

## THE INFLUENCE OF BRAND AWARENESS, PRICE FAIRNESS, AND PRODUCT INNOVATION ON PURCHASE DECISION IN CONSUMERS AI-CHA OUTLET

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### Abstract

The food and beverage industry is one industry that continues to experience growth. Since 2020, penetration of food and beverage products from China has begun to grow rapidly in the Indonesian market, marked by the establishment of many ice cream and tea processing franchises, one of which is Ai-CHA. This research aims to determine the influence of brand awareness, price fairness, and product innovation on purchase decisions among consumers of Ai-CHA outlets in Denpasar City. This research used a purposive sampling technique with a total of 150 respondents. The analysis tool used is IBM SPSS Statistics. The results of the analysis from this research are: 1) brand awareness has a positive and significant effect on purchase decisions; 2) price fairness has a positive and significant effect on purchase decisions; 3) product innovation has a positive and significant effect on purchase decisions. The implication of this research is that Ai-CHA management pays more attention to brand awareness, price fairness and product innovation in products in the hope of influencing consumer purchasing decisions. Through aspects of brand awareness, price fairness and product innovation that are good for consumers, Ai-CHA is able to create purchase decisions.

**Keywords:** Brand Awareness; Price Fairness; Product Innovation; Buying decision.

### INTRODUCTION

Indonesia's economy is largely driven by increased household consumption and one of the industries that is growing rapidly is the food and beverage industry. The food and beverage industry is one industry that continues to experience growth. As the population in Indonesia increases, the volume of demand for food

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and beverage products continues to increase. The trend of Indonesian people being more inclined to choose ready-to-eat food has led to the emergence of many new businesses in the food and beverage sector. Sales growth in this industry is also driven by increased personal income and increased spending on food and beverages, especially from the increasing number of middle class consumers (Dewi, 2022). Food and drink are basic needs that support a person's life. Even though buying and selling activity was sluggish in 2020, the need for food and drink is impossible to stop, in fact there is a lot of hunting for food and drink products.

Since 2020, penetration of food and beverage products from China has begun to expand and grow rapidly in the Indonesian market. This is marked by the establishment of many franchises that sell various kinds of processed ice cream and tea drinks, such as Mixue brand outlets. Mixue targets the middle class economic segment which is mostly dominated by teenagers, so this market is suitable for Mixue to do business with low costs because this segment mostly focuses on price rather than style and quality. Another factor that makes Mixue successful in doing business in Indonesia is the lack of competition. Most ice cream companies sell their products in supermarket outlets in wrapped packaging. This interesting innovation from Mixue attracts other companies to join in opening new business markets in the F&B sector (Kompasiana, 2023). One of the new competitors operating in the same business field as Mixue is Ai-CHA.

Mixue has the most branch outlets that have been established in Denpasar City with 30 outlets. On the other hand, Ai-CHA and Cooler City are the brands with the fewest branch outlets in Denpasar City, namely only 2 outlets each. A brand that has many branch outlets indicates that the brand has a large and wide consumer network. This is also related to the high level of consumer purchasing decisions so that it is necessary to expand market reach through more branch outlets. However, Ai-CHA and Cooler City in Denpasar City do not reflect this, so questions arise in the minds of researchers regarding consumer purchasing decisions that trigger the low number of branch outlets established by the brands concerned. If Ai-CHA and Cooler City are compared clearly, Cooler City has its own color which can be used as branding in business competition. This is different with Ai-CHA, which seems to be following in Mixue's footsteps in using the color red. Even though Ai-CHA creates this impression, this is not comparable to the number of branch outlets it has, especially in the Denpasar City area, where the number is far from Mixue.

**Table 1.**  
**Pre Survey Questionnaire**

No.	Question	Yes	No
1.	Do you know Ai-CHA?	9	11

2.	Is the price of Ai-CHA products commensurate with your lifestyle?	5	15
3.	Does Ai-CHA's product selection interest you?	7	13
4.	Would you prefer to buy Ai-CHA over other brands with similar products?	5	15

Source: Primary Data Processed, 2024

The pre-survey in Table 1 involved 20 respondents from Denpasar City students and college students. Based on the survey results, only 9 people knew Ai-CHA, 15 people answered that the price of Ai-CHA products was not commensurate with their lifestyle, 13 people answered that the choice of Ai-CHA products was less attractive, and 15 people answered that they preferred buy other brands with similar products compared to Ai-CHA. So, it can be concluded that Ai-CHA is still less popular and cannot be the main choice for consumers when deciding to buy ice cream and tea products.

