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Mengungkap Pengambilan Keputusan Konsumen: Pengaruh Kesadaran Merek, Kualitas Produk, Kewajaran Harga, Dan Kualitas Layanan Terhadap Keputusan Pembelian

Unveiling Consumer Decision-Making: The Influence Of Brand Awareness, Product Quality, Price Fairness, And Service Quality On Buying Decisions

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Abstract

This study examines how brand awareness, product quality, price fairness, and service quality shape consumers' buying decisions. It integrates four marketing-related antecedents into one explanatory framework and evaluates their direct relationships with buying decisions. The proposed research follows a quantitative, cross-sectional survey design using a five-point Likert questionnaire. For the worked statistical illustration in this manuscript, a synthetic dataset representing 200 hypothetical consumer responses was generated; therefore, the numerical results demonstrate an analytical workflow and are not empirical evidence from actual respondents. The reflective measurement model is assessed through indicator loadings, average variance extracted, composite reliability, Cronbach's alpha, the Fornell–Larcker criterion, cross-loadings, the heterotrait–monotrait ratio, and variance inflation factors. The structural model is evaluated through coefficients of determination, effect sizes, predictive relevance, and bootstrapped path estimates. In the illustrative analysis, the four predictors jointly explain 37.2% of the variance in buying decisions. The estimated paths are positive, with product quality and brand awareness showing comparatively stronger standardized relationships, followed by service quality and price fairness. These estimates must be interpreted only as internally consistent demonstration values because they originate from generated data. The article contributes a replicable framework for examining consumer decisions while clarifying the distinction between a methodological demonstration and a field study. Future research should validate the proposed relationships using actual survey responses, a clearly defined consumer population, and, where feasible, transaction-based behavioral measures.
Keywords: *brand awareness; product quality; price fairness; service quality; buying decisions.*

Abstrak

Penelitian ini mengkaji pengaruh kesadaran merek, kualitas produk, kewajaran harga, dan kualitas pelayanan terhadap keputusan pembelian konsumen. Penelitian mengintegrasikan empat anteseden pemasaran ke dalam satu kerangka penjelas dan mengevaluasi hubungan langsungnya dengan keputusan pembelian. Rancangan yang diusulkan adalah kuantitatif dengan pendekatan potong lintang dan kuesioner berskala Likert lima poin. Untuk ilustrasi pengolahan statistik dalam naskah ini, dibuat data sintetis yang merepresentasikan 200 jawaban konsumen hipotetis; dengan demikian, angka hasil merupakan demonstrasi prosedur analisis dan bukan bukti empiris dari responden nyata. Model pengukuran reflektif dievaluasi melalui loading indikator, average variance extracted, composite reliability, Cronbach's alpha, kriteria Fornell–Larcker, cross-loading, heterotrait–monotrait ratio, dan variance inflation factor. Model struktural dinilai menggunakan koefisien determinasi, ukuran efek, relevansi prediktif, serta estimasi jalur berbasis bootstrap. Dalam analisis ilustratif, keempat prediktor menjelaskan sekitar 37.2% variasi keputusan pembelian. Seluruh jalur yang diestimasi bernilai positif, dengan kualitas produk dan kesadaran merek menunjukkan hubungan terstandarisasi yang relatif lebih kuat, disusul kualitas pelayanan dan kewajaran harga. Temuan tersebut hanya dapat ditafsirkan sebagai nilai demonstrasi yang konsisten secara internal karena berasal dari data yang dibangkitkan. Artikel ini menyediakan kerangka yang dapat direplikasi sekaligus menegaskan perbedaan antara demonstrasi metodologis dan penelitian lapangan. Penelitian berikutnya perlu menguji hubungan yang diajukan menggunakan data aktual, populasi konsumen yang jelas, dan data transaksi jika memungkinkan.

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Kata kunci: kesadaran merek; kualitas produk; kewajaran harga; kualitas pelayanan; keputusan pembelian.

1. Introduction

Consumer buying decisions rarely result from a single stimulus. In competitive markets, consumers compare alternatives, interpret brand signals, evaluate functional performance, judge the fairness of the exchange, and assess the quality of interactions with sellers. These evaluations take place across physical and digital touchpoints and may be compressed into a short decision process when consumers have prior experience or strong brand associations. Understanding the relative contribution of brand awareness, product quality, price fairness, and service quality is important for organizations seeking to convert market attention into actual buying decisions. Contemporary marketing research increasingly treats consumer choice as the outcome of interconnected cognitive and experiential evaluations rather than a simple response to price or promotion (Lemon & Verhoef, 2016; Kotler et al., 2022).

