THE IMPACT OF E-WOM AND ADVERTISING ON PURCHASE DECISION SI.SE.SA SYAR'I CLOTHES WITH BRAND AWARENESS AS AN INTERVENING VARIABLES (A STUDY ON SI.SE.SA FASHION CONSUMERS)

Hamdan 'Afif Bahi
Heri Pratikto
Titis Shinta Dhewi

ABSTRACT

The development of digital technology is currently causing growth in several industrial sectors, one of which is the Muslim fashion industry, especially in Indonesia, which is increasing day by day. The increase is especially in women's muslim fashion. Muslim women tend to pay attention to appearance from head to toe. Now, muslim women's fashion trends is syar'i clothes. Syar'i clothes are clothes that come from the middle east. Not only used during muslim events, but syar'i clothes used by Indonesian muslim women in their daily activities. Many factors cause Indonesian muslim women to purchase syar'i clothes for example impact of electronic word of mouth and advertising. This study wanted to determine the effect of electronic word of mouth and advertising on purchase decisions Syar'i Si.Se.Sa Clothing with brand awareness as an intervening variable. This research uses a quantitative approach and this type of research includes descriptive and explanatory research. In this study, the sampling technique used purposive sampling, with a sample of 300 respondents who are consumers of Busana Syar'i Si.Se.Sa, selected through purposive sampling. The results of this study indicate that E-WOM has a positive and significant effect on brand awareness, advertising has a positive and significant effect on brand awareness, brand awareness has a positive and significant effect on purchase decisions, E-WOM has no significant effect on purchase decisions, advertising has a positive and significant effect on purchase decision, there is no effect of E-WOM on purchase decisions through brand awareness, and there is an effect of advertising on purchase decisions through brand awareness.

Keywords: e-wom, advertising, brand awareness, purchase decision.

INTRODUCTION

The development of the muslim fashion industry in Indonesia has shown a significant increase, especially woman muslim fashion. As an item that is classified as shopping goods, the muslim fashion industry is favored by several segments, especially by women. This is indicated by the increasing number of women in Indonesia wearing syar'i clothing. Based on research from Global Business Guide Indonesia, it shows that there was an increase in the sales volume of Muslim fashion products in 2014 with a sales volume of 313,370,000, in 2015 with a sales volume of 337,180,000, and in 2016 a total of 372,750,000 (www.gbgindonesia.com). This indicates an increase in Muslim fashion trends every year. Along with the increasing interest of Indonesian Muslim women to start wearing syar'i clothing, this has made Muslim clothing an important segment of the national textile industry.

Along with the development of the industry which has entered the 4.0 industrial revolution which is indicated by the development of the cyber-physical system, namely a system where everything begins to be controlled virtually, Producers, especially in the fashion industry, will make it easier, both in terms of production, distribution, and product marketing. One example of an advantage in marketing is that companies can reduce promotional costs that previously use salespeople, now promotions can be use a variety digital media such as Facebook, Instagram, or through various kinds of online market places. So now Muslim fashion producers will competition with each other to improving the quality of products and services, which is the spearhead of an effort to survive and obtain a targeted market scope which is marked by an increase in consumer purchasing decisions. One of the brands woman muslim fashion that is currently booming is Si.Se.Sa Fashion. On the marketing side, Si.Se.Sa uses several social media or the internet to product introduction and marketing, for example Facebook and Instagram. Syar'i Si.Se.Sa clothes are sold at prices, starting from IDR 3.000.000. Even though it has a high selling price, syar'i Si.Se.Sa clothes are always sold out. This is what makes this research interesting. Research by Diansyah and Indah (2017) show that E-WoM has positif and significant effect on purchase decision. But in other research by Badir and Lestari (2020) show that "there was no significant effect of E-WoM on purchase decision". So, this creates a research gap in this study.

