

Mazaraat Cheese Consumer Purchasing Decision

Indah Ria Lestari ¹, Ujang Sumarwan ², and Istiqlaliyah Muflikhati ²

¹ School of Business, IPB University, Jl. Raya Padjajaran, Bogor 16151

² Department of Family and Consumer Science, IPB University. Jl. Kamper, Wing 4 Level 5, Campus of IPB Dramaga Bogor 16680

| ARTICLE INFO | ABSTRACT |
|---|---|
| <p><i>Keywords:</i> Artisan cheese Brand awareness Customer perceived value Consumer knowledge Marketing mix Purchase decision</p> <p><i>Kata Kunci:</i> Bauran Pemasaran Keju artisan Kesadaran merek Keputusan Pembelian Nilai persepsi konsumen Pengetahuan konsumen</p> | <p>This study aims to identify the characteristics of Mazaraat consumers, analyze the influence of customer perceived value (CPV), brand awareness, consumer knowledge, and marketing mix on Mazaraat cheese consumer purchasing decisions, and develop appropriate managerial implications to improve Mazaraat consumer purchasing decisions. The study used 158 local Mazaraat consumers as respondents surveyed using a questionnaire and the data obtained were processed using SEM-PLS. The results showed that customer perceived value, brand awareness, and product variables had a positive and significant influence on purchasing decisions. Meanwhile, the variables of consumer knowledge, promotion, price, and location did not have a significant influence on purchasing decisions. Overall, the product has the most significant direct and indirect influences on purchasing decisions for Mazaraat cheese. The companies should pay attention to the marketing mix variables and other connecting variables to improve the purchasing decisions of Mazaraat cheese.</p> |
| <p>Corresponding author: indah_rialestari@apps.ipb.ac.id</p> | <p style="text-align: center;">SARI PATI</p> <p><i>Penelitian ini bertujuan untuk mengidentifikasi karakteristik konsumen Mazaraat, menganalisis pengaruh nilai persepsi konsumen, kesadaran merek, pengetahuan konsumen, dan bauran pemasaran terhadap keputusan pembelian konsumen keju Mazaraat, dan menyusun Implikasi manajerial yang tepat guna meningkatkan keputusan pembelian konsumen Mazaraat. Penelitian menggunakan 158 konsumen lokal Mazaraat sebagai responden yang disurvei menggunakan kuesioner dan data yang diperoleh diolah menggunakan SEM-PLS. Hasil penelitian menunjukkan variabel nilai persepsi konsumen, kesadaran merek, dan produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan, pada variabel pengetahuan konsumen, promosi, harga, dan lokasi tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Secara keseluruhan, produk memiliki pengaruh total yang besar secara langsung dan tak langsung terhadap keputusan pembelian keju Mazaraat. Perusahaan harus memperhatikan variabel bauran pemasaran dan variabel penghubung lain untuk meningkatkan keputusan pembelian keju Mazaraat.</i></p> <p style="text-align: right;">© 2020 IRJBS, All rights reserved.</p> |

INTRODUCTION

Increased cheese consumption in Indonesia due to changing lifestyle and consumption patterns create a more promising cheese market share in Indonesia. According to Fonterra (2017), the dairy industry has been expected to grow annually by 13 percent over the next few years. It is mainly driven by the rapid growth of the middle class in Indonesia that demands high-quality food because the consumers start prioritizing healthy lifestyles. Spending on dairy products such as cheese has continued increasing and growing by 8.1 percent the following year.

Indonesia currently has many local cheese trademarks. Besides having taste accepted and favored by Indonesians, it also possesses various health benefits. The cheese business growth in Indonesia has emerged a number of local cheese brands. If European countries have famous cheeses such as Gouda from the Netherlands, Indonesia has original cheeses with trademarks e.g. Mazaraat, Rosalie, Indrakila, etc. Local cheeses produced are gourmet cheeses such as Mozzarella, Brie, Gouda, Goat Cheese, and so on. Those local cheeses are produced by using high-quality milk.

Competition among local cheeses in the market begins to show increasingly fierce competition. Business actors of local cheese must start identifying key factors to win the competition. The emergence of various types of local artisan cheese in Indonesia increases the competition among cheese producers and encourages them to continue to make breakthroughs in marketing strategies. The marketing mix is at the core of the marketing strategy. The marketing mix consists of 4Ps, i.e. product, price, place, and promotion. Sumarwan, Noviandi, & Kirbandoko, (2013) stated price influences the purchasing decisions of organic product consumers. Product quality is an important factor considered by the consumers in making the purchasing decisions for premium products. The results of the study conducted by Grannis, Hine, & Thilmany, (2003) regarding the premium products

marketing of Macedonian cheese indicate the consumers of premium products have the intention to invest in premium prices balanced by quality products. Chiciudean, Funar, & Muresa, (2016) stated some customers of the agro-food sector adopt their purchasing decisions solely based on extrinsic attributes (brand, package, label, etc.) and intrinsic attributes (flavor, ingredient, etc.).

Brand plays a significant role in marketing. Brand awareness is necessary to find out whether a customer has more sensitive recall and top of mind awareness to a product. A brand with a good image will receive a positive rating from the consumers that increases the value of the product. Thoma, Kapaj, Boshnjaku, & Muca, (2017) stated brand awareness refers to the importance of a brand in the customer's mind and includes recognition, recall, top of mind awareness, brand dominance, brand knowledge, and brand opinion.

The local artisan cheese market in Indonesia belongs to the niche market. Characteristics of consumers in niche products is to have more knowledge of the product uniqueness. It will form the basis of purchasing decisions made by the consumers (Notari, 2013). Local artisan cheese consumers, in general, make purchases based on the values that will be obtained, i.e. specificity of taste, quality of raw materials, level of cheese maturity, and so forth. Customer perceived value is defined as the value of customers' perception. According to Lim, Yong, & Suryadi, (2014), consumers who feel the positive value of organic food are willing to buy organic food since health is the main perceived benefit. The value of consumers' perception (customer perceived value) can be a good marketing strategy in selling Mazaraat products. The perceived value of a product is expected to increase the purchasing decisions of Mazaraat cheese.

