforgettable brand experience for consumers/customers so that the brand can be remembered and differentiated from other brands so that it becomes a salience and competitive brand Veceli and Shaw (2010). Evaluation of stimuli from Brand Experience can increase a person's motivation to process information thereby creating learning and memory of the brand (Brakus et al., 2009).

There are several studies regarding the influence of Brand Experience on memory creation (Brakus et al., 2009), but there has been no direct research on the influence of Brand Experience on Brand Saliency. So that the results of the analysis of Brand Experience have a positive influence on Brand Saliency which is novel in this research in connection with the antecedents of Brand Saliency.

#### The Influence of Brand Experience (BE) on Purchasing Decisions (KP)

The results of the analysis show that Brand Experience has a positive influence on Purchasing Decisions (KP). From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda, Papua, empirical evidence was found that Brand Experience from Artco brand wheelbarrows has an impact on consumer purchasing decisions.

The magnitude of the influence of the relationship between Brand Experience (BE) on Purchasing Decisions (KP) is shown by the high path coefficient value, which, according to Table 17 Hypothesis Testing (Direct Influence), shows that every positive change in Brand Experience (BE) will increase purchasing decisions (KP) Artco brand strollers by 22.1%. Within the 95% confidence interval, the influence of Brand Experience (BE) in increasing Purchasing Decisions (KP) lies between 12.2% and 31.1%. However, let us look at its strength (effect size). The ability of the Brand Image (BI) of the Artco brand wheelbarrow to increase consumers' Purchasing Decisions (KP) is still classified as having a small influence at the structural level ( $f^2 = 0.074$ ). So there is still potential for the company to increase the Purchasing Decision (KP) of Artco brand wheelbarrows by its consumers by up to 31.1% through a Brand Experience (BE) improvement program which focuses on actions or behaviour that appear while or after using the Artco Wheelbarrows and also the Intellectual experience of its customers, thereby giving rise to purchasing interest, purchasing priorities and repurchase intention.

Brand experience is formed when customers use the brand, talk to other people about the brand, and search for information about the brand. Over time, Brand Experience can generate emotional bonds, make customers talk about it and tell others about what they experienced when using the brand. The quality of the brand experience influences purchasing decisions. The results of the Brand Experience analysis have a positive influence on Purchasing Decisions (KP) in this research, in accordance with the research results of (Kim & Chao, 2019),

#### Mediating Effect of Brand Saliency on the Influence of Brand Experience (BE) on Purchasing Decisions (KP)

The results of the analysis show that Brand Saliency mediates the influence of Brand Experience on purchasing decisions. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found

that Brand Salience of the Artco brand mediates the effect of Brand Experience on consumer purchasing decisions for Artco brand wheelbarrows.

The magnitude of the influence of Brand Salience in mediating the relationship between Brand Experience (BE) on Purchasing Decisions (KP) is shown in table 17 (Mediation Influence Hypothesis Testing), where as a mediator Brand Salience (BS) is able to increase the influence of Brand Experience (BE) on Purchasing Decisions (KP) of 4.5%. Within the 95% confidence interval, the influence of Brand Salience (BS) in mediating the effect of Brand Experience (BE) on Purchasing Decisions (KP) lies between 2% and 7.7%. Even though it is significant, at the structural level the mediating role of Brand Salience (BS) is still classified as a low mediating influence ( $\nu = 0.002$ ). So a program to increase Brand Salience (BS) is needed both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering), so that the influence of Brand Experience (BE) on Purchasing Decisions (KP) for Artco brand wheelbarrows will increase up to 7.7% .

One of the factors that contributes to the formation of brand salience as the initial foundation of brand equity is the level of previous brand experience with the brand (Bird et.al, 1970; Bogomolova & Romaniuk & Nenycz-Thiel, 2014). Prior experience moderates the thoughts, feelings, emotions and knowledge about the brand in the buyer's memory. By understanding how previous experiences can influence a consumer's memory of a brand, we can draw conclusions about how buyers are likely to react to the brand in the future (Keller & Brexendorf, 2019).