LITERATURE REVIEW

A. **Purchase Decision**

There are several definitions of purchasing decisions, Belch and Belch (2009:113) argue that purchasing decisions are the steps that consumers through in buying goods or services. Kotler and Amstrong (2014:155) represent that a high-involvement consumer usually experiences 5 stages before making a purchase, these stages include: Need experience, information seeking, alternative evaluation, purchasing decisions, and post-purchase behavior. According to Kotler and Keller (2009: 178) says that the indicators of purchasing decisions are: (1) Product choice, consumers make the decision to buy a product or use their money for other purposes, (2) Brand choice, consumers decide which brand to buy, (3) Distribution Options, consumers make decisions regarding which distributors to visit in order to obtain products, (4) Purchase Time, consumers in determining the time to purchase a product, (5) Payment Methods, consumers can choose a method in product. payment.

B. **E-WOM**

Electronic word of mouth (e-WoM) can increasing or decrease consumer purchase intentions. it can be said that positive or negative opinions about a company's product made by actual, potential / former customers are written and posted on the internet. Information or messages contained in eWOM can be a reference for consumers and reduce risks and uncertainties. Schiffman & Kanuk (2010: 283) says that evolving technology allows people to gather and transmit information to share their experiences with others in social networks, blogs, community branding and consumer messaging intermediary called electronic word of mouth. Handi (2018) says "*Electronic word of mouth is a positive or negative statement that is made by potential customers, actual customers, and previous customers regarding to the product or company*". Sumangla and Panwar (2014) in Lugina and Azis (2015) argue that there are four dimensions that can be used to measure e-WoM are: (1) Relevance, which refers to the extent to which the message is valid and useful for consumer decision making. This means that consumers want information that is easy to find and easy to access. (2) Timeless, how messages are presented and updated, at the right time. (3) Accuracy, which shows the recipient's perception that the information is correct. (4) Comprehensiveness, the completeness of the message which refers to the completeness of information.

C. **Advertising**

Advertising has influence to increase consumer interest to buying a product. According to Shimp (2014: 192), advertising is a form of paid and mediated communication from a clear source, designed to influence recipients to make a purchase now or in the future. Meanwhile, according to Kotler and Armstrong (2008: 150), advertising is all paid forms of non-personal presentations and promotion of ideas, goods or services by certain sponsors. With persuasive advertising, someone will tend to be persuaded to be able to make purchases, whether planned purchases or purchases spontaneously after seeing or watching the advertisement. According to Tjiptono, Chandra, and Adriana (2008: 510), the indicators of advertising messages are: (1) The content of the message is in conveying the content of the advertising message, the company can create three kinds of attractiveness or Unique Selling Proposition which includes rational, emotional, and and morals. (2) The message structure is that the company delivers advertisements logically related to drawing conclusions, one-sided arguments vs two-sided arguments, and the order of message presentation. (3) The message format is that the company delivers a symbolic advertisement concerning the headline, copy, illustration, color (in print media), words, sound quality, and body language (television media). (4) The source of the message is that the company chooses an attractive or popular celebrity as a source of product advertisements in order to attract the attention of the audience.

D. **Brand Awareness**

Brand awareness is a valuable element in a brand. Kertamukti (2015: 95) says that brand awareness is the ability of a prospective buyer to recognize and recall a brand as part of a certain product category. Brand awareness is the recognition and remembrance of a brand and differentiation from other brands. Meanwhile, according to Shimp (2003: 11) brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a particular product category and how easily the name is raised and remembered. Kertamukti (2015: 95) argue that the level of brand awareness has the following levels: (1) Unaware of brand, which is the lowest level in the brand awareness pyramid, where consumers are not aware of a brand. (2) Brand recognition, namely the minimum level of brand awareness. This is especially important when the buyer selects the brand when making a purchase. (3) Brand recall, which is something done by asking someone to mention a certain brand in a product class. (4) Top of mind, is the mention of a certain brand at the first time is the peak of the mind.