The problems mentioned above must be analyzed so that the company can find the right marketing strategy to improve purchasing decisions. Each business must assess its capacity and competence

to develop suitable strategies and successfully manage market segments to survive in the market. Understanding the characteristics of local artisan cheese consumers and the factors that influence purchasing decisions can help Mazaraat in avoiding competition in the vast mass market, earn bigger profits, and grow sustainably. The objectives of the study on purchasing decisions of Indonesian artisan cheese are:

1. To identify the characteristics of Mazaraat consumers.
2. To analyze the effect of customer perceived value (CPV), brand awareness, consumer knowledge, and marketing mix on the purchasing decisions of Mazaraat cheese consumer.
3. To develop suitable managerial implications to improve purchasing decisions of Mazaraat cheese consumers.

Hypotheses

This study examined hypotheses made based on the background and problems of the study. There were nineteen hypotheses tested, decribed in Figure 1

METHODS

The study was conducted from February to June 2019. A quantitative approach was used to identify the factors that influenced the purchasing decisions of Mazaraat cheese consumer. The data used in this study are primary data. Primary data obtained from the results of an online survey. The samples were taken by using convenience sampling method. The research respondents were Mazaraat consumers who have purchased Mazaraat cheese and were not limited by the purchase channel. Data collection was using online questionnaires filled by respondents. This is due to the usage of social media as one of the distribution channels by Mazaraat so

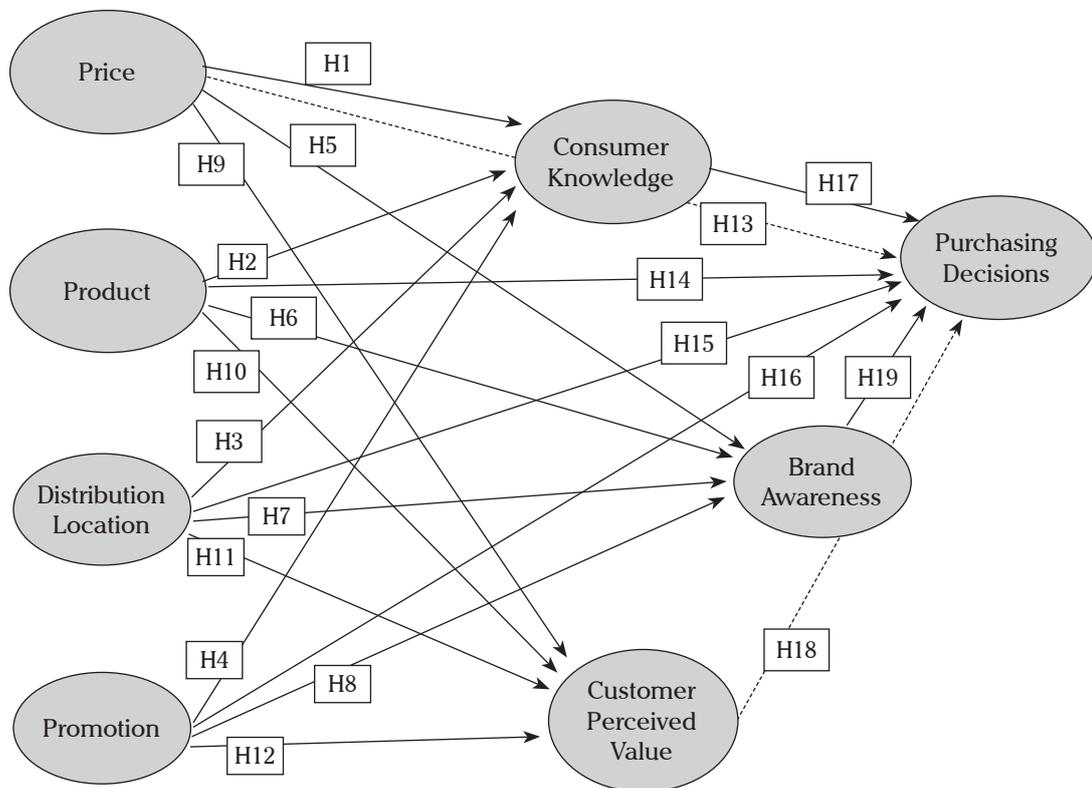


Figure 1. Research Hypothesis

that the data collection process was conducted online to consumers who have purchased Mazaraat cheese throughout Indonesia.

The questionnaire used was structured so respondents could understand its contents properly. The questionnaire consists of closed and open questions. The research questionnaire was using a Likert scale. Sumarwan, Hartoyo, & Fahmi, (2018) explained, Likert scale is suitable for multiple-choice questions related to the agreement. There were five sequences used in the questionnaire, namely strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). It aimed to widen the range of answers from the consumers who were willing to become the respondents.

Sampling was using the rule of thumb of the Structural Equation Model (SEM). A total of 450 customers data were obtained from the company's internal data and the survey process was carried out using an online questionnaire link shared through the WhatsApp application. It resulted in 175 respondents who were willing to fill out the questionnaire and only 158 questionnaires were acceptable.

There were two data processing and analysis techniques used in this study. Descriptive analysis was conducted to determine the characteristics of consumers in choosing and using Mazaraat cheese products. Meanwhile, Structural Equation Model (SEM) analysis with SmartPLS was used to determine the influences of customer perceived value, brand awareness, consumer knowledge, and marketing mix variables on purchasing decisions. The variables used in this research were Brand Awareness (BA), Customer Perceived Value (CPV), Consumer Knowledge (CK), Price (H), Product (P), Distribution Location (D), Promotion (PRO), and Purchase Decision (PD). On this basis the parameters or indicators used in the study explained in Table 1.

RESULTS AND DISCUSSION

Charateristics of Mazaraat Consumers

Consumer characteristics can be described as a description of the consumers of a product in terms of demographic aspects. Information about the consumers' characteristics is important to be identified by the company as it can be taken into consideration for preparing future marketing strategies. Table 2 provides information about the characteristics of Mazaraat consumers.

