

THE INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS ON PURCHASING DECISIONS OF MIXUE ICE CREAM & TEA PRODUCTS IN BANDUNG CITY ON SHOPEEFOOD

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Abstract:

This research was conducted on consumers of Mixue Ice Cream & Tea in Bandung City who made purchases through ShopeeFood. The purpose of this study was to determine how much influence Brand Image and Brand Awareness have on Purchasing Decisions, both partially and simultaneously. The population in this study was consumers of Mixue Ice Cream & Tea in Bandung who made purchases through ShopeeFood. The sampling technique used was purposive sampling with a sample size of 100 respondents. A questionnaire was used as the research instrument to ensure validity and reliability tests met standards. The research method used was multiple linear regression, which included classical assumption tests, coefficient of determination tests, and hypothesis tests. Based on the results of the study show that there is a partial and simultaneous influence on the variables of Brand Image and Brand Awareness on Purchasing Decisions. The influence of Brand Image on Purchasing Decisions is 19%, while the influence of Brand Awareness on Purchasing Decisions is 41.5%. The influence of Brand Image and Brand Awareness on Purchasing Decisions is 60.5%.

Keywords: Brand Image, Brand Awareness, Purchase Decision

INTRODUCTION

Technological developments in Indonesia are driving rapid growth in electronic commerce, or e-commerce. E-commerce can help businesses achieve their desired targets, companies can generate profits, increase product sales, and achieve higher profits thanks to the expanded market reach offered by this technology. E-commerce offers numerous advantages that enhance customer satisfaction and convenience, enabling companies to gain a market advantage over competitors. (Sentosa et al., 2023: 25)

Shopee is one of the largest e-commerce platforms or shopping sites in Indonesia. The large number of transactions in the online food delivery sector has led Shopee to see this as a significant opportunity to expand its business. In 2020, Shopee launched a food delivery service called ShopeeFood.

ShopeeFood, one of the leading food delivery services in Indonesia, has partnered with all Mixue Ice Cream & Tea outlets, particularly in Bandung. Mixue Ice Cream & Tea, a popular ice cream and tea brand known for its affordable prices and high quality, is leveraging the ShopeeFood platform to reach a wider market. This collaboration demonstrates how technology can help the culinary industry meet the needs of modern consumers. By leveraging the ShopeeFood platform, Mixue Ice Cream & Tea has successfully captured the attention of a younger generation and increased brand awareness and customer loyalty. Furthermore, the collaboration between Mixue Ice Cream & Tea and the ShopeeFood platform also provides an opportunity to gather information that can be used to understand consumer preferences and purchasing behavior.

The following is pre-survey data from 20 Mixue Ice Cream & Tea consumers in Bandung City on ShopeeFood:



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Table 1. Brand Image Phenomenon

No	Statement	Agree		Do not agree		Total	
		Person	%	Person	%	Person	%
1	I feel Mixue Ice Cream & Tea has a good reputation.	6	30%	14	70%	20	100%
2	I believe Mixue Ice Cream & Tea uses good-quality products.	12	60%	8	40%	20	100%
3	Mixue Ice Cream & Tea has a unique taste	8	40%	12	60%	20%	100%

Based on the data above, the majority of respondents disagreed, indicating that brand image is still ineffective.

A positive brand image has a significant impact on potential buyers when deciding which product to purchase. A distinctive brand image is more easily remembered by other consumers compared to other goods or services. Brand image has a significant impact on consumer preferences and behavior. (Periyadi et al., 2019: 53)

Table 2. Brand Awareness Phenomenon

No	Statement	Agree		Do not agree		Total	
		Person	%	Person	%	Person	%
1	I remember Mixue Ice Cream & Tea when I wanted to buy ice cream.	7	35%	13	65%	20	100%
2	The Mixue Ice Cream & Tea logo on ShopeeFood is easy to recognize.	12	60%	8	40%	20	100%
3	I chose Mixue Ice Cream & Tea as my favorite ice cream brand.	4	20%	16	80%	20	100%
4	The first brand I think of when I want to buy ice cream is Mixue Ice Cream & Tea.	8	40%	12	60%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that brand awareness is still ineffective.