Even though Ai-CHA is not as well known as Mixue, Ai-CHA still has its own market. This stems from the consumer's decision to buy Ai-CHA products so that the brand can soar in the market. Purchase decision is a decision-making process by consumers to buy a product to fulfill their needs and desires (Sutisna in Artha & Ekawati, 2023). Consumers tend to decide to buy products with brands that are familiar to their ears. Companies with high brand awareness can more easily introduce new products and enter new markets (Dewi & Indiani, 2022). Price is also a determining factor in consumer decisions in purchasing products. Consumers feel that the benefits offered by a product or service are related to the high level of consumer sacrifice, so consumers will feel that the price is fair, this is called price fairness (Monroe in Wicaksana et al., 2021). Ai-CHA does seem to imitate the products sold by Mixue. However, they innovated by offering ice cream flavors that were not found at Mixue (Santoso, 2023). Ardiansyah & Nilowardono (2019) define product innovation as the result of new product development carried out by a company or industry, whether existing or not.

Several studies have been conducted previously, such as Rahayu & Kusumadewi (2023); Alfian & Nilowardono (2019); Astuti et al. (2021); Artha & Ekawati (2023); and Osak & Pasharibu (2020), stated that brand awareness has a positive and significant effect on purchase decisions. Apart from that, according to research conducted by Widiastiti et al. (2020); Sudiastari & Hartati (2022); Nurfadilah et al. (2023); Syahailatua et al. (2022); and Stiawan & Jatra (2022), price fairness has a positive and significant effect on purchase decisions. Other studies such as Haudi et al. (2020); Wulandari (2021); Mahendra et al. (2021); Rifky et al. (2022); and Tabelessy (2021), stated that product innovation has a positive and significant effect on purchase decisions. However, research conducted by Dewi & Indiani (2022)

stated that brand awareness had a positive but not significant effect on purchase decisions. Similar results were also found in research conducted by Daroini & Hasan (2023) which stated that product innovation had a positive but not significant effect on purchase decisions. Other research conducted by Simbolon et al. (2020) stated that price fairness does not have a positive and significant influence on purchase decisions.

Research conducted by Christian & Mariah (2022) shows that brand awareness partially influences purchase decisions. Rahayu and Kusumadewi (2023) said that brand awareness has a positive and significant effect on purchase decisions, which means that the stronger the brand awareness felt by consumers towards the product, the higher the purchasing decisions made by consumers. Based on the results of this research, the hypothesis that can be formed is H1: Brand awareness has a positive and significant effect on purchase decisions for Ai-CHA outlet consumers. Nurfadilah et al. (2023) revealed that price fairness has a significant influence on purchase decisions because the real price applies to the product obtained so that buyers feel that what they have spent is comparable to what they have received. The more reasonable the tariff for a product can increase purchasing decisions (Syahailatua et al., 2022). Based on the results of this research, the hypothesis that can be formed is H2: Price fairness has a positive and significant effect on purchase decisions for Ai-CHA outlet consumers. Tabelessy (2021) revealed that product innovation has a direct influence on purchase decisions. Through various product variants, consumers will have many choices according to their needs and this will indirectly increase purchasing decisions. Product innovation has a positive and significant effect on purchase decisions, which means that the latest product innovations or trends will create purchasing decisions (Wulandari, 2021). Based on the results of this research, the hypothesis that can be formed is H3: Product innovation has a positive and significant effect on purchase decisions for Ai-CHA outlet consumers.

## **RESEARCH METHODS**

The approach used in this research is quantitative in associative form which is used to identify the extent of influence of brand awareness, price fairness and product innovation variables on purchase decisions, either partially or simultaneously. The city of Denpasar was chosen as the research location with the consideration that the capital city of Bali Province only has 2 (two) established branch outlets of Ai-CHA, is considered to have large respondent potential, and the respondent criteria are in line with the researcher's expectations. The population using Ai-CHA outlet consumers comes from people who live in Denpasar City and have shopped both planned and unplanned at Ai-CHA outlets. The sample was determined using a non-probability sampling method with a purposive sampling

technique involving 150 respondents. The data collection method uses a questionnaire distributed online and offline. Research data is primary data whose suitability is tested using validity and reliability tests. The collected research data was analyzed using multiple linear regression analysis, classical assumption tests, and coefficient of determination tests with IBM SPSS Statistics.