Most respondents were female (84.81 percent). Most of them belonged to the age groups of 31-41 and 21-30 and married. Respondents generally have a high level of education. Their occupations were dominated by entrepreneurs and private employees. The average monthly expenditure for food and beverages of 37.34 percent of respondents was at the range of IDR 2,000,000 - 4,000,000. However, the percentage reaches 43.67 percent if it is summed to the total of respondents that spent IDR 4,000,000 to more than IDR 10,000,000 for food and beverages. The data indicate that Mazaraat consumers were in the upper-middle-class segment. Rastogi, Tamboto, Tong, & Sinburimsit, (2013) stated the food and beverages expenditures for middle-class, upper-middle-class, upper-class, and elites respectively were at the ranges of IDR 2,000,000 - 3,000,000, IDR 3,000,000 - 4,000,000, IDR 5,000,000 - 7,500,000, and > IDR 7,500,000.

Data Distribution of Research Variable Indicators

There were seven variables used in this research to analyze factors that influenced Mazaraat consumers' purchasing decisions. Those variables were brand awareness, price, product, distribution, promotion, customer perceived value, and consumer knowledge. The results of data distribution in each variable indicator from the research questionnaires are explained below.

Brand Awareness

The percentage in the indicators of the brand awareness variable are presented in Table 3. The brand recognition indicator (X3) has the highest percentage. The top of mind indicator (X1a) obtained a percentage value of five percent that

Table 1. Description of product Innovation Variable

| Variable | Definition | Indicator | Symbol | Expert(s) |
|--------------------------------|--|---|--------|---|
| Brand Awareness (BA) | Awareness related to consumer's ability to recall and recognize a brand included in the product category | Top of mind | X1 | Rahmah, (2018) |
| | | Brand recall | X2 | |
| | | Brand recognition | X3 | |
| Price (H) | Consumer perceptions of price and product | Price of product offered | X4 | Sumarwan, Noviandi, & Kirbandoko, (2013) |
| | | Competitive price | X5 | |
| | | Product equals price offered | X6 | |
| | | Price equals product quality | X7 | |
| Product (PR) | Consumer perception of some product characteristics | Taste | X8 | Margaretha, & Edwin (2012), Al Rasyid, (2016) |
| | | Texture | X9 | |
| | | Freshness and cleanliness of the product when it will be consumed | X10 | |
| | | An appropriate level of maturity | X11 | |
| | | Packaging | X12 | |
| Distribution Location (D) | Consumer perception of product distribution channels | Channel | X13 | Al Rasyid, (2016) |
| | | Location | X14 | |
| Promotion (PRO) | Consumer perception of marketing communication activity | Promotional media | X15 | Al Rasyid, (2016) |
| | | Sales promotion | X16 | |
| Customer Perceived Value (CPV) | Perceived value obtained by a consumer when buying a product | Product benefit related to quality | X17 | Lim, Yong, & Suryadi, (2014) |
| | | Product benefit related to image | X18 | |
| | | Perception of the product price | X19 | |
| | | Product attribute information | X20 | |
| Consumer Knowledge (CK) | Consumer knowledge about the product | Place to get | X21 | Anindityo, (2018) |
| | | Raw material | X22 | |
| | | Benefit | X23 | |
| Purchasing Decisions (PD) | Statement of respondents in making a repurchase decision and the extent to which respondents chose Mazaraat products over other products | Purchasing decisions | Y1 | Sumarwan, Hartoyo, & Fahmi, (2018) |

Table 2. Characteristics of Mazaraat Consumers

| Type of Data | Results of Data | Frekuensi | Percentage (%) |
|--------------------|-----------------------------------|-------------|----------------|
| Gender | Male | 24 | 15.19 |
| | Female | 134 | 84.81 |
| Age (years old) | 21-30 | 53 | 33.54 |
| | 31-41 | 64 | 40.51 |
| | 42-52 | 31 | 19.62 |
| | >52 | 10 | 6.33 |
| | Marital Status | Single | 46 |
| Marital Status | Married | 108 | 68.35 |
| | Widow/Widower | 4 | 2.53 |
| | Education Level | High School | 8 |
| Education Level | Diploma | 20 | 12.66 |
| | Bachelor | 86 | 54.43 |
| | Master/Doctorate | 44 | 27.85 |
| Occupation | Entrepreneur | 55 | 34.81 |
| | Civil servant | 12 | 7.59 |
| | SOEs employee | 2 | 1.27 |
| | Private employee | 44 | 27.85 |
| | Housewife | 28 | 17.72 |
| | Profession (doctor, lawyer, etc.) | 17 | 10.76 |

Source: Survey by authors

Table 3. Indicators percentage of Brand Awareness Variable

| Indicator | Symbol | Percentage (%) | | |
|--|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Mazaraat is the first organic artisan cheese brand that I recalled in my mind. | X1a | 4.43 | 12.03 | 83.54 |
| I can remember the Mazaraat brand quickly. | X1b | 6.33 | 22.15 | 71.52 |
| I can differentiate Mazaraat products from other cheese brands. | X2 | 10.76 | 33.54 | 55.7 |
| I have trust in Mazaraat cheese. | X3 | 0.63 | 10.76 | 88.61 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

approached the X3 indicator. However, the top of mind indicator (X1b) and brand recall (X2) showed a more diverse data distribution. It can be concluded, the respondents' brand awareness level on the Mazaraat brand was still in the brand recognition phase. The company should initiate marketing strategies to enhance brand awareness on the Mazaraat brand to increase the consumers' purchasing decisions.

Marketing Mix

Price

The percentage in the indicators of the price variable

are presented in Table 4. The price of Mazaraat cheese according to product quality (X7) obtained the highest percentage. Respondents were willing to pay a higher price to get quality cheese. The percentage of the price variable indicates that the price offered is in accordance with the ability of the respondents. In fact, 60% of respondents stated that the price of Mazaraat cheese is relatively cheaper than similar cheese products from other brands. The size of the product offered also matches its price. Product price did not influence the consumers' purchasing decisions on Mazaraat cheese.