Brand awareness is formed and strengthened by increasing brand familiarity through repeated exposure, which makes consumers feel familiar with the brand. This can be achieved through brand recognition and recall of a particular brand. (Erislan, 2024: 56)

Table 3. Purchasing Decision Phenomena

No	Statement	Agree		Do not agree		Total	
		Person	%	Person	%	Person	%
1	I chose Mixue Ice Cream & Tea because of its good quality.	9	45%	11	55%	20	100%
2	I chose Mixue Ice Cream & Tea because of its famous reputation.	7	35%	13	65%	20	100%
3	I bought Mixue Ice Cream & Tea at ShopeeFood.	10	50%	10	50%	20	100%
4	I bought Mixue Ice Cream & Tea on ShopeeFood when there was a promo.	6	30%	14	70%	20	100%



No	Statement	Agree		Do not agree		Total	
		Person	%	Person	%	Person	%
5	I bought more than one Mixue Ice Cream & Tea menu on ShopeeFood.	5	25%	15	75%	20	100%
6	I use a secure payment method on ShopeeFood.	12	60%	8	40%	20	100%

Based on the data above, the majority of respondents disagreed, indicating that purchasing decisions are still ineffective.

Through brand image and brand awareness, consumers can easily recognize the product they want to purchase and differentiate it from other products in terms of quality, satisfaction, pride, or other characteristics inherent in the brand. Trust in a brand will shape a brand image and awareness that can influence the purchasing decision process. (Sitorus et al., 2022: 70)

Brand image can be defined as the consumer's perception of how a brand differentiates itself from other brands in the same product category. Brand image can be strengthened through various forms of brand communication such as packaging, advertising, promotions, and customer service (Sawhani, 2021: 22). Brand image is a key component that creates an emotional bond between a company and its consumers, encompassing its name, logo, visuals, and other identities (Wardhana, 2024: 186). Brand image is defined as the perception that arises in consumers' minds when they think of a brand of a particular product type. Brand image encompasses the names, terms, symbols, signs, and designs used by companies to differentiate their products from those offered by competitors. (Firmansyah, 2019: 60)

According to (Sawhani, 2021: 23), the dimensions of brand image are corporate image, product/consumer image, and user image.

Brand awareness is the consumer's ability to recognize and remember a brand, encompassing various elements such as name, icon, design, and logo. Brand awareness is the level of consumer understanding of a brand's existence in a particular category that differentiates it from competing brands. (Wardhana, 2024: 165). Brand awareness is the strength of a brand's memory, measured by the consumer's ability to identify the brand under various conditions. This is a necessary, but not always sufficient, step in building brand equity, requiring other considerations such as brand image. (Keller & Swaminathan, 2020: 71). Brand awareness is a consumer's ability to recognize a particular brand or promotion, either immediately or after hearing about the brand from other consumers. (Firmansyah, 2019: 85)

According to Wardhana (2024: 166), the dimensions of brand awareness are brand recall, brand recognition, brand choice, and top-of-mind awareness.

A purchase decision is the stage where consumers recognize a problem and then seek information related to a particular product or brand. (Wulandari & Mulyanto, 2024: 10). A purchase decision is a step in determining whether or not to make a purchase. The purchase decision is a phase in the consideration process carried out by consumers who actually make a purchase. The decision-making process is an individual activity directly involved in obtaining and utilizing the goods offered. (Zusrony, 2023: 35). A purchase decision is an individual activity directly related to the process of deciding whether to purchase goods provided by a seller. (Rahayu & Afriliana, 2021: 149)

According to Wulandari & Mulyanto (2024: 28), the dimensions of purchasing decisions include product choice, brand choice, distributor choice, purchase amount, purchase time, and payment method.





Research Hypothesis

- H1: Brand image influences purchasing decisions
- H2: Brand awareness influences purchasing decisions
- H3: Brand image and brand awareness influence purchasing decisions

METHODS

The population in this study was consumers of Mixue Ice Cream & Tea in Bandung who made purchases through ShopeeFood. The sampling technique used was purposive sampling with a sample size of 100 respondents. A questionnaire was used as the research instrument to ensure validity and reliability tests met standards. The research method used was multiple linear regression, which included classical assumption tests, coefficient of determination tests, and hypothesis tests.