There is no previous research that examines the mediating influence of Brand Salience on the influence of Brand Experience on purchasing decisions. So the results of the analysis of Brand Salience/Brand prominence mediating the influence of Brand Experience on purchasing decisions are novel in this research in connection with the antecedents of Brand Salience.

#### The Influence of Brand Trust (BT) on Brand Salience (BS)

The results of the analysis show that Brand Trust has a positive influence on Brand Salience. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda & Papua, empirical evidence was found that the Brand Trust of Artco brand wheelbarrows has an impact on Brand Salience of Artco in the minds of its consumers.

The magnitude of the influence of the relationship between Brand Trust (BT) and Brand Salience (BS) is shown by the highest path coefficient value, which, according to Table 17 Hypothesis Testing (Direct Influence), shows that every positive change in Brand Trust (BT) of the Artco brand wheelbarrow it will increase Brand Salience (BS) by 31%. In the 95% confidence interval, the influence of Brand Trust (BT) in increasing Brand Salience (BS) is between 21.1% and 40.7%. However, let us look at its strength (effect size). The ability of the Brand Trust (BT) of the Artco brand wheelbarrow to increase Brand Salience (BS) is still classified as a small influence (close to moderate) at the structural level ( $f^2 = 0.116$ ). So there is still potential for the company to increase the Brand Salience (BS) of Artco brand wheelbarrows by its consumers by up to 40.7% through a Brand Trust (BT) increase program, especially in terms of Brand Consistency in conveying brand messages and commitment so that the Brand Salience of Artco Wheelbarrows can increase both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering).

Brand trust increases the relationship from customer social attachment to commitment/loyalty to the brand. To remain competitive, brands must be consistent and focused on changing trends and consumer preferences. Rapidly changing trends and saturated competition in the market allow consumers to switch to other brands. Consistent

means are reliable and trustworthy. When a brand is reliable and trustworthy, then that brand will be more likely to be thought of and stand out (salience) compared to other brands.

There is research that links the influence of Brand Trust and Brand Salience in influencing consumer transaction intentions (Qureshi et al., 2019) but there is no research that examines the influence of Brand Trust on Brand Salience. So that the results of the Brand Trust analysis have a positive influence on Brand Salience/Brand Prominence which is novel in this research in connection with the antecedents of Brand Salience.

#### The Influence of Brand Trust (BT) on Purchasing Decisions (KP)

The results of the analysis show that Brand Trust has a positive influence on Purchasing Decisions (KP). From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda, Papua, empirical evidence was found that the Brand Image of Artco brand wheelbarrows has an impact on consumer purchasing decisions.

The magnitude of the influence of the relationship from Brand Trust (BT) to Purchase Decision (KP) is shown by the highest path coefficient value, which is according to Table 17 Hypothesis Testing (Direct Effect), indicating that any positive change from Brand Trust (BT) then will increase the purchase decision (KP) of the Artco brand wheelbarrow by 28.3%. In the 95% confidence interval, the influence of Brand Trust in increasing Purchasing Decisions (KP) lies between 20% and 37.2%. However, when viewed from its strength (effect size), the ability of the Brand Image (BI) of the Artco brand Wheelbarrows to increase consumer Purchase Decisions (KP) is still classified as having a small influence power (close to moderate) at the structural level ( $f^2 = 0.135$ ). So that there is still potential for the company to increase the Purchasing Decision (KP) of the Artco brand stroller by its consumers by up to 37.2% through the Brand Trust (BT) improvement program, especially in terms of Brand Consistency (brand consistency) in delivering brand messages and commitments so that raises purchase intention, purchase priority and repurchase intention (repurchase intention).

Trust is the basis of social behaviour, characterized as subjective, personal and emotional, a key variable for the desire to form a strong and long-term relationship commitment. High brand trust tends to increase the perceived benefits of any product, thereby leading to positive purchase intentions towards the brand. Likewise, lower brand trust can exacerbate risk perceptions that typically stem from negative feedback and are related to purchase intentions. The results of the Brand Trust analysis (BT) have a positive influence on Purchasing Decisions (KP) in this research, in accordance with the research results of (Kim & Chao, 2019); (Marmat, 2022).