Table 4. Indicators Percentage of Price Variable

| Indicator | Symbol | Percentage (%) | | |
|--|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| The price of Mazaraat cheese is affordable. | X4 | 1.9 | 12.61 | 85.44 |
| Mazaraat cheese price is relatively cheaper than similar products from different brands. | X5 | 8.23 | 31.65 | 60.13 |
| The price of Mazaraat cheese equals the size offered. | X6 | 2.53 | 20.25 | 77.22 |
| The price of Mazaraat cheese equals the product quality. | X7 | 0.63 | 6.96 | 92.41 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

Table 5. Indicators Percentage of Product Variable

| Indicator | Symbol | Percentage (%) | | |
|--|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Mazaraat cheese has an enjoyable distinctive taste. | X8 | 1.27 | 7.59 | 91.14 |
| Mazaraat cheese has good texture. | X9 | 1.90 | 8.86 | 89.24 |
| Mazaraat cheese sold is always freshly (recently produced). | X10a | 1.27 | 6.33 | 92.41 |
| Mazaraat cheese is clean. | X10b | 0.00 | 3.8 | 96.2 |
| The maturity level of Mazaraat cheese is in accordance with the type of cheese sold. | X11 | 1.27 | 9.49 | 89.24 |
| Mazaraat cheese packaging is eye-catching. | X12 | 12.03 | 35.44 | 52.53 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

Product

The percentage in the indicators of the product variable are presented in Table 5. Almost all indicators on product variable obtained high percentage of more than 89 percent. Only one indicator has a score of 52 percent (X12). This is due to the product packaging that has not been innovated by Mazaraat. The packaging of Mazaraat cheese was only using vacuum plastic with a label of the Mazaraat brand.

The level of cleanliness and freshness of cheese obtained the highest percentage. Respondents have highly paid attention to product quality when purchasing Mazaraat cheese in terms of taste, texture, country, cleanliness, and level of cheese maturity. The company can innovate the packaging to improve the purchasing decisions of Mazaraat cheese.

Distribution

The percentage in the indicators of the distribution variable are presented in Table 6. Respondents stated that they bought Mazaraat cheese at exhibitions or local product bazaars (70 percent) and at the internet (66 percent). On the other hand, other indicators have wider distribution data. Mazaraat needs to add more distribution channels for its products so that consumers can more easily get Mazaraat cheese. Mazaraat can expand its distribution network with more modern shops, organic stores, and agents or private retailers.

Promotion

Table 7 describes the percentage of indicators on the promotion variable. The experience of customers told by word of mouth (Word of Mouth) made 84 percent of respondents interested to try and purchase Mazaraat cheese. In addition, cheese tasting, cooking demonstrations for various

Table 6. Indicators Percentage of Distribution Variable

| Indicator | Symbol | Percentage (%) | | |
|---|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Consumers can find Mazaraat cheese at modern retail stores (Grand Lucky Supermarket, etc.). | X13a | 43.67 | 23.42 | 32.91 |
| Consumers can find Mazaraat cheese at the Mazaraat Agent (Online). | X13b | 17.09 | 25.32 | 57.59 |
| Consumers can find Mazaraat cheese at a local organic store (local retail store). | X13c | 19.62 | 27.85 | 52.53 |
| Consumers can find Mazaraat cheese at local products exhibitions/bazaars. | X13d | 12.03 | 17.09 | 70.89 |
| The location of Mazaraat cheese seller is easily found on the internet. | X14a | 11.39 | 22.15 | 66.46 |
| Modern retail stores that sell Mazaraat products are accessible. | X14b | 23.42 | 34.81 | 41.77 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

Table 7. Indicators Percentage of Promotion Variable

| Indicator | Symbol | Percentage (%) | | |
|--|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Mazaraat promotion through social media is interesting. | X15a | 6.96 | 34.18 | 58.86 |
| Mazaraat promotion through community bazaars is interesting. | X15b | 5.70 | 22.78 | 71.52 |
| The famous chef who promotes Mazaraat cheese makes me interested to buy Mazaraat cheese. | X15c | 18.35 | 31.01 | 50.63 |
| Cooking demo of various foods using cheese is interesting. | X16a | 6.96 | 21.52 | 71.52 |
| Cheese testing is interesting. | X16b | 3.16 | 12.03 | 84.84 |
| Artisan cheese Mazaraat promoted through the experience of customers, which told from mouth to mouth (Word of Mouth) was interesting | X16c | 3.80 | 11.39 | 84.81 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

foods using cheese, and community bazaars can be promising promotional strategies to improve consumers purchasing decisions. Social media and famous chef endorsement have not been the main reason for consumers in purchasing Mazaraat cheese. Mazaraat must develop the official Mazaraat account in social media to expand its network to improve the purchasing decisions. Mazaraat can conduct cheese tasting and cooking demonstrations for a variety of cheese-based foods and promote these events on social media so that new consumers would be interested to attend the event. It can improve the purchasing decisions of Mazaraat cheese.

Customer Perceived Valued

Table 8 provides the percentages of indicators on customer perceived value variable. The results indicate that respondents have the perceived value that Mazaraat cheese has premium quality, distinctive, exclusive taste, has many product variants of cheese, and belongs in premium products. Approximately 90 percent of respondents stated buying Mazaraat cheese means supporting regional economic development. About 87 percent of respondents agreed and strongly agreed that information about the benefits of Mazaraat cheese products can improve purchasing decisions. Respondents did not purchase Mazaraat cheese to follow the trend and endorsement from a famous

Table 8. Indicators Percentage of Customer Perceived Value Variable

| Indicator | Symbol | Percentage (%) | | |
|--|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Mazaraat cheese has premium quality. | X17a | 1.90 | 10.76 | 87.34 |
| Mazaraat cheese has a distinctive taste. | X17b | 1.90 | 18.99 | 79.11 |
| Artisan Cheese products are produced exclusively. | X17c | 1.27 | 12.66 | 86.08 |
| Buying Mazaraat cheese means supporting regional economic development. | X18a | 0.00 | 9.49 | 90.51 |
| Consumers consume organic cheese to follow the trend. | X18b | 36.71 | 25.32 | 37.97 |
| Mazaraat Artisan Cheese has many variants of cheese. | X18c | 0.00 | 7.59 | 92.41 |
| The premium quality of the product makes the price of products premium. | X19a | 6.33 | 14.56 | 79.11 |
| Cheese products used by famous chefs are the best products. | X19b | 15.19 | 29.11 | 55.7 |
| Information about the benefits of Mazaraat cheese products increases purchasing decisions. | X20 | 1.27 | 11.39 | 87.34 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