RESEARCH METHOD

This research uses a quantitative approach and this type of research is descriptive and explanatory research. This study has independent variables that is Electronic Word of Mouth (X1) and Advertising (X2), an intervening variable is Brand Awareness (Z), and a dependent variable is Purchase Decision (Y). The population of this study is all consumers of syar'i Si.Se.Sa. with 3 criteria, (1) consumers who have bought and who are currently still wearing syar'i clothes Si.Se.Sa., (2) consumers exposed to syar'i clothes Si.Se.Sa content on social media, and (3) consumers who have seen advertising syar'i clothes Si.Se.Sa. The sampling technique in this study using purposive sampling, which is calculated using the Isac Michael formula in Siregar (2013:31) with a sample of 300 respondents of Si.Se.Sa syar'i clothes consumers. Data collection methods in this study are using questionnaires and literature study. The questionnaire used in this study is a closed questionnaire, using digital media or often referred to as google form. In this study, the scale used is the Likert scale, 1 = "Strongly Disagree", 2 = "Disagree", 3 = "Simply Agree", 4 = "Agree", and 5 = "Strongly Agree". The data analysis method in this study uses partial least squares structural equation modeling (warppls).

RESULT OF ANALYSIS

Picture 1: Model PLS Analysis
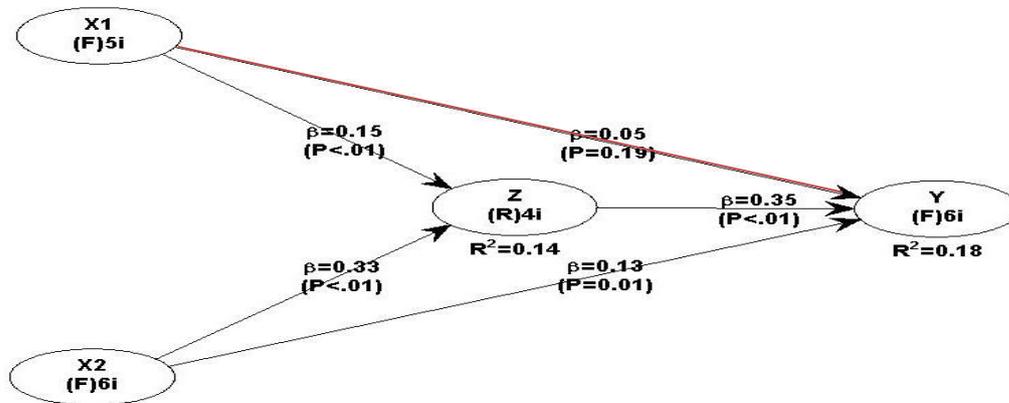
A. Inner Model - Adjusted R-Squares

The Adjusted R-Squares value can be used to explain the effect of certain exogenous latent variables on the endogenous latent variables whether they have an effect. The results of the Adjusted R-Squares calculation can be seen in the summary presented in the following table 4.13:

Tabel 1: *Adjusted R-Squares*

Variabel Endogen	*Adjusted R-Squared*
Brand Awareness	0,141
Purchase Decision	0,182

Based on the table above, it can be seen that the value of the Adjusted R-squared variable of Brand Awareness is 0.141 or 14.1%. This shows that the variety of Brand Awareness variables can be explained by the e-WoM and advertising variables by 14.1%, or in other words, the contribution of e-WoM and advertising to brand awareness is 14.1%, while the remaining 85.9% is the contribution of other variables not discussed in this study and the value is included in the middle category, indicating that e-WoM and advertising have moderate predictive power of brand awareness.

Then the Adjusted R-squared value for the purchase decision variable is 0.182 or 18.2%. This shows that the diversity of purchase decision variables can be explained by e-WoM, advertising, and brand awareness by 18.2%. or in other words, the contribution of e-WoM, advertising, and brand awareness is 18.2%, while the remaining 81.8% is the contribution of other variables not discussed in this study and this value is included in the middle category, indicating that e-WoM , advertising, and brand awareness have strong predictive power on purchase decisions.