**Table 2.**  
**Research Indicators**

<b>Variable</b>	<b>Indicator</b>	<b>Reference</b>
<i>Brand Awareness</i> (X1)	1. <i>Top of mind</i> (X1.1) 2. <i>Recall</i> (X1.2) 3. <i>Purchase</i> (X1.3) 4. <i>Consumption</i> (X1.4)	Putra & Aristana (2020), Asmaul et al. (2021), Martaputri et al. (2022)
<i>Price Fairness</i> (X2)	1. <i>Affordable</i> (X2.1) 2. <i>Reasonable</i> (X2.2) 3. <i>Satisfied</i> (X2.3)	Hakim et al. (2020), Putra & Ekawati (2020), Sudiastari & Hartati (2022)
<i>Product Innovation</i> (X3)	1. New product line (X3.1) 2. Addition to existing products (X3.2) 3. Improve existing products (X3.3) 4. Absolutely newest product (X3.4)	Aprilia et al. (2021), Agusnina & Asj'ari (2021), Ferdiana et al. (2023)
<i>Purchase Decision</i> (Y)	1. Transactional interest (Y1.1) 2. Preferential interest (Y1.2) 3. Exploratory interest (Y1.3) 4. Referential interest (Y1.4)	Sandra et al. (2021), Dewi & Indiani (2022), Anggraini & Srihandayani (2022)

Source: Secondary Data Processed, 2023

## RESULTS AND DISCUSSION

**Table 3.**  
**Respondent Characteristics**

<b>Characteristics</b>	<b>Classification</b>	<b>Number of people)</b>	<b>Percentage (%)</b>
Gender	Man	50	33.3
	Woman	100	66.7
<b>Amount</b>		<b>150</b>	<b>100</b>
Age	17-20 years old	34	22.7
	21-23 years old	109	72.7
	24-26 years old	7	4.6

<b>Amount</b>		<b>150</b>	<b>100</b>
Current job	Student	18	12
	Student	94	62.7
	Government employees	3	2
	Private employees	25	16.7
	Self-employed	2	1.3
	Other	8	5.3
<b>Amount</b>		<b>150</b>	<b>100</b>

Source: Primary Data Processed, 2024

Table 3 states that the gender criteria tend to be dominated by female respondents, namely 100 people or 66.7 percent of the total respondents. The age of respondents in this study was dominated by consumers in the 21-23 year age range, totaling 109 people or 72.7 percent of the total respondents. Respondents' jobs are currently dominated by students with 94 people or 62.7 percent, while the jobs with the lowest number are in other professions, such as tourism, marketing, and honorary employees with 8 people or 5.3 percent of the total respondents.

Based on the predetermined class interval calculations, the brand awareness variable obtained an average score of 3.40 which is included in the quite good category. These results indicate that respondents quite recognize Ai-CHA as a contemporary ice cream and tea franchise brand. The brand awareness variable with the highest average score is in the statement "I can imagine the Ai-CHA product brand." amounting to 3.52 in the good category. This states that the Ai-CHA product brand is easy for respondents to remember, therefore it is important for Ai-CHA management to create brand characteristics that are easily embedded in consumers' minds, such as names, logos, and product variations. The brand awareness variable with the lowest average score is in the statement "I choose Ai-CHA products when faced with several choices in the same context." amounting to 3.24 in the quite good category. This suggests that Ai-CHA is still chosen by some respondents when faced with a wide choice of ice cream and tea products, even though it is still inferior to other brands of ice cream and tea products. This is also influenced by the many well-known ice cream and tea franchise brands that are currently emerging as well as different consumer interests.

Furthermore, the price fairness variable obtained an average score of 3.95 which is included in the good category. These results indicate that respondents consider the product prices offered by Ai-CHA to be relatively reasonable and suitable in the dessert context. The price fairness variable with the highest average score is in the statement "I feel that the quality felt when consuming Ai-CHA products is in accordance with the price paid." of 4.00 in the good category. This states that respondents feel satisfied with the quality of Ai-CHA products which is

comparable to the selling price of the products. The price fairness variable with the lowest average score is found in the statement "I feel that the prices offered by Ai-CHA products are quite affordable." amounting to 3.89 in the good category, but lower than other statements. This states that some respondents still consider the selling price of Ai-CHA products to be affordable, even though there are still many ice cream and tea products that are much cheaper on the market.

Furthermore, the product innovation variable obtained an average score of 3.80 which is included in the good category. These results indicate that Ai-CHA's product innovation is a special attraction for respondents so they decide to buy it. The product innovation variable with the highest average score is in the statement "Ai-CHA adds new flavor variants to its products." amounting to 3.95 in the good category. This states that respondents pay more attention to the new flavor variants of the products released by Ai-CHA so they are interested in trying them. The product innovation variable with the lowest average score is in the statement "Ai-CHA creates new types of products outside of ice cream and tea products." amounting to 3.63 in the good category, but lower than other statements. This suggests that some of the respondents are aware of the existence of other Ai-CHA product lines, although the ones that are better known to consumers are the ice cream and tea product lines.