Table 9. Indicators Percentage of Consumer Knowledge Variable

| Indicator | Symbol | Percentage (%) | | |
|---|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| Mazaraat Artisan Cheese is available in several modern retail stores. | X21a | 31.65 | 33.54 | 34.81 |
| Mazaraat Artisan Cheese is easily obtained through online media. | X21b | 10.13 | 27.22 | 62.66 |
| The ingredients used to produce Mazaraat cheese are natural. | X22 | 0.63 | 8.86 | 90.51 |
| Consuming cheese provides health benefits. | X23a | 3.16 | 12.03 | 84.81 |
| Every cheese produced by the cheese makers has its own uniqueness. | X23b | 0.63 | 8.86 | 90.51 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

chef. Customer perceived value becomes the most important variable in improving Mazaraat cheese purchasing decisions after product variables.

Consumer Knowledge

Table 9 shows the percentages of indicators on consumer knowledge variables. More than 84 percent of respondents have had good knowledge of Mazaraat products both in terms of the specific taste of Mazaraat cheese products, the raw materials used in Mazaraat cheese production, and the health benefits of consuming good quality cheese. However, the respondents still have lack of knowledge on Mazaraat products distribution

channels both online and offline. The company must initiate strategies to increase the level of consumer knowledge about where to get Mazaraat cheese, and natural cheese in the Indonesian market. Thus, it can improve the purchasing decisions of Mazaraat cheese.

Buying Decision

Table 10 shows that 93 percent of respondents agreed and strongly agreed to buy more Mazaraat products and 69 percent chose Mazaraat cheese compared to other cheese brands. Respondents in this study can be categorized as loyal customers. Mazaraat must pay attention to variables that can

Table 10. Indicators Percentage of Purchasing Decisions Variable

| Indicator | Symbol | Percentage (%) | | |
|---|--------|----------------|-------|-------|
| | | SD+D | N | A+SA |
| I will buy Mazaraat products again. | Y1a | 0.63 | 6.33 | 93.04 |
| I prefer to buy Mazaraat cheese even though there are many choices of cheese brands in the store. | Y1b | 5.06 | 25.32 | 69.62 |

*Low (Strongly Disagree+Disagree), Moderate (Neutral), High (Agree+Strongly Agree)

improve purchasing decisions so it can boost Mazaraat cheese sales in the retail market.

The Influence of Brand Awareness, Customer Perceived Value, Consumer Knowledge, and Marketing Mix on the Purchasing Decisions of Mazaraat Cheese Based on SEM-PLS Analysis

Evaluation of Outer Measurement Model (Outer Model)

Validity Test of Indicators

According to Gozali (2012), there are three criteria in using analysis techniques with SmartPLS to assess the outer model i.e. convergent validity, discriminant validity, and composite reliability. According to Chin (1998) in Ghozali (2012), a correlation meets the convergent validity if its loading value is higher than 0.5. Hair, Black, Babin, & Anderson, (2010) set a limit to 0.5 for the validity test in SEM. The initial convergent validity test results showed that one from 54 indicators was invalid, X18b. The invalid indicator was dropped out of the process. After the dropping process, all indicators were re-tested until the loading factor of the study was entirely valid (>0.5). It shows that all indicators reflect their latent variables.

Average Variance Extraced (AVE)

The second test for convergent validity is to determine the Average Variance Extracted (AVE) value in the reflective indicator model. The model has good validity if each latent variable with a reflective indicator has an AVE value of above 0.5. According to the analysis results shown in Table 1,

the AVE value of each latent variable has a value of > 0.5 and it can be concluded that the PLS model meets the requirements of good convergent validity.

Composite Reliability

The next measurement is the reliability testing of the model used to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. Hair, Black, Babin, & Anderson, (2010) explained that reliability can be measured by using output composite reliability on a condition that the value must be above 0.7. The reliability test measures composite reliability and Cronbach’s alpha on latent variables that have a reflective indicator that can be concluded as reliable if it has a value of more than 0.6. All latent constructs have had good, accurate and consistent reliability because they met the requirements with composite reliability values higher than 0.7, which means the model has good reliability (Table 11).

Discriminant Validity (Cross Loading)

Discriminant validity test is carried out with the principle that the construct indicators (manifest variables) of different constructs should not be highly correlated (Ghozali, 2014). The evaluation conducted for cross loading was an indicator that has a greater loading value to the original construct (latent variable). All cross loading values have had a higher value in the original construct compared to the other constructs. Based on the presentation of the study results on the measurement model, the measurement model in this study has met all four criteria. This indicates that both models have good model validity and reliability.

Table 11. The results of validity and reliability tests

| Variable | Cronbach's Alpha | CR | AVE |
|--------------------------|------------------|-------|-------|
| Brand Awareness | 0.745 | 0.838 | 0.566 |
| Customer Perceived Value | 0.891 | 0.914 | 0.579 |
| Price | 0.852 | 0.899 | 0.691 |
| Purchasing decisions | 0.665 | 0.856 | 0.748 |
| Location | 0.830 | 0.875 | 0.539 |
| Customer Knowledge | 0.767 | 0.841 | 0.518 |
| Product | 0.875 | 0.907 | 0.622 |
| Promotion | 0.792 | 0.853 | 0.493 |

Table 12. Direct influences between laten variables on purchasing decisions

| Direct influences between variables | Original sample | T Statistics | P Values |
|--|-----------------|--------------|----------|
| Brand Awareness -> Purchasing Decisions | 0.258 | 3.100 | 0.002* |
| Customer Perceived Value -> Purchasing Decisions | 0.305 | 2.429 | 0.016* |
| Customer Knowledge -> Purchasing Decisions | 0.137 | 1.358 | 0.175 |
| Price -> Purchasing Decisions | 0.043 | 0.529 | 0.597 |
| Product -> Purchasing Decisions | 0.253 | 2.206 | 0.028* |
| Location -> Purchasing Decisions | -0.128 | 1.683 | 0.093 |
| Promotion -> Purchasing Decisions | -0.066 | 0.929 | 0.353 |

*significant influence (p<0.05), Tstat > 1.966

Structural Model Evaluation (Inner Model)

Structural model evaluation in the inner model can be seen from the R square value. Overall all variables can explain more than 50 percent of the model variables. Hypothesis test results of direct influences between laten variables on endogenous variables (purchasing decisions) are presented in Table 12. The SEM-PLS measurement model of the study is illustrated in Figure 2.