B. Hypotesis Test

Hypothesis testing is used to test the direct and indirect effect of exogenous variables on endogenous variables. The test criteria show that if the path coefficient is positive and p value <0.05 (significance level = 5%), it is stated that there is a positive and significant effect of exogenous variables on endogenous variables. The results of testing the direct and indirect effect of the hypothesis can be seen through the following table:

Tabel 2: Hypothesis Testing Direct and Indirect Effects

Eksogen	Mediator	Endogen	Path Coefficient	Indirect Coefficient	SE	P Value
E-WOM	-	*Brand Awareness*	0,150	-	0,056	0,005
Advertising	-	*Brand Awareness*	0,330	-	0,055	<0,001
Brand Awareness	-	*Purchase Decision*	0,350	-	0,055	<0,001
E-WOM	-	*Purchase Decision*	0,050	-	0,057	0,185

The	*Advertising*	-	*Purchase Decision*	0,130	-	0,057	0,014
	E-WOM	*Brand Awareness*	*Purchase Decision*	-	0,051	0,040	0,104
	Advertising	*Brand Awareness*	*Purchase Decision*	-	0,115	0,040	0,002

structural model for the Brand Awareness variable:
Brand Awareness = 0,150 E-WOM + 0,330 Advertising
The structural model for the Purchase Decision variable:
Purchase Decision = 0,050 E-WOM + 0.130 Advertising + 0,350 Brand Awareness

1) H1: There is a positive and significant effect between e-WoM on brand awareness on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the path coefficient is 0.150 with a P value of 0.005. So H1 is accepted.
2) H2: There is a positive and significant effect between advertising on brand awareness on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the path coefficient is 0,330 with a *P Value* < 0.001. So H2 is accepted.
3) H3: There is a positive and significant effect between brand awareness on purchase decision on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the path coefficient is 0,350 with a *P Value* < 0.001. So H3 is accepted.
4) H4: There is a positive and significant effect between e-WoM on purchase decision on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the path coefficient is 0,050 with a *P Value* 0,185. So H4 is rejected.
5) H5: There is a positive and significant effect between advertising on purchase decision on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the path coefficient is 0,130 with a *P Value* 0,014. So H5 is accepted.
6) H6: There is an indirect effect of e-WoM on purchase decision through brand awareness on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the coefficient of E-WOM influence on Purchase Decision through Brand Awareness is 0.051 and a P Value of 0.104. So H6 is rejected.
7) H7: There is an indirect effect of advertising on purchase decision through brand awareness on Si.Se.Sa syar'i clothes products. Based on the table above, it can be explained that the coefficient of the influence of Advertising on Purchase Decision through Brand Awareness is 0.115 and a P Value of 0.002. So H7 is accepted.

DISCUSSION

1. The Impact of *Electronic Word of Mouth* on *Brand Awareness* Si.Se.Sa Syar'i Clothes

Based on the results of the analysis, a path coefficient of 0.150 was obtained with a P value of 0.005. The test results show that the path coefficient is positive and P Value <level of significance ($\alpha = 5\%$), which means that e-WoM has a positive and significant effect on brand awareness of Si.Se.Sa syar'i clothes products. This means that the higher / better the e-WoM, the more likely it is to increase brand awareness.

The brand awareness level of a brand can be identified through several aspects. According to Lugina and Azis (2015), the high interest in search for a key reflects high brand awareness. The higher the consumer's interest in finding and discussing a brand on social media or the internet, the higher the brand awareness of that brand.

So, the results of this study same with previous research conducted by Lugina and Azis (2015), which says that electronic word of mouth has a significant effect on brand awareness. In addition, research conducted by Diansyah and Indah (2017) also says that electronic word of mouth has a positive and significant influence on brand awareness.

2. The Impact of *Advertising* on *Brand Awareness* Si.Se.Sa Syar'i Clothes

Based on the results of the analysis, path coefficient is 0.330 with a P value of <0.001. The test results show that the path coefficient is positive and P Value <level of significance ($\alpha = 5\%$) which means that advertising has a positive and significant effect on brand awareness of Si.Se.Sa syar'i clothes products. this means that the higher / better the advertising, the more likely it is to increase Brand Awareness.