RESULT AND DISCUSSION

Table 4. Validity Test

Variables	Item Statement	r count	r critical	Information
Brand Image	X1.1	0,641	0,3	Valid
	X1.2	0,691	0,3	Valid
	X1.3	0,589	0,3	Valid
	X1.4	0,570	0,3	Valid
	X1.5	0,644	0,3	Valid
	X1.6	0,666	0,3	Valid
	X1.7	0,716	0,3	Valid
	X1.8	0,695	0,3	Valid
Brand Awareness	X2.1	0,660	0,3	Valid
	X2.2	0,654	0,3	Valid
	X2.3	0,586	0,3	Valid
	X2.4	0,673	0,3	Valid
	X2.5	0,786	0,3	Valid
	X2.6	0,699	0,3	Valid
	X2.7	0,736	0,3	Valid
	X2.8	0,754	0,3	Valid
Buying decision	Y1	0,611	0,3	Valid
	Y2	0,600	0,3	Valid
	Y3	0,718	0,3	Valid
	Y4	0,660	0,3	Valid
	Y5	0,681	0,3	Valid
	Y6	0,732	0,3	Valid
	Y7	0,569	0,3	Valid
	Y8	0,665	0,3	Valid
	Y9	0,667	0,3	Valid
	Y10	0,730	0,3	Valid
	Y11	0,714	0,3	Valid
	Y12	0,706	0,3	Valid

Source: SPSS V27 Results, 2025





All variable statement items in this study are considered valid because the calculated r value exceeds the critical value, which is above 0.3.

Table 5. Reliability Test

Variables	Cronbach's Alpha	Information
X1	0,806	Reliable
X2	0,847	Reliable
Y	0,886	Reliable

Source: SPSS V27 Results, 2025

All variables in this study had Cronbach's alpha values deemed reliable because they met the criteria, namely above 0.7.

Classical Assumption Test; Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardiz ed Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.25862193
	Absolute	.063
Most Extreme Differences	Positive	.048
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed) ^c		.200 ^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS V27 Results, 2025

Based on the data, the significance value (sig) in the Kolmogorov-Smirnov table is 0.200, and this value is greater than 0.05. Therefore, it can be concluded that the data is normally distributed.

Table 7. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1	.510	1.962
	.510	1.962

a. Dependent Variable: BUYING DECISION

Source: SPSS V27 Results, 2025

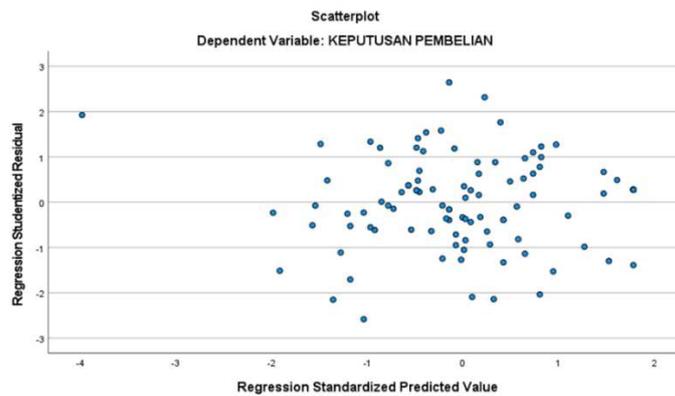
Based on these data, the tolerance value is greater than 0.1 and the Variance Inflation Factor (VIF) is less than 10. Therefore, there is no multicollinearity problem among the independent



variables in this study. This indicates that the basic assumptions of the regression are not disturbed by significant multicollinearity.

Heteroscedasticity Test. The results of the heteroscedasticity test, reflected in the scatterplot diagram below, indicate no clear, regular pattern. The data points are randomly distributed above and below zero on the Y-axis. Therefore, there is no indication of heteroscedasticity in the regression model. The results of the heteroscedasticity test are shown in the following figure:

x



Source: SPSS V27 Results, 2025

Figure 1. Heteroscedasticity Test using the Scatterplot Method

Table 8. Autocorrelation Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.605	.597	4.30230	1.999

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

b. Dependent Variable: PURCHASE DECISION

Source: SPSS V27 Results, 2025

Based on the data above, the Durbin-Watson value was 1.999. To determine whether autocorrelation occurs, compare the DW value with the critical range. With a data set (n) of 100 and independent variables (k) of 2, the d_u value was 1.7152 and the $4-d_u$ value was 2.2848. Because the Durbin Watson value (1.999) is between the d_u and $4-d_u$ values ($1.7152 < 1.999 < 2.2848$), it can be concluded that there is no autocorrelation and the data can be used for further analysis.

Table 9. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.068	3.480		2.319	.023
BRAND IMAGE	.450	.142	.283	3.172	.002
BRAND AWARENESS	.820	.133	.553	6.183	<.001

a. Dependent Variable: PURCHASE DECISION

Source: SPSS V27 Results, 2025

Based on the data above, the multiple linear regression equation in this study is as follows: $Y = 8.068 + 0.450 X_1 + 0.820 X_2$.