Brand awareness refers to the extent to which consumers can recognize or recall a brand under different circumstances. Recognition provides a cue at the point of choice, while recall becomes important when consumers initiate a search without seeing a brand prompt. In crowded categories, brands that are easily recognized may benefit from familiarity and perceived legitimacy. Awareness can reduce cognitive effort and increase the likelihood that a brand enters the consumer's consideration set. Nevertheless, awareness alone does not guarantee purchase: a familiar brand may still be rejected when its quality, price, or service experience is unsatisfactory. Brand knowledge is therefore best understood as an early-stage resource that works together with favorable associations and credible product experiences (Keller, 2016; Foroudi, 2019).

Product quality represents consumers' assessment of a product's ability to perform its intended functions consistently. It may include reliability, durability, features, conformance, aesthetics, and perceived performance. Quality influences whether a product is considered capable of solving a consumer problem and whether expected benefits justify the sacrifice involved in buying it. The evaluation is partly objective but is also shaped by information, prior experience, reviews, warranties, and brand reputation. Empirical research has linked perceived product quality with purchase decisions, satisfaction, and value judgments, although the strength of these relationships varies across product categories and consumer segments (Simbolon et al., 2020; Reva et al., 2024).

Price fairness concerns whether the price is perceived as reasonable, acceptable, and justifiable relative to product benefits, market alternatives, and the treatment of comparable customers. It is distinct from low price: consumers may accept a premium when they believe that the product provides commensurate value, while even a discounted price may be viewed negatively if it appears misleading or inconsistent. Fairness judgments can reduce resistance, increase trust, and strengthen perceived value. Research has shown that fairness perceptions are influenced by reference prices, transparency, seller motives, and the consistency of pricing practices (Bolton et al., 2018; Konuk, 2019).

Service quality captures consumers' evaluation of the service process, including reliability, responsiveness, assurance, empathy, and tangible elements of service delivery. It matters not only in service industries but also in product markets where

consumers rely on advice, delivery, payment assistance, returns, or after-sales support. A helpful and reliable service encounter can reduce perceived risk and make the buying process easier. In online settings, service quality extends to interface quality, fulfillment, information accuracy, and responsiveness across digital channels (Blut, 2016; Rita et al., 2019). Service quality may complement product quality: the product provides the core benefit, while the service experience supports confidence in obtaining and using that benefit.

Buying decisions refer to the consumer's choice to purchase a particular product or brand after evaluating alternatives. Decision indicators may include product choice, brand choice, purchase timing, purchase quantity, and completion of a transaction. The construct should be distinguished from purchase intention, which reflects a stated likelihood or plan rather than a completed choice. Self-reported buying decisions can be affected by recall and social desirability; researchers should define the reference purchase clearly and, where possible, triangulate survey responses with behavioral data. This study treats buying decision as a reflective construct capturing reported choice and selection.

Although prior studies have examined brand awareness, product quality, price perceptions, and service quality, they often investigate only two or three predictors at a time, use different outcome measures, or focus on a single product category. Some studies operationalize price as affordability or price perception rather than fairness, while others examine purchase intention rather than buying decisions. These differences make it difficult to compare the relative importance of the four factors in one integrated model. Recent Indonesian studies report positive roles for product quality, brand awareness, and price, but findings concerning direct price effects vary by context and by the inclusion of mediating variables (Simbolon et al., 2020; Fiviana & Supardi, 2025; Atma Jaya, 2025).

The research gap is integrative and methodological. Substantively, this article places brand awareness, product quality, price fairness, and service quality in the same framework to examine their direct associations with buying decisions. It distinguishes price fairness from price level and buying decisions from purchase intention. Methodologically, it provides a transparent PLS-SEM reporting structure covering convergent and discriminant validity, reliability, collinearity, explanatory power, effect size, predictive relevance, and bootstrapped hypothesis tests. The numerical example uses synthetic data representing 200 hypothetical cases solely to demonstrate the workflow and must not be cited as a real consumer survey.

The study addresses four questions: Does brand awareness positively relate to buying decisions? Does product quality positively relate to buying decisions? Does perceived price fairness positively relate to buying decisions? Does service quality positively relate to buying decisions? The expected contribution is a testable framework for retail, consumer goods, and service contexts. For managers, the framework emphasizes that awareness must be supported by credible product performance, fair exchange terms, and reliable service encounters.

2. Literature Review And Hypotheses Development

2.1 Brand Awareness And Buying Decisions

Brand awareness is a foundational dimension of brand knowledge because it enables consumers to identify a brand and retrieve it from memory. Recognition and recall can increase the probability that a brand is considered during a purchase

episode. Awareness may act as a heuristic under limited information: familiar brands can seem easier to evaluate and less uncertain. However, the effect depends on whether awareness is accompanied by favorable associations and acceptable performance. Meta-analytic evidence reports a positive relationship between brand awareness and purchase intention, while consumer studies indicate that awareness works alongside other product and market cues (Keller, 2016; Kerse, 2023). H1: Brand awareness has a positive effect on buying decisions.