The influence of brand awareness on purchasing decisions

The SEM-PLS hypothesis test results indicate that brand awareness had a positive and significant influence on the purchasing decisions of Mazaraat cheese. The estimated coefficient value indicates brand awareness increased purchasing decisions by 25.8 percent. The branding activities carried out by Mazaraat have increased Mazaraat consumers purchasing decisions. Even though consumers

were still at the brand recognition stage, branding activities on social media and bazaars have proven to be effective. Repeated branding activities made respondents recall the Mazaraat brand. In line with the study of Timpal (2016), brand awareness has an influence on purchasing decisions. It is due to the ability of consumers being to recognize and recall brand products they will buy.

The influence of customer perceived value on purchasing decisions

Artisan cheese which has a niche market, customer perceived value is important in improving the purchasing decisions. The results showed CPV had a positive and significant influence on improving the purchasing decisions of Mazaraat cheese. The estimated coefficient value indicates the customer perceived value increased the purchasing decisions by 30.5 percent. Indicator contribution results show that respondents had CPV on Mazaraat cheese

as premium, organic, fresh, unique, and trendy products. Respondents bought Mazaraat cheese because of the good perceived value on Mazaraat cheese quality. In line with the study results of Ali, Sumarwan, Djohar, & Yusuf, (2014), perceived value is an important factor for the process of purchasing decisions where consumers will buy products with high values. According to Shaharudin, Pani, Mansor, & Elias, (2012), CPV has a positive influence on purchasing interests and purchasing decisions. If these values can be effectively communicated to consumers, they will develop positive impressions that can eventually turn into purchasing, satisfaction, and loyalty to the product.

The influence of customer knowledge on purchasing decisions

Consumer knowledge did not significantly influence consumers purchasing decisions. Respondents have had a high level of knowledge about Mazaraat cheese but had low knowledge in terms of the types of cheese they consumed. Respondents found it difficult to distinguish between natural and processed cheeses, imported and local cheeses as well. The preferences of Indonesian consumers for the variety of cheese flavors are also very minimal. The low level of knowledge insignificantly influenced consumers purchasing decisions. Consumers who purchased premium products tend to have a high level of knowledge about these products. They purchased these products based on the product benefits they need. Thus, if the respondents still do not have sufficient knowledge of artisan cheese, this will influence the purchasing decisions. According to McCarthy, O'Reilly, Cronin, (2001), artisan cheese consumers generally have good knowledge about cheese, willing to spend more money to buy cheese, consume large amounts of cheese, and have low brand loyalty.

Mazaraat has run promotions regularly by participating in community bazaars and both national and international exhibitions. Cheese tasting has been conducted by the team during bazaars so the consumers can try the Mazaraat

cheese. In purchasing artisan cheese, the specific taste of each type of cheese produced can make a good experience for consumers. Consumers who like the tested cheese will remember the taste of the cheese. Moreover, while doing cheese testing, the cheese maker will explain about artisan cheese both in terms of raw materials, the manufacturing process, and others. Thus, this puts pressure on consumers' memories and increases consumer knowledge. This experience will encourage the consumers to purchase and remember the taste of Mazaraat products so that is increase consumer knowledge of Mazaraat products.

In addition, besides the cheese testing, the company can share content regarding imported and local cheeses, natural and processed cheeses, and or other contents that can increase the knowledge of artisan cheese consumers in Indonesia. Consumer knowledge is a multidimensional construct consisting of experience, expertise, and familiarity (Kolyesnikova, Laverie, Duhan., Wilcox, & Dodd, 2010); Kerstetter & Cho, 2004). Consumer experience is the accumulation of skills that enable individuals to obtain and process information (Kerstetter & Cho, 2004). The basic level of consumer knowledge is knowledge retained from consumption experiences (Clarkson, Janiszewski, & Cinelli, 2013). According to Cowley & Janus (2004), more experience with a product category resulted in more refined consumption knowledge that is less susceptible to misinformation. Thus, it can improve consumer purchasing decisions.

According to the influence of marketing mix variables (4P) on consumer knowledge, only product and location significantly influenced consumer knowledge. It was due to the development conducted by the company still concentrated on product and location variables. Thus, the company can make improvements to other marketing mix variables in order to increase consumer knowledge so as to improve the purchasing decisions of Mazaraat cheese in the future. Pour, Nazari, & Emami, (2013) explained that consumer knowledge

is created from an explanation of the marketing mix, it occurs because the product is able to provide a description about something that can answer the need, price associated with cost to be spent on the product, place to get the product and promotion as information source.

The influence of marketing mix on purchasing decisions

There were four variables tested on the marketing mix variable, i.e. price, product, location, and promotion. Only the product variable has a positive and significant influence on purchasing decisions for Mazaraat cheese. The study results of Salgado-Beltran, Blanco, & Morales, (2012) indicate a positive and significant effect on organic food purchases. A study conducted by Katana (2014) shows each variable in the marketing mix (4P) influences long-term purchasing decisions. Gourmet cheeses generally have a fairly high price. The price is not affected by the purchasing decisions because respondents prioritize product quality rather than price. Respondents belong to the middle-class and upper-middle-class segments.

It makes the price does not affect the decision of respondents in purchasing food.