The purchase decision variable obtained an average score of 3.96 which is included in the high category. These results indicate that the purchasing decisions made by respondents regarding Ai-CHA products are high, starting from searching for information and ending with product transactions. The purchase decision variable with the highest average score is the statement "I recommend other people to buy Ai-CHA products." of 4.05 in the high category. This states that respondents recommend Ai-CHA to other people as an option in choosing and purchasing ice cream and tea products. The purchase decision variable with the lowest average score is found in the statement "I always look for information about Ai-CHA products." amounting to 3.88 in the high category, but lower than other statements. This states that some respondents always research information related to Ai-CHA products before making a purchase, although there are also many other consumers who decide to buy straight away without researching the information first. This is also influenced by various factors, both internal and external factors of the consumer concerned.

Testing the validity of this research was carried out by calculating the Pearson Product Moment Correlation value and was considered valid if it had an  $r$  value  $\geq 0.30$ . All instruments in this study each have a correlation value above 0.30, which indicates that the instrument meets the criteria and is suitable for use as a measuring tool. Reliability testing is considered reliable if it has a Cronbach's Alpha value  $\geq 0.60$ . The results of the reliability test for each variable in this research have

a value above 0.60, which means that the instrument in this research has met the reliability requirements and data analysis can continue.

**Table 4.**  
**t Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	1,586	0.683		2,320	0.022
1 X1	0.216	0.036	0.281	6,035	0,000
X2	0.368	0.060	0.283	6,164	0,000
X3	0.457	0.043	0.517	10,639	0,000

Source: Primary Data Processed, 2024

The results of the multiple linear regression analysis presented in Table 4 explain that the Standardized Coefficients Beta of the brand awareness variable (X1) has a positive value of 0.281 with a significance level of 0.000 which is smaller than 0.05. This means that the brand awareness variable (X1) has a positive and significant effect on purchase decisions (Y). Standardized Coefficients Beta of the price fairness variable (X2) has a positive value of 0.283 with a significance level of 0.000 which is smaller than 0.05. This means that the price fairness variable (X2) has a positive and significant effect on purchase decisions (Y). Standardized Coefficients Beta of the product innovation variable (X3) has a positive value of 0.517 with a significance level of 0.000 which is smaller than 0.05. This means that the product innovation variable (X3) has a positive and significant effect on purchase decisions (Y).

Furthermore, the results of the t test referring to Table 4 explain that the brand awareness variable has a calculated t-value of 6.035 which is greater than the t-table of 1.976 with a significance level of 0.000, which means H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. So, it can be concluded that the brand awareness variable (X1) has a positive and significant effect on purchase decisions (Y). The price fairness variable has a calculated t-value of 6.164 which is greater than the t-table of 1.976 with a significance level of 0.000, which means H<sub>0</sub> is rejected and H<sub>2</sub> is accepted. So, it can be concluded that the price fairness variable (X2) has a positive and significant effect on purchase decisions (Y). The product innovation variable has a calculated t-value of 10.639 which is greater than the t-table of 1.976 with a significance level of 0.000, which means H<sub>0</sub> is rejected and H<sub>3</sub> is accepted. So, it can be concluded that the product innovation variable (X3) has a positive and significant effect on purchase decisions (Y).

**Table 5.  
F Test Results**

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
	Regression	658,788	3	219,596	164,103	0,000
1	Residual	195,372	146	1,338		
	Total	854,160	149			

Source: Primary Data Processed, 2024

Based on the data presented in Table 5, it can be seen that the significance of 0.000 is smaller than 0.05. This means that the independent variables together have a positive and significant effect on the dependent variable. The variables brand awareness, price fairness, and product innovation together (simultaneously) influence purchase decisions.

**Table 6.  
Normality Test Results**

	<b>Unstandardized Residuals</b>
N	150
Test Statistics	0.072
Asymp. Sig. (2-tailed)	0.052

Source: Primary Data Processed, 2024

Referring to the results of data analysis in Table 6, it can be seen that the Kolmogorov-Smirnov (KS) value is 0.072, while Asymp. Sig. (2-tailed) of 0.052. These results indicate that the regression equation model in this study is normally distributed, because the value of Asymp. Sig. (2-tailed) is greater than the alpha value (0.05).

**Table 7.  
Multicollinearity Test Results**

<b>Variable</b>	<b>Tolerance</b>	<b>VIF</b>
Brand Awareness	0.722	1,385
Price Fairness	0.745	1,342
Product Innovation	0.662	1,510

Source: Primary Data Processed, 2024

Based on the data presented in Table 7, it can be seen that the tolerance value of the brand awareness, price fairness and product innovation variables

shows a value greater than 0.10. The VIF value of each independent variable is smaller than 10, which means the regression equation model in this study is free from multicollinearity.