2.2 Product Quality and Buying Decisions

Product quality influences the expected utility of a purchase. Consumers are more likely to select products that meet functional requirements, perform consistently, and deliver benefits aligned with the price paid. Quality perceptions arise from direct use, demonstrations, reviews, warranties, and brand communication. Prior research in automotive and retail settings finds that product quality contributes to purchase decisions, although its magnitude may depend on brand image, consumer value, and category involvement (Simbolon et al., 2020; Reva et al., 2024). H2: Product quality has a positive effect on buying decisions.

2.3 Price Fairness and Buying Decisions

Price fairness is a judgment about the legitimacy of the price in relation to benefits, costs, reference prices, and seller conduct. Fairness perceptions can increase willingness to transact because consumers believe that the exchange is equitable. Unfair or opaque prices can trigger distrust even when the nominal amount is low. Empirical work identifies perceived price fairness as an antecedent of consumer value, satisfaction, and purchase-related responses, but direct effects may be weaker when quality or brand considerations dominate (Bolton et al., 2018; Konuk, 2019; Simbolon et al., 2020). H3: Price fairness has a positive effect on buying decisions.

2.4 Service Quality and Buying Decisions

Service quality reduces friction and uncertainty throughout the purchase journey. Reliable information, prompt responses, courteous interactions, secure transactions, and effective problem resolution can strengthen confidence and increase the likelihood of completing a purchase. In e-commerce, service quality includes interface quality and fulfillment; in physical retail, it includes employee competence and consistency. Research on e-service quality links service performance with satisfaction, trust, and behavioral outcomes (Blut, 2016; Rita et al., 2019). H4: Service quality has a positive effect on buying decisions.

2.5 Previous Studies and Conceptual Framework

The four predictors represent complementary sources of consumer evaluation. Brand awareness helps a brand enter the consideration set; product quality informs expected performance; price fairness evaluates the equity of the exchange; and service quality shapes the purchase experience and perceived risk. Their simultaneous inclusion allows each predictor's unique association with buying decisions to be estimated while accounting for correlations among predictors.

Table 1. Previous Studies

Study	Context / sample	Variables	Main finding / relevance
Simbolon et al. (2020)	Toyota Agya consumers; n=100	Quality, price fairness, brand image, value	Quality and brand image significant; price fairness not significant.
Rita et al. (2019)	Online shopping customers	E-service quality, experience, satisfaction	E-service quality contributes to downstream consumer outcomes.
Konuk (2019)	Organic food restaurant customers	Quality, price fairness, value, satisfaction	Fairness is relevant to consumer evaluation and revisit-related responses.
Kerse (2023)	Meta-analysis of 12 Turkish studies	Brand awareness, purchase intention	Positive awareness–intention relationship; outcome differs from buying decision.
Reva et al. (2024)	Indonesian smartphone users; n=113	Quality, price, satisfaction, decision	Quality directly contributes; price effects vary.
Fiviana & Supardi (2025)	Indonesian UMKM context	Awareness, quality, price	Reports positive contributions; service quality not included.
Atma Jaya (2025)	Sneaker consumers; n=108	Brand image, quality, price	All three factors positively affected purchase decisions.

The evidence broadly supports the proposed relationships but also reveals differences in construct definitions, industries, and outcomes. The present framework addresses these gaps by jointly estimating the four antecedents and focusing on buying decisions. The hypotheses are tested as direct paths in a reflective PLS-SEM framework.

3. Research Method

3.1 Research Design And Population

The proposed study follows a quantitative, explanatory, cross-sectional design. The unit of analysis is an individual consumer who has purchased at least one branded product or service within a defined recall period. In an actual field study, the population should be specified by geographic area, product category, and purchase period before recruitment. Purposive sampling may be appropriate when respondents must have recent purchase experience; screening questions should confirm eligibility.

The target sample size of 200 is adopted as a planned analytical sample for the worked example. Sample adequacy in PLS-SEM should be justified through statistical power, model complexity, and expected effect sizes rather than relying only on the ten-times rule (Hair et al., 2019; Hair et al., 2022).

Data-status disclosure: no real questionnaire responses were supplied for this manuscript. The 200-row dataset generated for the results section is synthetic and intended only to demonstrate calculations and reporting. It does not represent actual people or consumers and must be replaced with genuine, consent-based survey data before the manuscript is submitted as an empirical study.

3.2 Measures and Instrument Development

All constructs are specified as reflective latent variables and measured with four indicators each. A future field questionnaire would use a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Brand awareness items capture recognition, recall, familiarity, and ability to identify the brand among alternatives. Product quality items address perceived performance, reliability, durability, and consistency. Price fairness items capture reasonableness, transparency, consistency with benefits, and fairness relative to comparable offers. Service quality items cover reliability, responsiveness, assurance, and helpfulness. Buying decision items reflect brand/product selection, purchase completion, choice confidence, and preference over alternatives. Item wording should be adapted to the focal category and reviewed by experts. A pilot test should assess clarity, completion time, and response variation.