#### The Mediating Effect of Brand Salience on the Influence of Brand Trust (BT) on Purchasing Decisions (KP)

The analysis results show that Brand Salience / Brand prominence mediates the influence of Brand Trust on purchasing decisions. From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Samarinda, Papua, empirical evidence was found that Brand Salience of the Artco brand mediates the influence of Brand Trust on consumer purchasing decisions for Artco brand wheelbarrows.

The magnitude of the influence of Brand Salience in mediating the relationship between Brand Experience (BE) and Purchasing Decisions (KP), including the highest mediation effect of Brand Salience compared to other variables (Brand Awareness, Brand Image, Brand Experience), is shown in table 17 Hypothesis Testing Mediation Influence, where as a mediator Brand Salience (BS) can increase the influence of Brand Trust (BT) on Purchasing Decisions (KP) by 6.8%. In the 95% confidence interval, the influence of Brand Salience (BS) in mediating the influence of Brand Trust (BT) on Purchasing

Decisions (KP) is between 3.6% and 10.5%. Even though it is significant, at the structural level, the mediating role of Brand Salience (BS) is still classified as a low to medium mediating influence ( $\epsilon = 0.005$ ). So a program to increase Brand Salience (BS) is needed both in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering) so that the influence of Brand Trust (BT) on Purchasing Decisions (KP) for Artco brand wheelbarrows will increase up to 10.5%.

Brand Trust reduces the risk of consumers switching to other competing brands. Customers will buy products and services if they feel that the brand is reliable and honest with their product offerings. Kim and Chao (2019) emphasized that brands that are transparent, accountable and fair have advantages in creating sustainable relationships. Brand Trust has an impact on consumer loyalty and repeat purchases. There is no previous research that examines the mediating influence of Brand Salience on the influence of Brand Trust on purchasing decisions. So the results of the analysis showing that Brand Salience/Brand prominence mediates the effect of Brand Trust on purchasing decisions is novelty in this study with respect to the antecedents of Brand Salience.

#### The Influence of Brand Salience (BS) on Purchasing Decisions (KP)

The results of the analysis show that Brand Salience/Brand Prominence has a positive influence on Purchasing Decisions (KP). From research conducted on customers of Artco brand wheelbarrows in the cities of Medan, Pekanbaru, Jambi, Palembang, Jakarta, Surabaya, Pontianak, Banjarmasin, Papua and Samarinda, empirical evidence was found that Brand Salience from Artco brand wheelbarrows has an impact on consumer purchasing decisions.

The magnitude of the influence of the relationship between Brand Salience/Brand Prominence (BS) on Purchasing Decisions (KP) is shown by the high path coefficient value, which according to table 17 Hypothesis Testing (Direct Influence), shows that every positive change in Brand Salience (BS) will increase the purchase decision (KP) of the Artco brand wheelbarrow by 22%. In the 95% confidence interval, the influence of Brand Salience in increasing Purchasing Decisions (KP) is between 13.3% and 31.1%. However, if we look at its strength (effect size), the ability of the Brand Salience (BS) of the Artco brand wheelbarrow to increase consumers' Purchasing Decisions (KP) is still classified as having a small influence at the structural level ( $f^2 = 0.075$ ). So there is still potential for companies to increase the Purchasing Decision (KP) of Artco brand wheelbarrows by consumers by up to 31.1% through the Brand Salience (BS) improvement program, especially in terms of Brand Visibility (level of visibility) and Brand Accessibility (ease of remembering).

Brand Salience is associated with the tendency of a brand to be thought of as a result of brand activation in consumer memory at the time of making a purchase (Alba & Chattopadhyay, 1986), which reflects the quality (how fresh and relevant) and quantity (how much) of the information network about the brand. Little information about the product affects the level of brand salience when consumers make purchasing decisions. The greater the brand salience, the greater the likelihood that the brand will be thought of and the greater the chance that the brand will be purchased. The results of the Brand Salience analysis (BS) have a positive influence on Purchasing Decisions (KP) in this research, in accordance with the research results of (Menon 2019) and (Suhardi et al., 2022) but this contradicts the research results of Veceli and Shaw (2010).

