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## The Effect of Brand Awareness and Perceived Quality Through Purchas Intention on Purchase Decision on Transit Advertising Commuter Lines in Jabodetabek (An Empirical Study of Le Minerale Products)

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**Abstract:** This study aims to examine the influence of Brand Awareness and Perceived Quality on Purchase Decision through Purchase Intention in transit advertising on the Jabodetabek Commuter Line, with an empirical study of Le Minerale products. The sampling technique employed was non-probability sampling using a purposive sampling approach. Data were collected through the distribution of questionnaires to 200 respondents. This study applied Partial Least Squares–Structural Equation Modeling (PLS-SEM) as the data analysis technique, utilizing SmartPLS software version 4.0.9.9. The findings indicate that Brand Awareness and Perceived Quality have a positive and significant effect on Purchase Intention and Purchase Decision. Furthermore, Purchase Intention, as an intervening variable, plays a positive and significant role in mediating the relationship between Brand Awareness and Perceived Quality and Purchase Decision.

**Keyword:** Brand Awareness, Perceived Quality, Purchase Intention, Purchase Decision, Transit Advertising.

### INTRODUCTION

The Jabodetabek Commuter Line is a public transportation mode with a very large number of users, making it a potentially effective promotional tool. Advertising placed on public transportation is known as transit advertising, a form of advertising placed inside and outside transportation facilities, such as train carriages, hallways, and station areas. Advertising on this platform allows companies to reach a large audience through repeated visual exposure throughout the journey.

According to data from KAI Commuter (2025) via the official Instagram account @commuterline, the number of Jabodetabek Commuter Line users in the third quarter of 2025 reached 101,782,205 passengers. This figure represents a 5.27% increase compared to the same

period in 2024, when 96,690,723 passengers were used. This high number of users makes the Commuter Line a promotional tool with broad reach, potentially increasing brand exposure to consumers.



**Figure 1. Le Minerale transit advertisement on KRL carriages**  
Source: PT. Kereta Commuter Indonesia (2026)

Repeated exposure to advertising by passengers can influence consumer attitudes toward a brand. This phenomenon is known as the mere exposure effect, which explains that the more frequently a person is exposed to a stimulus, the more likely they are to have a positive attitude toward it (Zajonc, 1968 in Permatasari, Hanita, and Purwanto, 2023). Through this exposure, advertising can help increase consumer awareness of a brand. Brand awareness is the ability of consumers to recognize and remember a brand as part of a specific product category (Aaker, 1991; Keller, 2013). According to Morissan (2018) in research by Wijoseno, Wijastuti, & Purwanto (2021), advertising is a form of non-personal communication delivered through mass media, paid for by certain sponsors, and aims to influence the audience to take certain actions.

In the bottled drinking water (AMDK) industry, competition between brands is increasingly fierce. Based on Top Brand Award data for the 2020–2025 period, the AQUA brand remains the market leader, but its index shows a downward trend. Conversely, Le Minerale experienced an index increase from 6.10% in 2020 to 23.20% in 2025. This condition indicates that the company's marketing strategy plays a crucial role in building brand awareness and consumer perceptions of product quality.

Besides brand awareness, perceived quality is also a crucial factor influencing consumer behavior. Perceived quality is a consumer's perception of the overall quality or superiority of a product compared to other alternatives (Aaker, 1991). A positive perception of quality can increase consumer confidence in a brand, thus encouraging purchase intention.

In the consumer decision-making process, purchase intention often emerges before a purchase decision is made. Purchase intention describes a consumer's tendency to purchase a product based on their evaluations and preferences (Schiffman & Kanuk, 2018). According to Ajzen (1991), intention is the factor most closely related to actual behavior; therefore, the stronger a person's intention, the more likely they are to make a purchase.

Several previous studies have shown that brand awareness and perceived quality influence consumer behavior. Research by Mokoagouw, Mangantar, and Lintong (2023) found

that brand awareness and perceived quality have a positive and significant effect on purchasing decisions. Furthermore, research by Dzilly, Asyhari, and Hendar (2025) shows that brand awareness has a positive influence on purchase intention, which ultimately influences purchase decisions. The purchase decision itself is the stage where consumers actually decide to purchase a product after evaluating various alternatives (Kotler and Keller, 2016).



**Figure 2. Le Minerale transit advertisement in the KRL station area**  
Source: Taken by researchers (2025)

Brand awareness indicates a consumer's ability to recognize and recall a brand when faced with a specific product category. A high level of brand awareness makes a brand more readily apparent in consumers' minds, increasing the likelihood that the brand will be considered during the purchasing process. Furthermore, consumers are generally more likely to choose products from well-known brands because they are perceived as more trustworthy. Shimp (2014) explains that brand awareness is a crucial element in marketing communications because it helps brands remain in consumers' minds. Durianto, Sugiarto, and Sitinjak (2004) also state that brand awareness plays a role in building brand strength, making products more easily recognized among the various options available in the market.

Garvin (1987) explains that perceived quality relates to how consumers assess the superiority of a product compared to other similar products. Meanwhile, Tjiptono (2015) states that positive perceived quality can increase consumer trust in a brand and encourage consumers to consider that product during the purchasing process. According to Zeithaml (1988) in research by Wu & Xie (2024), it is argued that consumer perceptions of quality arise from intrinsic and extrinsic factors. Meanwhile, research by Liao (2022) also shows that consumer assessment of product quality is the most influential factor in increasing the desire to purchase.