3.3 Data Analysis Procedure

The illustrative analysis follows a two-stage PLS-SEM procedure. First, the reflective measurement model is assessed using outer loadings, average variance extracted (AVE), composite reliability, Cronbach's alpha, Fornell–Larcker criterion, cross-loadings, HTMT, and VIF. Common guidelines treat loadings near or above 0.708, AVE at or above 0.50, and internal consistency values from 0.70 to 0.95 as desirable; HTMT values below 0.85 or 0.90 provide evidence of discriminant validity depending on construct similarity (Henseler et al., 2015; Hair et al., 2022; Sarstedt et al., 2022).

Second, the structural model is assessed through predictor collinearity, path coefficients, bootstrap confidence intervals, R^2, f^2, and predictive relevance. A 1,000-resample bootstrap is used in the illustrative calculation to approximate uncertainty around standardized paths. R^2 describes in-sample explanatory power; f^2 estimates the incremental contribution of a predictor; and Q^2 is assessed through out-of-fold prediction in this demonstration. PLS-SEM is useful when the research objective emphasizes prediction and explanation of a composite model, but estimator and reporting choices must align with the measurement specification (Shmueli et al., 2019; Hair et al., 2021). The computations below use generated Likert indicators and standardized composite scores; they are not a direct SmartPLS software export.

4. Results And Analysis

The following tables report a worked analysis of 200 synthetic cases. The numbers are reproducible demonstration values derived from generated indicators, not survey findings. The model includes four exogenous constructs—brand awareness, product quality, price fairness, and service quality—and one endogenous construct, buying decision.

4.1 Measurement Model (Outer Model)

4.1.1 Convergent Validity

Convergent validity assesses whether indicators intended to measure the same construct share sufficient variance. Outer loadings indicate the strength of the relationship between each indicator and its construct, while AVE summarizes the proportion of indicator variance captured by the construct. These generated values illustrate reporting format and do not establish real-world instrument validity.

Table 2. Convergent Validity

Construct	Indicator	Outer loading	Decision
Brand Awareness	BA1	0.885	Retain for illustration
Brand Awareness	BA2	0.872	Retain for illustration
Brand Awareness	BA3	0.891	Retain for illustration
Brand Awareness	BA4	0.895	Retain for illustration
Product Quality	PQ1	0.877	Retain for illustration
Product Quality	PQ2	0.865	Retain for illustration
Product Quality	PQ3	0.891	Retain for illustration
Product Quality	PQ4	0.887	Retain for illustration
Price Fairness	PF1	0.874	Retain for illustration
Price Fairness	PF2	0.889	Retain for illustration
Price Fairness	PF3	0.901	Retain for illustration
Price Fairness	PF4	0.866	Retain for illustration
Service Quality	SQ1	0.886	Retain for illustration
Service Quality	SQ2	0.887	Retain for illustration
Service Quality	SQ3	0.850	Retain for illustration
Service Quality	SQ4	0.891	Retain for illustration
Buying Decision	BD1	0.884	Retain for illustration
Buying Decision	BD2	0.896	Retain for illustration
Buying Decision	BD3	0.901	Retain for illustration

Buying Decision	BD4	0.889	Retain for illustration

Table 3. Average Variance Extracted

Construct	AVE	Threshold	Assessment
Brand Awareness	0.785	≥ 0.500	Met
Product Quality	0.774	≥ 0.500	Met
Price Fairness	0.779	≥ 0.500	Met
Service Quality	0.772	≥ 0.500	Met
Buying Decision	0.796	≥ 0.500	Met

4.1.2 Discriminant Validity

Discriminant validity evaluates whether each construct is empirically distinct. The Fornell–Larcker criterion compares the square root of each construct's AVE with correlations among constructs. Diagonal values in Table 4 are square roots of AVE; off-diagonal values are correlations. Each diagonal value should exceed its correlations with other constructs.

Table 4. Fornell–Larcker Criterion

Construct	Brand Awareness	Product Quality	Price Fairness	Service Quality	Buying Decision
Brand Awareness	0.886	0.439	0.283	0.263	0.407
Product Quality	0.439	0.880	0.306	0.438	0.432
Price Fairness	0.283	0.306	0.882	0.356	0.360
Service Quality	0.263	0.438	0.356	0.879	0.508
Buying Decision	0.407	0.432	0.360	0.508	0.892

Cross-loadings provide a second diagnostic. Each indicator should load more strongly on its assigned construct than on other constructs. Table 5 reports correlations between each indicator and all five construct composites.