Based on the data presented in Table 8, it can be seen that the significance value of the brand awareness variable is 0.145, the price fairness variable is 0.179, and the product innovation variable is 0.157. These three values are greater than 0.05, which means the linear regression model used in this study does not contain symptoms of heteroscedasticity.

**Table 8.**  
**Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,335	0.454		2,941	0.004
Brand Awareness	-0.035	0.024	-0.140	-1,465	0.145
Price Fairness	-0.054	0.040	-0.127	-1,351	0.179
Product Innovation	0.041	0.029	0.142	1,424	0.157

Source: Primary Data Processed, 2024

Based on the data presented in Table 9, it can be explained that the adjusted coefficient of determination R<sup>2</sup> is 0.767 or the equivalent of 76.7 percent. This means that the purchase decision (Y) is influenced by brand awareness (X<sub>1</sub>), price fairness (X<sub>2</sub>), and product innovation (X<sub>3</sub>), while the remaining 23.3 percent is influenced by other variables not examined in this research.

**Table 9.**  
**Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.878	0.771	0.767	1.15679

Source: Primary Data Processed, 2024

The influence of brand awareness on purchase decisions in the analysis in this research is significantly positive. These results state that H<sub>1</sub> is accepted so it can be concluded that brand awareness has a positive and significant effect on purchase decisions. The results of this research are also in line with research conducted by Christian & Mariah (2022), Saputri & Asj'ari (2021), Osak & Pasharibu

(2020), and Rahayu and Kusumadewi (2023) with similar results, namely that brand awareness has a positive effect and significant impact on purchase decisions. Consumers feel familiar with the Ai-CHA brand so they are confident in buying its products, which has an impact on increasing purchasing decisions for Ai-CHA. The summary results of respondents' assessments presented in the description of research variables show that respondents' assessments of Ai-CHA brand awareness are in the quite good category. Brand awareness is the variable with the lowest scale compared to the other two variables in the research variable description, so brand awareness of the Ai-CHA brand needs to be increased.

The influence of price fairness on purchase decisions in the analysis in this research is significantly positive. These results state that H2 is accepted so it can be concluded that price fairness has a positive and significant effect on purchase decisions. The results of this research are also in line with research conducted by Stiawan & Jatra (2022), Nurfadilah et al. (2023), Widiastiti et al. (2020), and Syahailatua et al. (2022) with similar results, namely that price fairness has a positive and significant effect on purchase decisions. The fairness of prices that apply in real terms to the products obtained can create purchasing decisions because consumers feel that what they have spent is comparable to what they have received. The summary results of respondents' assessments presented in the description of research variables show that respondents' assessments of Ai-CHA's price fairness are included in the good category.

The influence of product innovation on purchase decisions in the analysis in this research is significantly positive. These results state that H3 is accepted so it can be concluded that product innovation has a positive and significant effect on purchase decisions. The results of this research are also in line with research conducted by Novita & Irawan (2022), Tabelessy (2021), Wulandari (2021), and Rifky et al. (2022) with similar results, namely that product innovation has a positive and significant effect on purchase decisions. Through the wide variety of Ai-CHA products, consumers will have many choices according to their needs and indirectly product purchasing decisions will increase. The summary results of respondents' assessments presented in the description of research variables show that respondents' assessments of Ai-CHA's product innovation are included in the good category. Product innovation has the largest Standardized Coefficients Beta value compared to other variables, which indicates that respondents tend to consider innovation or newness more when deciding to buy a product. Therefore, in this case Ai-CHA needs to maintain or further develop the innovation aspects of its products.

## CONCLUSIONS AND SUGGESTIONS

Based on the results of the research discussion that has been conducted, it can be concluded that brand awareness, price fairness, and product innovation have a positive and significant influence on purchase decisions among consumers of Ai-CHA outlets in Denpasar City. The advice that can be given is that the Ai-CHA company can increase brand awareness through the promotion of attractive and unique products in collaboration with other brands, support from celebrity endorsers, and holding events and sponsorships. It is hoped that Ai-CHA company management can continue to maintain their marketing through good aspects of price fairness and product innovation in the hope of being able to increase consumer purchasing decisions for Ai-CHA products in Denpasar City. The Ai-CHA company in Denpasar City is expected to be able to expand the scope of product marketing by maximizing partnerships in the form of franchise purchases for the general public so that consumers can more easily reach Ai-CHA outlet locations which will also indirectly have an impact on increasing brand awareness and product purchasing decisions. .

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