According to Hughner, McDonagh, & Prothero, (2007), the premium price is a double-edged sword, on one hand it acts as a barrier to purchase, while on the other hand high price is used by consumers to measure the quality and taste of the product. Chiciudean, Funar, & Muresa, (2016) stated cheese selling companies should pay attention to indicators of quality products. The types of strategies that must be adopted by the companies are researches on food, recipes, and a few strategies on the packaging, brand image, and brand. The dairy industry must focus on improving its cheese recipe by purchasing high-quality raw materials and ensuring the ingredients used are healthy.

The results of interviews in the study of Xia & Zeng (2004), the location was one of the determining factors for consumers to purchase green food. Large number of customers mentioned the ease of purchasing milk in supermarkets and emphasized that they were trusting in the quality of

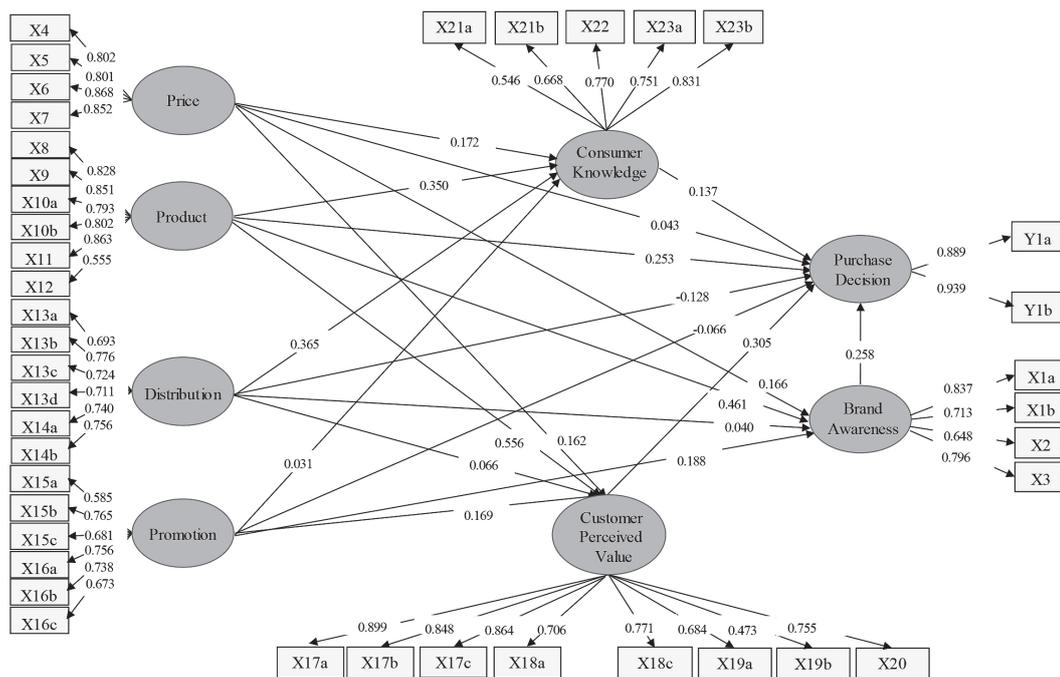


Figure 2. SEM-PLS Measurement Model

the products there. Food security was internalized to supermarkets -large scale chain operators. Therefore, to confirm consumers' trust in green food, supermarkets must provide legitimacy and availability of green-labeled foods. Mazaraat Cheese is currently only partnered with one large supermarket in Jakarta, i.e. GrandLucky, so the location does not influence the purchasing decisions of Mazaraat cheese. The company must expand its distribution network and conduct a careful analysis of the distribution of the product to enhance a good image for Mazaraat customers.

The indirect influences between laten variables on purchasing decisions

SEM-PLS analysis also shows the indirect influences between variables as explained in Table 13. The test results indicate a significant indirect influence of the product on purchasing decisions through moderation brand awareness and customer perceived value variables. Based on the calculation results of the total influence between variables, the product variable has the most significant direct and indirect influences on the purchasing decisions of Mazaraat cheese. Besides the product variable, brand awareness and customer perceived value can also significantly influence the purchasing decisions

of Mazaraat cheese. It means the respondents have high consideration for the quality of cheese products they will purchase. Meanwhile, price, location, and promotion are not considered in making purchasing decisions for Mazaraat cheese.

Aaker (1991) stated brand awareness is referred to anything recognized by potential customers about the company's brand and products. The distinctive taste of Mazaraat cheese can be an important point for consumers to recall Mazaraat products. The company pays attention to the product mix in terms of taste, quality, production process, label, packaging, and other product attributes to develop its branding strategy. According to Aaker (1991), in increasing brand awareness, companies must improve connections between brands and products. it is very important for the companies to remind the customers of their brands and keep repeating their messages to prevent them from fading away from the memory of customers.

Promotion had a significant influence on brand awareness variable but did not influence purchasing decisions. Huang & Sarigollu (2012) stated that promotion increases brand awareness through brand exposure and usage experience for

Table 13. Indirect influences between laten variables on purchasing decisions

| Indirect influences | Original sample | T Statistics | P Values |
|---|-----------------|--------------|----------|
| Price -> Brand Awareness -> Purchasing Decisions | 0.043 | 1.638 | 0.102 |
| Location -> Brand Awareness -> Purchasing Decisions | 0.010 | 0.530 | 0.596 |
| Product -> Brand Awareness -> Purchasing Decisions | 0.119 | 2.287 | 0.023* |
| Promotion -> Brand Awareness -> Purchasing Decisions | 0.048 | 1.902 | 0.058 |
| Price -> Customer Perceived Value -> Purchasing Decisions | 0.049 | 1.660 | 0.098 |
| Location -> Customer Perceived Value -> Purchasing Decisions | 0.020 | 0.974 | 0.330 |
| Product -> Customer Perceived Value -> Purchasing Decisions | 0.170 | 2.411 | 0.016* |
| Promotion -> Customer Perceived Value -> Purchasing Decisions | 0.052 | 1.447 | 0.148 |
| Price -> Consumer Knowledge -> Purchasing Decisions | 0.024 | 1.019 | 0.309 |
| Location -> Consumer Knowledge -> Purchasing Decisions | 0.050 | 1.278 | 0.202 |
| Product -> Consumer Knowledge -> Purchasing Decisions | 0.048 | 1.256 | 0.210 |
| Promotion -> Consumer Knowledge -> Purchasing Decisions | 0.004 | 0.311 | 0.756 |