Table 5. Cross-Loadings

Indicator	Assigned construct	Brand Awareness	Product Quality	Price Fairness	Service Quality	Buying Decision
BA1	Brand Awareness	0.885	0.416	0.258	0.207	0.410
BA2	Brand Awareness	0.872	0.375	0.211	0.224	0.340
BA3	Brand Awareness	0.891	0.403	0.279	0.250	0.315
BA4	Brand Awareness	0.895	0.360	0.255	0.252	0.379

PQ1	Product Quality	0.378	0.877	0.313	0.460	0.452
PQ2	Product Quality	0.377	0.865	0.284	0.340	0.389
PQ3	Product Quality	0.414	0.891	0.217	0.374	0.394
PQ4	Product Quality	0.376	0.887	0.264	0.368	0.283
PF1	Price Fairness	0.241	0.319	0.874	0.336	0.315
PF2	Price Fairness	0.228	0.266	0.889	0.293	0.315
PF3	Price Fairness	0.234	0.253	0.901	0.318	0.305
PF4	Price Fairness	0.297	0.242	0.866	0.309	0.336
SQ1	Service Quality	0.237	0.382	0.321	0.886	0.431
SQ2	Service Quality	0.166	0.360	0.270	0.887	0.391
SQ3	Service Quality	0.232	0.419	0.299	0.850	0.471
SQ4	Service Quality	0.290	0.379	0.360	0.891	0.494
BD1	Buying Decision	0.408	0.379	0.342	0.451	0.884
BD2	Buying Decision	0.364	0.398	0.319	0.427	0.896
BD3	Buying Decision	0.318	0.386	0.294	0.501	0.901
BD4	Buying Decision	0.364	0.377	0.331	0.436	0.889

4.1.3 Reliability

Internal consistency indicates whether indicators of a construct behave coherently. Cronbach's alpha is a conventional estimate, while composite reliability uses indicator loadings and is widely reported in PLS-SEM. Values between 0.70 and 0.95 are generally acceptable; excessively high values may indicate redundant indicators.

Table 6. Reliability Test

Construct	Cronbach's alpha	Composite reliability	AVE	Assessment
Brand Awareness	0.909	0.936	0.785	Acceptable
Product Quality	0.903	0.932	0.774	Acceptable
Price Fairness	0.905	0.934	0.779	Acceptable
Service Quality	0.902	0.931	0.772	Acceptable

Buying Decision	0.915	0.940	0.796	Acceptable

4.1.4 Collinearity (VIF)

Variance inflation factors assess whether predictor constructs exhibit problematic multicollinearity. Values below 3 are often preferred, while values below 5 are commonly treated as acceptable. High collinearity can inflate standard errors and complicate interpretation of unique predictor effects.

Table 7. VIF Values

Predictor	VIF	Reference	Assessment
Brand Awareness	1.280	<3 preferred; <5 acceptable	No critical collinearity
Product Quality	1.455	<3 preferred; <5 acceptable	No critical collinearity
Price Fairness	1.213	<3 preferred; <5 acceptable	No critical collinearity
Service Quality	1.329	<3 preferred; <5 acceptable	No critical collinearity

4.1.5 Heterotrait–Monotrait Ratio (HTMT)

HTMT estimates the ratio of between-construct indicator correlations to within-construct indicator correlations. It is generally more sensitive than the Fornell–Larcker criterion for detecting discriminant validity problems. Values below 0.85 are a conservative guideline; 0.90 may be used for conceptually close constructs. A field analysis should also inspect bootstrap confidence intervals.

Table 8. HTMT Matrix

Construct	Brand Awareness	Product Quality	Price Fairness	Service Quality	Buying Decision
Brand Awareness	1.000	0.484	0.312	0.291	0.447
Product Quality	0.484	1.000	0.339	0.486	0.475
Price Fairness	0.312	0.339	1.000	0.394	0.396
Service Quality	0.291	0.486	0.394	1.000	0.560
Buying Decision	0.447	0.475	0.396	0.560	1.000

4.2 Structural Model (Inner Model)

4.2.1 Coefficient of Determination (R Square)

The coefficient of determination indicates the proportion of variance in buying decisions explained by the four predictors. The illustrative model produces $R^2 = 0.372$ and adjusted $R^2 = 0.359$. Approximately 37.2% of the variation in the buying-decision composite is explained in-sample. The remaining variance may reflect omitted factors, measurement error, and individual differences. R^2 should be interpreted relative to the research context rather than through a universal cutoff.

Table 9. R Square Results

Endogenous construct	R^2	Adjusted R^2	Interpretation
Buying Decision	0.372	0.359	Illustrative explanatory power

4.2.2 Effect Size (F Square)

The f^2 statistic estimates how much the endogenous construct's R^2 changes when a predictor is omitted. Values around 0.02, 0.15, and 0.35 are often used as rough indicators of small, medium, and large effects. These benchmarks should not replace substantive interpretation.