There are several tools to create brand awareness, one of which is through advertising. According to Assagaf (2013), "Advertising is a tool for creating brand awareness," which means that advertising is a tool used to create brand awareness. With advertising, companies can make it easier to communicate products to be able to create brand awareness in the minds of consumers.

So, the results of this study same with previous research conducted by Roshni (2012) which says that there is a significant effect of advertising on brand awareness. In addition, research conducted by Assagaf (2013) also says that advertising has a significant effect on brand awareness.

3. **The Impact of *Brand Awareness* on *Purchase Decision* Si.Se.Sa Syar'i Clothes**

Based on the results of the analysis, the path coefficient is 0.350 with a P value of <0.001. The test results show that the path coefficient is positive and P Value <level of significance (α = 5%) which means that brand awareness has a positive and significant effect on purchase decision of Si.Se.Sa syar'i clothes products. This means that the higher / better the brand awareness, the more likely it is to increase purchase decision.

There are several factors that can influence purchasing decisions, one of which is brand awareness. According to Dyah et al. (2014) argue that brand awareness can give influence on consumer purchasing decisions. Consumers tend to prefer a product that is better known or familiar to them. The more consumers are aware of a brand, the greater the opportunity for consumers to purchase decisions for the product.

So, the results of this study same with previous research conducted by Sunaryo and Sudiro (2017) which says that brand awareness has a positive and significant effect on purchase decisions. Other research conducted by Perera and Dissanayake (2013) also says that brand awareness has a high and significant effect on purchase decisions.

4. **The Impact of *Electronic Word of Mouth* on *Purchase Decision* Si.Se.Sa Syar'i Clothes**

Based on the results of the analysis, a path coefficient of 0.050 was obtained with a P value of 0.185. The test results indicate that the path coefficient is positive and P Value> level of significance (α = 5%) which means that e-WoM does not have a significant effect on the purchase decision of Si.Se.Sa syar'i clothes products. this means that the higher or lower the e-WoM, it does not affect the purchase decision.

Before deciding to buy a product, consumers tend to search for additional information about the product. According to Lugina and Azis (2015), consumers tend to seek information from other consumers. This makes e-WoM a consumer reference in finding information about a product. Lin et al. (2013) in Badir and Lestari (2020) states "online buyers who tend to wait for e-WoM are provided by other users to give an overview of experiences that have been done". This means that online shoppers tend to wait for e-WoM provided by other users to give an idea of the experience that has been done. However, according to Wijaya and Lidia (2014), e-WoM only has effect on purchase intention, to go to the stage after intention, namely the purchase decision has no effect. So the e-WoM carried out by consumers regarding Si.Se.Sa syar'i clothes products can influence consumers to the stage of purchase intention, but it has not yet reached the stage of the purchase decision where at the stage of purchase intention consumers will tend to seek as much as possible information about Si.Se.Sa products that they get from the overview of other consumers.

So, the results of this study same with research conducted by Wijaya and Lidia (2014) which says that e-WoM has no significant effect on purchasing decisions. Another study conducted by Badir and Lestari (2020) also says that "there was no significant effect of e-WoM on purchase decisions".

5. **The Impact of *Advertising* on *Purchase Decision* Si.Se.Sa Syar'i Clothes**

Based on the results of the analysis, the path coefficient is 0.130 with a P value of 0.014. The test results show that the path coefficient is positive and P Value <level of significance (α = 5%) which means that advertising has a positive and significant effect on the purchase decision of Si.Se.Sa syar'i clothes products. this means that the higher / better the Advertising, the more likely it is to increase purchase decision. Consumers tend to be more interested in seeing advertising in visual or image. According to Dyah et al. (2014) says that advertising is one of the factors that can influence a consumer buyer's decision on a product. The more attractive advertising can give more impact on consumer purchasing decisions.