## **CONCLUSIONS AND FURTHER RESEARCH**

Through inferential statistical analysis, this study produced several conclusions based on the hypotheses tested. First, it was found that Brand Awareness, Brand Image, Brand Experience and Brand Trust positively influenced the Brand Salience of Artco wheelbarrows in Indonesia. Furthermore, it is proven that Brand Awareness, Brand

Image, Brand Experience, and Brand Trust positively influence purchasing decisions for Artco brand wheelbarrows in Indonesia. In addition, Brand Salience also has a positive influence on Purchasing Decisions. This research also reveals that Brand Salience mediates the influence of Brand Awareness, Brand Image, Brand Experience, and Brand Trust on Purchasing Decisions for Artco brand wheelbarrows in Indonesia. This research provides important insights into understanding the relationship between branding factors such as Brand Awareness, Brand Image, Brand Experience, and Brand Trust with Consumer Purchase Decisions, as well as the mediating role of Brand Salience in the context of Artco wheelbarrow brand in Indonesia. This study also notes that previous research focuses on the Brand Knowledge dimension. At the same time, this approach broadens the scope to include the Brand Relationship dimension, which consists of Brand Experience and Brand Trust. This approach aligns with recent developments in brand management, which recognize the importance of the emotional connection between brands and consumers.

Thus, this research is the first research that combines the dimensions of brand knowledge, namely Brand Awareness and Brand Image, with the dimensions of brand relationships, namely Brand Experience and Brand Trust as an antecedent model of Brand Salience and succeeded in revealing the effect of these variables on purchasing decisions and completing the CBBE pyramid model which popularized by Keller (2003) become New CBBE-Model: The CSR (Consumer-Sensoric-Relational) Approach.

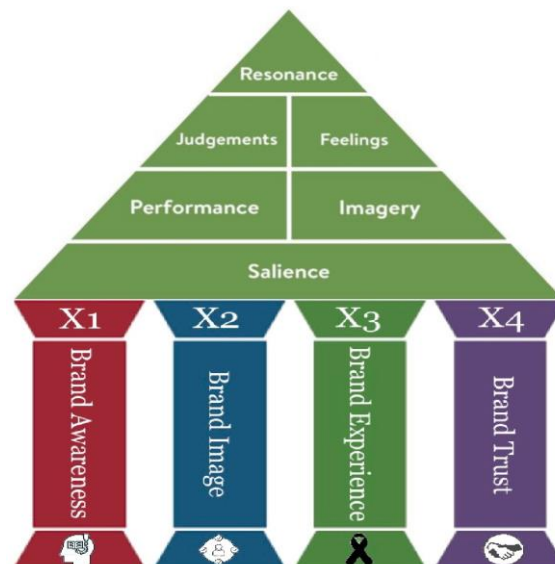


Figure 3. New CBBE-Model: The CSR (Consumer-Sensoric-Relational Approach)

Source: Processed by Researchers 2023

This research bring up new ideas for the further research of a new Brand Management approach in management practice which is stated as The CSR (Consumer - Sensoric - Relational) approach, a combination of the consumer approach (The Consumer Based Approach), the relational approach (The Relational Approach) and the sensory approach (The Sensory Approach) in brand management, in order to create the strength of a brand and Brand Salience of a brand (brand salience share), which starts from creating mind-share (stage from Brand Awareness to Brand Image), market-share (stage from mind share to Brand Experience), trust-share (stage from market-share to Brand Trust), salience-share (stage from trust-share to Brand Salience) which the author mentions as the Hierarchy of Brand Salience, as presented in Figure 4 as a Hierarchy of Brand Salience.