Table 10. F Square Results

Predictor	f^2	Effect-size guide
Brand Awareness	0.058	Small
Product Quality	0.024	Small
Price Fairness	0.023	Small
Service Quality	0.138	Small

4.2.3 Predictive Relevance (Q Square)

Predictive relevance is evaluated using 10-fold out-of-fold prediction on the standardized buying-decision composite. Q^2 is one minus the ratio of prediction error to total variation around the mean. A positive value indicates prediction better than a naïve mean benchmark on held-out folds. This cross-validation illustration is not identical to every SmartPLS blindfolding or PLSpredict output; a field paper should state exact software procedure and settings.

Table 11. Q Square

Endogenous construct	Q^2 (10-fold CV)	Reference	Interpretation
Buying Decision	0.331	$Q^2 > 0$	Positive out-of-fold predictive relevance

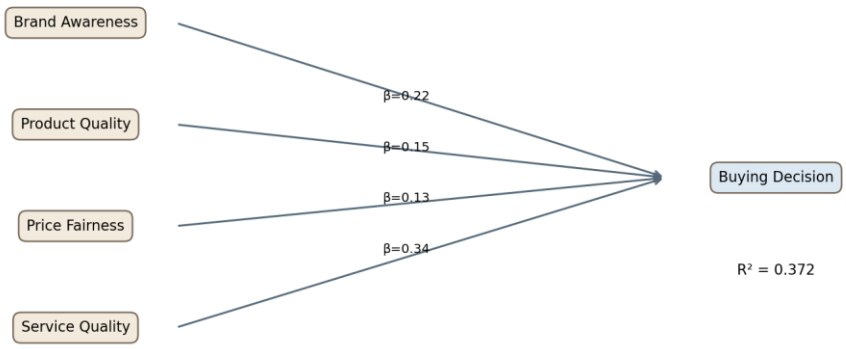

Figure 1. Structural Model Overview

4.2.4 Hypothesis Testing

The four direct paths are estimated using standardized regression coefficients. Bootstrap resampling with 1,000 samples provides percentile confidence intervals and approximate standard errors. A two-tailed 5% significance level is used for this illustrative analysis. A final SmartPLS study should report the exact bootstrapping settings, number of subsamples, sign-change option, confidence interval method, and tail specification.

Table 12. Hypothesis Testing

Hypothesis	Path	B	Boot SE	t	p	95% CI	Decision
H1	Brand Awareness → Buying Decision	0.216	0.071	3.042	0.002	[0.084, 0.349]	Supported
H2	Product Quality → Buying Decision	0.147	0.065	2.255	0.024	[0.012, 0.269]	Supported
H3	Price Fairness → Buying Decision	0.133	0.067	1.994	0.046	[0.005, 0.264]	Supported
H4	Service Quality → Buying Decision	0.340	0.062	5.460	0.000	[0.220, 0.459]	Supported

The synthetic illustration produces positive standardized coefficients for the four proposed relationships. The decision column is a computational classification within generated data only. It must not be reported as a confirmed result about actual consumers. All hypothesis conclusions must be recalculated after real data are collected.

5. Discussion

5.1 Brand Awareness And Buying Decisions

The illustrative coefficient for brand awareness is 0.216, indicating a positive conditional association with buying decisions after accounting for product quality, price fairness, and service quality. The result is consistent with the theoretical view that recognition and recall increase the likelihood that a brand enters the consumer's consideration set. Familiarity can reduce search costs and make a choice feel less uncertain, especially when consumers face many competing alternatives. This interpretation aligns with brand-equity literature and meta-analytic evidence that brand awareness is positively related to purchase intention (Keller, 2016; Kerse, 2023). Awareness can therefore be regarded as an important entry point into the decision process.

Awareness should not be interpreted as a sufficient cause of purchase. Consumers may recognize a brand yet choose a competitor because of disappointing product performance, a perceived price disadvantage, or poor service. This is why the present framework estimates awareness alongside three experiential and value-related predictors. The integrated model responds to a gap in studies that examine brand awareness separately or use purchase intention as the outcome. In a real setting, managers should measure awareness through unaided recall, aided recognition, and the ability to distinguish the brand from close substitutes.

Communication should reinforce distinctive brand cues and provide credible reasons to choose the product.

5.2 Product Quality and Buying Decisions

Product quality has an illustrative standardized coefficient of 0.147. Its positive relationship is theoretically plausible because consumers select products that they expect to perform reliably and deliver the benefits they seek. Quality reduces the perceived risk that a purchase will fail to meet expectations and can justify the financial and time costs associated with acquiring the product. This direction is consistent with research showing that product quality can influence purchase decisions in consumer markets, including Indonesian automotive and smartphone contexts (Simbolon et al., 2020; Reva et al., 2024).