So, the results of this study same with previous research conducted by Setiawan and Celesta (2019) which says that advertising has a positive and significant effect on purchasing decisions. Another study by Amandeep et al. (2017) also says that advertising has a positive and significant effect on consumer purchase decisions.

6. **The Impact of *Electronic Word of Mouth* on *Purchase Decision* through *Brand Awareness* on Si.Se.Sa Syar'i Clothes**

Based on results of the analysis, it is explained that the coefficient of e-WoM influence on purchase decision through brand awareness is 0.051 and a P Value of 0.104. The test results show that the path coefficient is positive and P Value> level of significance (α = 5%) which means that there is no effect e-WoM on purchase decision through brand awareness on Si.Se.Sa. syar'i clothes products.

Not all consumers think that e-WoM content on social media or the internet is always correct and in accordance with the actual situation. According to Huang et al. (2012) in Wijaya and Lidia (2014) argue that e-WoM is different from Word of Mouth because using online media causes information givers (informants) and information recipients not to meet face to face, only limited to writing comments from one or several informants, so that the credibility of one or several informants cannot be valid. This is reason e-WoM only able to influence consumers at the purchase intention. In this study, so that e-WoM has influence to purchasing decisions, consumers must be aware of the strength of the brand.

Before the purchase decision stage, consumers will first go through the purchase interest stage. According to Wijaya and Lidia (2014), e-WoM only has effect on purchase intention, for the purchase decision has no effect. And according to Dyah

et al. (2014) stated that brand awareness plays a role in influencing consumer purchasing decisions. This means that if a consumer is exposed to the electronic word of mouth content of a product, the consumer tends to look for additional information (the process of buying interest) in order to make sure that the product they are going to buy is correct. If consumers are sure and aware of the strength of a product, brand awareness will arise. This is what can influence or encourage consumers to be able to make it into product purchasing decisions. Most consumers tend not to immediately trust the overview conveyed by other people on social media about a product. They will seek additional information to strengthen the overview.

The path coefficient of indirect influence produces a small score, because Si.Se.Sa consumers think that e-WoM regarding Si.Se.Sa syar'i clothes products on social media or the internet is still not fully reliable so that needed a more evaluation. to be used as a consideration in purchasing Si.Se.Sa syar'i clothes in the future.

7. **The Impact of *Advertising* on *Purchase Decision* through *Brand Awareness* on Si.Se.Sa Syar'i Clothes**

Based on results of the analysis, it is explained that the coefficient of the influence of advertising on purchase decision through brand awareness is 0.115 and a P Value is 0.002. The test results show that the path coefficient is positive and P Value < level of significance ($\alpha = 5\%$), which means that there is an effect of advertising on purchase decision through brand awareness on Si.Se.Sa. syar'i clothes products.

Brand awareness has effect in consumer purchasing decisions. According to Dyah et al. (2014) argue that in order to generate brand awareness in consumers, a stimulus or things that can stimulate the emergence of brand awareness is needed, one of which is through advertising that makes a difference so that it will generate an impulse to make purchasing decisions because consumers feel attracted to the company's promotions. With an attractive advertisement for a product, it can create brand awareness in the minds of consumers which can be realized on purchasing decisions. In research Iman (2020) conducted by Napoleon Cat, it shows that Instagram users in Indonesia are dominated by women (www.goodnewsfromindonesia.id). This indicates that most women are more interested in images (visuals). Consumers who are affected by advertising of images on social media or the internet so that brand awareness is formed will have more encouragement to make purchase decisions.

The path coefficient of indirect influence produces a sufficient score, because Si.Se.Sa consumers think that advertisements regarding Si.Se.Sa syar'i clothes products on social media or the internet are quite interesting coupled with Si.Se.Sa brand awareness. which is good enough in the minds of consumers so that it can be a boost factor in making purchasing decisions.