The constant value $\beta_0 = 8.068$ indicates that the purchasing decision variable is not influenced by brand image. This means that if the current brand image value is zero (0) or unchanged, the purchase decision value is 8.068. Similarly, the regression coefficient of 0.450 for the brand image variable indicates a positive relationship with the purchase decision, and the regression coefficient of 0.820 for the brand awareness variable indicates a positive relationship with the purchase decision.

Table 10. Coefficient of Determination (R2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.605	.597	4.30230	1.999

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

b. Dependent Variable: PURCHASE DECISION

Source: SPSS V27 Results, 2025

Based on the data above, the coefficient of determination is shown by the R-square value of 0.605, indicating that brand image and brand awareness significantly influence purchasing decisions by (R2 x 100%), or 60.5%, with the remaining 39.5% explained by other factors not examined in this study.

Table 11. Partial Coefficient of Determination (R2)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations Zero-order
		B	Std. Error	Beta			
1	(Constant)	8.068	3.480		2.319	.023	
	BRAND IMAGE	.450	.142	.283	3.172	.002	.670
	BRAND AWARENESS	.820	.133	.553	6.183	<.001	.751

a. Dependent Variable: PURCHASE DECISION

Source: SPSS V27 Results, 2025

Based on the table above, the following calculations can be performed to obtain the partial effect of each variable:

- Brand Image (X1): $0.283 \times 0.670 \times 100\% = 0.190$ or 19%
- Brand Awareness (X2): $0.553 \times 0.751 \times 100\% = 0.415$ or 41.5%

Based on the calculations above, it is known that the brand image variable (X1) contributes 19% of the effect, while the brand awareness variable (X2) contributes 41.5%.

Table 12. Partial Test (t-Test)

Coefficients ^a		
Model	t	Sig.
(Constant)	2.319	.023
1 BRAND IMAGE	3.172	.002
BRAND AWARENESS	6.183	.000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS V27 Results, 2025





T-test with α level = 5%, given $n = 100$, with $df = n-2$, i.e., $df = 98$ is 1.98447. The influence of brand image on purchasing decisions obtained a calculated t value of $3.172 > t$ table of 1.98447, with a significance probability of brand image (X1) at the $0.002 < 0.05$ level. Therefore, H_0 is rejected and H_1 is accepted. The influence of brand awareness on purchasing decisions obtained a calculated t value of $6.183 > t$ table of 1.98447, with a significance probability of brand awareness (X2) at the $0.001 < 0.05$ level. Therefore, H_0 is rejected and H_2 is accepted. This means that brand awareness has a partial significant influence on purchasing decisions for Mixue Ice Cream & Tea products in Bandung City on Shopee Food. This means that a better brand image and brand awareness will increase purchasing decisions.

Table 13. Simultaneous Test (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2751.190	2	1375.595	74.317	.000 ^b
Residual	1795.450	97	18.510		
Total	4546.640	99			

a. Dependent Variable: BUYING DECISION

b. Predictors: (Constant), BRAND AWARENESS, BRAND IMAGE

Source: SPSS V27 Results, 2025

Based on the analysis results from the table above, the calculated F value is 74.317, while the F value is at a significance level (α) of 5% with degrees of freedom $V_1 = k$; $V_2 = n-k-1 = 100-2-1 = 97$. Therefore, the F value is 3.09.

Based on the table above, the statistical calculation results show that the calculated F value is $74.317 > F$ table 3.09. The significance value is $0.001 < 0.05$, so H_0 is rejected and H_3 is accepted. This means that brand image and brand awareness simultaneously have a significant influence on purchasing decisions for Mixue Ice Cream & Tea products in Bandung City on Shopee Food.

CONCLUSION

Brand Image partially has a positive and significant effect on the purchasing decision of Mixue Ice Cream & Tea Bandung City products on ShopeeFood by giving an influence of 19%. Brand Awareness partially has a positive and significant effect on the purchasing decision of Mixue Ice Cream & Tea Bandung City products on ShopeeFood by giving an influence of 41.5%. Brand Image and Brand Awareness simultaneously have a positive and significant effect on the purchasing decision of Mixue Ice Cream & Tea Bandung City products on ShopeeFood by giving an influence of 60.5%.

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