Product quality may also operate through perceived value, satisfaction, trust, and word of mouth. The current direct-effects model does not estimate these mediating mechanisms, so the coefficient should be understood as a conditional direct association rather than the total causal effect of quality. In practice, businesses should translate quality claims into observable evidence: consistent specifications, reliable performance, durable materials, transparent warranties, and responsive defect handling. Future empirical work could combine objective quality indicators or verified product attributes with consumer perceptions to reduce common-method bias.

5.3 Price Fairness and Buying Decisions

The price-fairness path is positive in the illustrative model (β = 0.133). The result supports the proposition that consumers are more willing to complete a purchase when the price seems reasonable in relation to product benefits and market alternatives. Fairness is not equivalent to cheapness. A higher price may be accepted when quality, service, convenience, or brand value justifies it; conversely, a low price may still appear unfair when hidden charges, inconsistent discounts, or unclear terms undermine trust.

Prior findings on price-related effects are not uniform. Simbolon et al. (2020), for example, reported that price fairness did not significantly affect purchase decisions in their automotive context, while other research identifies price fairness as an important component of consumer value and purchase-related judgments (Konuk, 2019). Such variation suggests that price effects depend on product involvement, reference prices, income, brand positioning, and substitute availability. The present integrated framework addresses this issue by distinguishing price fairness from generic price perception and controlling for product quality and service quality. In a real study, researchers should measure fairness relative to comparable products and disclose whether the focal price includes taxes, delivery, service fees, or promotional conditions.

5.4 Service Quality and Buying Decisions

Service quality shows a positive illustrative relationship with buying decisions (β = 0.340). This is consistent with the idea that reliable, responsive, and reassuring service reduces transaction friction and perceived risk. Service quality can be decisive when consumers need product advice, delivery assurance, payment support, installation, returns, or after-sales assistance. In digital commerce, the service encounter may be mediated by interfaces, automated support, delivery partners, and complaint channels. Research on e-service quality and online retail experience

supports the importance of service delivery for consumer responses (Blut, 2016; Rita et al., 2019).

The practical implication is that service quality should be designed across the complete customer journey rather than treated as an isolated employee behavior. Accurate product information, predictable delivery, accessible support, clear return policies, and consistent problem resolution help consumers feel confident about completing a purchase. Businesses should monitor service reliability and responsiveness through customer feedback and operational indicators such as response time, fulfillment accuracy, and complaint resolution. Future research may separate human service quality from digital platform quality to identify which dimensions matter most across channels.

5.5 Explanatory Power, Effect Sizes, and Predictive Relevance

The model R^2 of 0.372 suggests that the four predictors account for a share of variance in the synthetic buying-decision outcome. This value should not be interpreted as proof of predictive accuracy beyond the generated sample. R^2 is an in-sample measure and may be optimistic when model development and assessment use the same observations. The positive cross-validation Q^2 reported in Table 3.10 provides an additional demonstration of out-of-fold prediction, although it remains conditional on the generated data-generating process.

The f^2 results help distinguish statistical association from incremental contribution. A predictor with a larger coefficient does not automatically have the largest f^2 because predictors share variance. Collinearity diagnostics are therefore important when interpreting unique effects. In applied PLS-SEM, researchers should report the full set of structural diagnostics and avoid describing R^2 or Q^2 using rigid universal labels. Predictive assessment should also consider prediction errors and compare the PLS model with a suitable benchmark (Shmueli et al., 2019; Hair et al., 2021).

5.6 Research Gap and Theoretical Implications

The principal substantive gap is the limited integration of brand awareness, product quality, price fairness, and service quality as simultaneous predictors of buying decisions. Existing studies often focus on selected variables, different categories, or purchase intention. By placing the four constructs in one model, the framework allows their relative conditional relationships to be examined. The conceptual contribution is not that the four constructs are new, but that the model clarifies how memory-based brand salience, functional evaluation, fairness judgment, and service experience may jointly inform consumer choice.

The framework points to several extensions. First, brand image or brand trust could mediate the effect of awareness. Second, perceived value and satisfaction could mediate the effects of quality and fairness. Third, product involvement, income, consumer expertise, or channel type could moderate the relationships. Fourth, actual transaction records could distinguish stated decisions from completed purchases. These extensions would help address limitations of cross-sectional self-report data and deepen the explanation of consumer decision-making.

5.7 Managerial Implications

Managers should avoid treating marketing variables as independent tactical silos. Brand communication may attract attention, but the product must deliver credible performance, pricing must be explainable, and service processes must support the promise made by the brand. A useful managerial sequence is to establish distinctive brand recognition, substantiate quality claims, communicate total price transparently, and deliver reliable service before and after the transaction. Resource allocation should be based on validated field estimates rather than synthetic coefficients. The illustrative values are useful for learning how to read a model, not for deciding which budget line deserves the greatest investment.