CONCLUSION

Based on the results of the study on the effect of electronic word of mouth and advertising on purchase decisions with brand awareness as an intervening variable in Si.Se.Sa syar'i clothes products, the researchers conclude:

1. Based on the results of descriptive statistic analysis, it can be seen that the description of situation of the e-WoM, advertising, brand awareness, and purchase decision variables on Si.Se.Sa syar'i clothes products is classified as very good.
2. Based on the results of the study, it shows that there is a positive and significant effect e-WoM on brand awareness in Si.Se.Sa syar'i clothes products. This means, if the higher / better the e-WoM that consumers talk about about Si.Se.Sa syar'i clothes products, then the Si.Se.Sa brand awareness will increase / better.
3. Based on the results of the study, it shows that there is a positive and significant effect advertising on brand awareness in Si.Se.Sa syar'i clothes products. This means, if the better or interesting the advertising Si.Se.Sa syar'i clothes products, the Si.Se.Sa Brand Awareness will increase / better.
4. Based on the results of the study, it shows that there is a positive and significant effect brand awareness on purchase decision in Si.Se.Sa syar'i clothes products. This means, if the higher or better the brand awareness owned by Si.Se.Sa, the higher the level of consumer purchasing decisions for Si.Se.Sa syar'i clothes products.
5. Based on the results of the study, it shows that there is no significant effect e-WoM on purchase decision in Si.Se.Sa syar'i clothes products. This means that the higher / lower the e-WoM that consumers talk about Si.Se.Sa syar'i clothes products, then it does not affect consumer purchasing decisions for Si.Se.Sa syar'i clothes products.
6. Based on the results of the study, there is a positive and significant effect advertising on purchase decision in Si.Se.Sa syar'i clothes products. This means that the better or interesting the advertising for Si.Se.Sa syar'i clothes products, so consumer purchasing decisions for Si.Se.Sa syar'i clothes products will increase.
7. Based on the results of the study, it shows that there is no effect of e-WoM on purchase decision through brand awareness on Si.Se.Sa syar'i clothes products. The higher or lower Si.Se.Sa brand awareness, which is caused by the better or worse the e-WoM that consumers talk about about syar'i Si.Se.Sa clothing products, it tends not to affect consumer purchase decisions on Si.Se.Sa syar'i clothes products.
8. Based on the results of the study, there is an indirect effect of advertising on purchase decision through brand awareness on Si.Se.Sa syar'i clothes products. The higher or better the Si.Se.Sa brand awareness is caused by the better or attractive advertising of syar'i Si.Se.Sa clothing products, the more likely it is to increase consumer purchase decisions on Si.Se.Sa syar'i clothes products.

SUGGESTIONS

Based on the conclusions, the researchers put forward suggestions that are expected to be useful for further researchers, including: (1) the results of this study can be used as reference material to develop and consider other factors that can affect the dependent variable related to loyalty such as repurchase intention, brand love, and so on. (2) recommend that further research objects be considered so that they can find out gender differences in strengthening or weakening electronic word of mouth on brand awareness or advertising on brand awareness. (3) To be consistent in using the instruments developed as the concept of variables in this study.

REFERENCES

Amandeep, Varshney, S. &Aulia, S. (2017). *The impact of Advertising on Consumer Purchase Decision with Reference to Consumer Durable Goods in Oman*. International Journal of Managerial Studies and Research.

Assagaf, F. (2013). *The effect of Advertising on Consumer Decision Making through Brand Awareness*. Jurnal EMBA.

Badir, M. & Lestari, A. A. (2020). *The Effect of EWOM, EASE of Use and Trust on Purchase Decision (Study on Tokopedia Application Users)*. Jurnal Minds.

Belch, G.E & Belch, M.A. (2009). *Advertising and Promotion*: *An Integrated Marketing Communication Perspective*, Eight Edition. New York: Pearson Education.