*significant influence (p<0.05), Tstats > 1.966

consumers. The experience of using products can increase brand awareness. The more often consumers buy Mazaraat cheese, the higher the level of brand awareness. According to the study results of Srinivasan, Vanhuele, & Pauwels, (2008), there were positive influences between brand awareness with promotion, price, and distribution. In this study, price and distribution did not have a significant influence on brand awareness. This is allegedly due to the existence of Mazaraat cheese stock which was still less stable in the market, so consumers could easily switch brands. According to Huang & Sarigollu (2012), repeated brand exposure in a store will increase awareness and make consumers recall the brand. The categorization of products in stores makes consumers exposed to brands by category. Therefore, distribution helps build brand influence and product categories. The company should develop a future promotion strategy to increase Mazaraat's brand awareness so that it can enhance purchasing decisions. According to Shahid, Hussain, & Zafar (2017), to make consumers aware of a brand and to retain customers, a company should continue to promote its brand and advertise extensively so that a large number of people know about the product brand.

The results show that price, product, and promotion had positive and significant influences on Customer Perceived Value, but only the product significantly influenced purchasing decisions. The marketing mix, especially the product quality gives good perceived value to consumers. Hume & Mort (2010) explained that the marketing mix represented by the product related to product quality has a positive and significant influence. It is due to the ability to provide comfort to its users so as to give a good impression of the product. Ryu, Lee, & Kim (2012) explained that the marketing mix illustrated by the product quality and service processes can provide a significant influence on consumer perceived value. It is because consumers will assess the products that have the best quality and services provided. Fazal-e-Hasan, Ahmadi, Mortimer, Grimmer, & Kelly (2018) stated the perception of the value of

a brand is a value with quality, price, and social dimensions that has a positive impact on consumer expectations. According to Lim, Yong, & Suryadi, (2014), consumers who feel the positive value associated with organic food are willing to buy organic food, where health is the main perceived benefit.

The study results of Chi, Yeh, & Tsai (2011) show perceived value was significantly influenced by promotional activities, i.e. advertisement. Consumers can transfer their attitudes and feelings from advertising endorsers to products and create perceived value. Thus, if consumers can receive a perceived value that can be trusted in the process of consuming products or services, it will create a good brand image, loyalty, profitability, and competitiveness for a business. Although advertising activities on Mazaraat cheese products have not been too massive, Mazaraat intensively posted a story behind the making of Mazaraat cheese and the daily life of Mazaraat cheese crafters. It can be a positive value that can attract consumers to make purchases. According to Ravald & Gronroos (1996), perceived value can be a differentiation and competitiveness for companies.

MANAGERIAL IMPLICATIONS

The analysis results of the study produce managerial implications that can be implemented by the company to improve purchasing decisions of Mazaraat cheese. The company can re-segment Mazaraat target consumers. Furthermore, the company can initiate development strategies related to the marketing mix, brand awareness, customer perceived value, and consumer knowledge. The product is the most considerable variable for the company in developing strategies to improve Mazaraat cheese purchasing decisions.

Currently, 95 percent of Mazaraat product sales are in the B2B market and only distributed to one distributor, while 5 percent are to end customers. It could backfire on the company if the distributor goes bankrupt or stops the demand for Mazaraat

Table 14. Managerial implications

| No | Variable | Managerial Implications |
|----|--------------------------|---|
| 1 | Product | Increase Mazaraat cheese stock for the retail market Initiate the repackaging plan for Mazaraat products Maintain cheese quality Narrow down the variety of cheese products produced |
| 2 | Customer Perceived Value | Make aspects of the respondent's CPV as a value proposition of products including premium quality, organic, fresh, distinctive taste, and trendy (healthy lifestyle). |
| 3 | Brand Awareness | Conduct branding activities to improve the brand recognition of respondents and potential consumers of Mazaraat by providing more professional Customer Service, regular branding activities on social media by posting the stories behind the product of Mazaraat cheese, stories about Mazaraat's founder, and other value propositions. In addition, Mazaraat can create its own community on social media and offline in accordance with Mazaraat target customers. |

products. In order to minimize it, the company aims to open a wider retail market. The managerial implications that can be implemented out by the company are presented in Table 14.

The company should pay attention to the existence of stock of Mazaraat cheese products for the retail market in implementing managerial implications in Table since it is also one of the problems that must be solved so that the production division, marketing division, and sales division can support each other to boost the sales of Mazaraat cheese.

CONCLUSION

The respondents of this study were dominated by women. Most of the respondents were at the age ranges of 31-41 and age 21-30. Most respondents were married and having a high level of education. Most of the respondents spent more than IDR 4,000,000 per month for food and beverages. The data shows that Mazaraat consumers were in the upper-middle-class segment.

The results showed that Customer Perceived Value (CPV), brand awareness, and product had positive and significant influences on the purchasing decisions of Mazaraat cheese. Meanwhile, consumer

knowledge did not influence purchasing decisions. Based on the four marketing mix variables, only products that significantly influence purchasing decisions. The total influence between variables obtained by the product has the most significant direct and indirect influences on purchasing decisions. Consumers prioritize product quality over other variables.

Overall, the company should consider the marketing mix and connecting variables such as brand awareness, consumer knowledge, and customer perceived value to improve Mazaraat cheese purchasing decisions. Strategies to improve purchasing decisions can be implemented by re-segmenting Mazaraat consumers, evaluating the marketing mix conducted by the company, making priority targets where millennials and women as the main target.

Suggestion

This research can be used as a reference for further research by targeting respondents who have not yet purchased Mazaraat cheese to find out consumers' purchase intentions. In addition, the consumer knowledge variables can be explored further. ■

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