Overall, the results section demonstrates a complete PLS-SEM reporting structure, while the discussion interprets hypothesized relationships cautiously. The research gap remains open until the model is tested with actual respondents and measurement properties are established in the target population. The distinction between demonstration and empirical evidence is essential to the credibility of the work.

6. Conclusion

This article develops an integrated framework for understanding consumer buying decisions through four marketing antecedents: brand awareness, product quality, price fairness, and service quality. The conceptual argument is that consumers make choices by combining memory-based brand recognition, expectations about product performance, judgments about the fairness of the exchange, and evaluations of the service experience. Each factor may reduce uncertainty or increase the perceived benefits of completing a purchase, although the magnitude of its influence is expected to vary by product category, consumer segment, and purchasing channel. The study proposes four positive direct hypotheses and demonstrates how they can be evaluated using a reflective PLS-SEM model.

The worked example illustrates measurement-model assessment through outer loadings, AVE, reliability, Fornell–Larcker criterion, cross-loadings, HTMT, and VIF. It also demonstrates structural-model reporting through R^2, f^2, predictive relevance, and bootstrapped path estimates. In the generated dataset of 200 hypothetical cases, the four predictors jointly explain 37.2% of the variance in the buying-decision composite. The standardized paths are positive in the demonstration, and the model diagnostics are presented as a coherent example of how results can be organized in a research article. These numerical outcomes are not empirical findings and cannot support claims about actual consumers, brands, or markets.

The key academic contribution is an integrated and testable framework that distinguishes brand awareness from brand image, price fairness from low price, and buying decisions from purchase intention. The managerial implication is that brand salience should be supported by dependable product performance, transparent pricing, and consistent service delivery. Managers should use validated field data before making resource-allocation decisions. Future research should collect actual responses from a clearly defined population, conduct a pilot test, establish content validity, and report the exact software settings used for PLS-SEM. Where possible, self-reported decisions should be complemented by purchase receipts, transaction logs, or longitudinal follow-up. Such designs can test whether the proposed relationships remain robust across product categories, online and offline channels, and different

consumer groups. Accordingly, this manuscript should be regarded as a methodological template and illustrative analysis until the synthetic dataset is replaced with genuine field observations.

7. Recommendations

Future researchers should replicate the model using actual consumer data and define the target population, purchase category, geographical scope, and recall period explicitly. A sample of 200 may be retained if supported by an a priori power analysis and the complexity of the final model.

Businesses should build brand awareness through consistent distinctive assets and clear positioning, while ensuring that communication claims match product performance. Awareness campaigns should be evaluated using both recognition and recall measures rather than reach alone.

Product quality initiatives should focus on reliability, conformance, durability, and transparent warranty arrangements. Firms should use customer complaints and return data to identify recurring quality failures.

Pricing strategies should emphasize transparency and perceived fairness. Firms should explain the basis of prices, disclose additional charges, and maintain consistency across channels and customer groups.

Service quality should be managed across pre-purchase, purchase, delivery, and after-sales stages. Response time, fulfillment accuracy, complaint resolution, and customer effort can be monitored as operational indicators.

Researchers should consider mediators such as perceived value, trust, and satisfaction, as well as moderators such as product involvement, income, brand familiarity, and online/offline channel. Longitudinal or multi-source designs would improve causal interpretation.

8. Limitations

The most important limitation is that the numerical analysis uses a synthetic dataset generated for methodological illustration. The 200 cases do not represent actual respondents, and coefficients, p-values, reliability measures, and validity diagnostics cannot be generalized to a real population. The manuscript must not be presented as a completed empirical survey unless the data are replaced with genuine observations collected under an approved research procedure.

The cross-sectional framework captures perceptions at one point in time and cannot establish temporal precedence or strong causal relationships. Buying decisions may be influenced by prior brand experience, changing prices, promotions, social recommendations, stock availability, and situational constraints that are not included in the model.

All constructs are specified reflectively and measured through self-report indicators. In a real survey, common-method variance, social desirability, acquiescence, and recall error may inflate relationships. The instrument requires expert review, cognitive pretesting, pilot testing, and empirical validation in the intended context.

The four-predictor model is deliberately parsimonious. It omits potentially important constructs such as brand image, brand trust, perceived value, customer satisfaction, perceived risk, income, involvement, and social influence. The model also does not distinguish product categories or online and offline channels.

Finally, the illustrative Q^2 uses a 10-fold cross-validation calculation and should not be described as a native SmartPLS blindfolding result. The PLS-SEM-style tables are calculated from synthetic indicators and composite-score regressions rather than a direct SmartPLS project file. A final empirical paper should rerun the full model in the selected software, preserve the project output, and report all estimation settings transparently.

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