Diansyah & Indah, A.N. (2017). *Pengaruh Pemasaran Internet dan Electronic Word Of Mouth terhadap Keputusan Pembelian dengan Kesadaran Merek sebagai Variabel Intervening pada Mahasiswa Universitas 17 Agustus 1945 Jakarta*. Journal of Business Studies.

Dyah, M. K., Kumadji, S. & Yulianto, E. (2014). *Pengaruh Iklan terhadap Brand Awareness dan Dampaknya terhadap Keputusan Pembelian (studi pada Mahasiswa Fakultas Ilmu Administrasi jurusan Administrasi Bisnis Universitas Brawijaya Angkatan 2012-2013 Yang Menggunakan Produk Sabun Mandi Merek Lifebuoy*. Jurnal Administrasi Bisnis.

Handi, H., Hendratono, T., Purwanto, E. & John J.O.I. I. (2018). *The Effect of E-WOM and Perceived Value On The Purchase Decision Of Food by Using The Go-Food Application as Mediated By Trust*. Quality Innovation Prosperity.

Iman, M. (2020). *Pengguna Instagram di Indonesia Didominasi Wanita dan Generasi Milenial*, (Online), (https://www.goodnewsfromindonesia.id)

Kertamukti, R. (2015). *Strategi Dalam Periklanan*. Jakarta: PT. Raka Grafindo Persada.

Kotler, P. & Amstrong, G. (2014). *Prinsip-Prinsip Manajemen*, 14th Edition, Bob Sabran Translation. Jakarta: Erlangga.

Kotler, P. & Keller, K. L. (2009). *Manajemen Pemasaran*, 13th Edition, Terjemahan Bob Sabran. Jakarta: Erlangga.

Kotler, P. & Amstrong, G. (2008). *Prinsip-Prinsip Pemasaran*, Second Edition, Bob Sabran Translation. Jakarta: Erlangga.

Lugina, A. & Azis, E. (2015). *Pengaruh Electronic Word of Mouth terhadap Brand Awareness Konsumen Roti Gempol*. E-Proceeding of Management.

Perera, W.L.M.V. & Dissanayake, D.M.R. (2013). *The impact of Brand Awareness, Brand Association and Brand Perceived Quality on female Consumers Purchase Decision of Foreign Makeup Products (a Study on Youth Segment)*. International Conference on Business & Information.

Roshni, P. S. (2012). *Impact Of Advertising on Brand Awareness and Consumer Preference (With Special Reference To Men's Wear)*. Journal of Business and Management.

Schifman, L.G & Kanuk, L. L. (2010). *Consumer Behavior*. New Jersey: Pearson Education, Inc.

Setiawan, B. & Celesta, C. R. (2019). *Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian*. Jurnal Aplikasi Ekonomi, Akuntansi dan Bisnis.

Shimp, T. A. (2003). *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*, Five Edition. Jakarta: Erlangga.

Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*, Eight Edition. Jakarta: Salemba Empat.

Siregar, S. (2013). *Metode Penelitian Kuantitatif*. Jakarta: Kencana.

Sunaryo & Sudiro, A. (2017). *The Impact of Brand Awareness on Purchase Decision: Mediating Effect of Halal Logo and Religious Beliefs on Halal Food In Malang Indonesia*. Proceedings of Sydney International Business Research Conference.

Tjiptono, F., Chandra, G, & Adriana, D. (2008). *Pemasaran Strategik*. Yogyakarta: Andi.

Wijaya, T. & Lidia, E. P. (2014). *Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian Kamera DSLR*. Sancall 2014. Research Methods and Organizational Studies.

Hamdan 'Afif Bahi
Faculty of Economics
Malang State University, 65145 Malang, Indonesia
Email: hamdan.afif.1904138@students.um.ac.id

Heri Pratikto
Faculty of Economics
Malang State University, 65145 Malang, Indonesia
Email: heri.pratikto.fe@um.ac.id

Titis Shinta Dhewi
Faculty of Economics
Malang State University, 65145 Malang, Indonesia
Email: titis.shinta.fe@um.ac.id