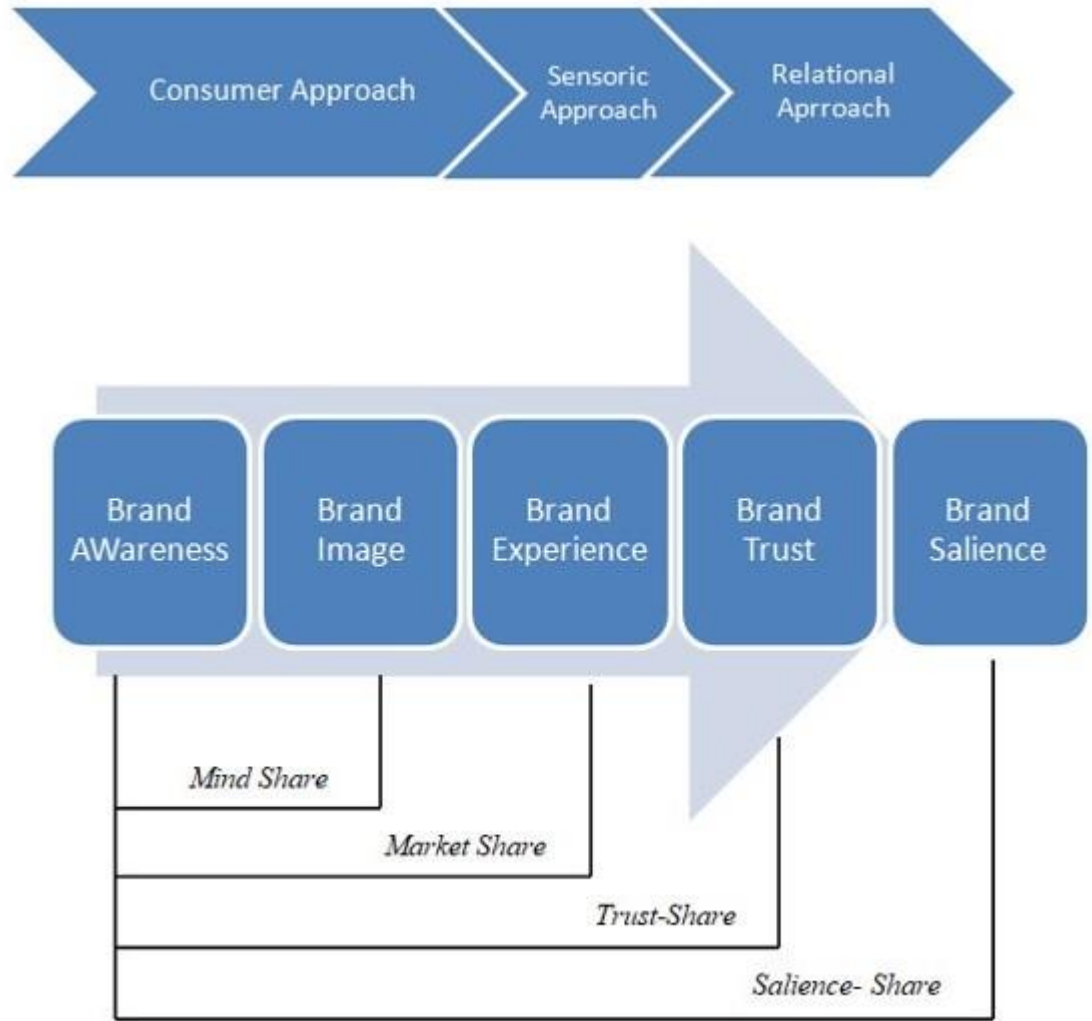


Figure 4. Hierarchy of Brand Salience (Source: Processed by Researchers 2023)

Moreover, in future, these antecedents of Brand Salience which found in this research may be tested for other industry such as FMCG, as well as for services and durable categories. The investigation of an optimal number of brand associations may provide an interesting area of future research.

**Credits Authorship Contribution Statement:**

Hermansyah: Conceptualization, Project administration, Writing – original draft, Data curation, Visualization, Funding acquisitions;

Wilson Bangun: methodology, Software, Formal analysis, Supervision, Data curation, Validation, Writing – review and editing, Visualization, Funding acquisition.

Yusuf Ronny Edward: Investigation, Data curation, Validation, Writing – review and editing.

**Declaration of Competing Interests**

The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.



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