Ferdinand (2014) explains that purchase interest is the stage when consumers express a desire to purchase a product. In addition, Assael (2001) stated that purchase intention can be used as an indicator to predict consumer purchasing behavior in the future.

Sangadji and Sopiah (2013) explain that purchasing decisions are concrete actions consumers take to select and purchase products they deem most suitable for their needs. According to Harbani (2023) in Decision Making Theory, decision making is a process of systematically selecting alternatives to be followed up or to be used as a way of solving problems. Peter and Olson (2010) also state that purchasing decisions are influenced by various factors such as consumer perceptions of the product, previous experiences, and information obtained during the decision-making process.

However, research specifically examining the influence of brand awareness and perceived quality on purchase intention and purchase decisions in the context of transit advertising on the Jabodetabek Commuter Line is still limited. Therefore, this study aims to analyze the influence of brand awareness and perceived quality on purchase intention and their impact on purchase decisions in transit advertising on the Jabodetabek Commuter Line, using the product Le Minerale as the object of study.

## METHOD

This study uses a quantitative, associative approach. The objective is to analyze the influence of brand awareness (X1) and perceived quality (X2) on purchase intention (Z) and its impact on purchase decisions (Y) in transit advertisements on the Greater Jakarta Commuter Line, using Le Minerale as the object of study. This study aims to examine the direct and indirect relationships between variables based on established hypotheses. The data used in this study are primary data obtained through a questionnaire distributed to respondents. The population in this study were Jabodetabek Commuter Line users who had seen transit advertisements for Le Minerale products.

This study used a non-probability sampling technique with a purposive sampling method. Respondents were selected based on predetermined criteria and considerations. The respondent criteria for this study included:

- 1) Active commuter train (KRL) users in the Greater Jakarta area, at least twice in the past month.
- 2) KRL users of productive age, namely aged 15-65 years and above.
- 3) Having seen or noticed Le Minerale advertisements on KRL trains or at stations in the past three months.

This criterion ensures that the sample obtained will accurately reflect the characteristics of commuter train (KRL) users and be relevant to the variables examined in this study.

Data collection was conducted using a questionnaire with a five-level Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree to measure respondents' perceptions of the research variables. Data analysis was conducted using the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method using the SmartPLS application. The average number of passengers used as the unit of analysis in this study was approximately 1.2 million. Based on the guidelines proposed by Hair et al. (2010) in Thalib's (2014) dissertation entitled "The Influence of Service Marketing Mix and Customer Value on Satisfaction and Trust and Its Implications for Student Loyalty," the sample size used in this study met the eligibility criteria. The analysis stages include validity testing, reliability testing, measurement model testing (outer model), structural model testing (inner model), and hypothesis testing to determine the influence between variables in the study.

## RESULT AND DISCUSSION

### Descriptive Statistics of Variables

**Table 1. Responses regarding Brand Awareness (X1)**

No.	Indicator	Item	Total Score	Scale Range	Category
1.	Brand Awareness (X1)	6	4.04	3.41 – 4.20	High
2.	Perceived Quality (X2)	6	4.03		
3.	Purchase Decision (Y)	8	4.11		
4.	Purchase Intention (Z)	12	3.95		

Source: Primary Data, Processed by Researchers (2026)

The findings of the study indicate that respondents tend to perceive all variables positively. Brand Awareness (X1) achieved an average score of 4.04, Perceived Quality (X2) 4.03, and Purchase Decision (Y) 4.11, all of which are categorized as high, showing that consumers have strong brand recognition, good perceptions of quality, and confident purchasing decisions. On the other hand, Purchase Intention (Z) recorded an average score of 3.95, which is slightly lower but still reflects a relatively high level of interest. In general, these results imply that while awareness, perceived quality, and purchase decisions are already strong, increasing purchase intention could further optimize overall consumer response.

**Measurement Model Test (Outer Model)**  
**Congruent Validity Test**  
**Loading Factor**

**Table 2. Outer Loading**

Variable	Indicator	Loading Factor	Mark	Limit	Test Result
Brand Awareness	X1.1	0.721	>	0.70	Valid
	X1.2	0.762			
	X1.3	0.777			
	X1.4	0.731			
	X1.5	0.780			
	X1.6	0.747			
Perceived Quality	X2.1	0.783	>	0.70	Valid
	X2.2	0.810			
	X2.3	0.752			
	X2.4	0.790			
	X2.5	0.781			
	X2.6	0.729			
Purchase Intention	Z.1	0.815	>	0.70	Valid
	Z.2	0.778			
	Z.3	0.754			
	Z.4	0.779			
	Z.5	0.755			
	Z.6	0.723			
	Z.7	0.823			
	Z.8	0.762			
Purchase Decision	Y.1	0.795	>	0.70	Valid
	Y.2	0.823			
	Y.3	0.825			
	Y.4	0.777			
	Y.5	0.821			
	Y.6	0.793			
	Y.7	0.734			
	Y.8	0.817			
	Y.9	0.820			
	Y.10	0.846			
	Y.11	0.777			
	Y.12	0.806			

Source: Primary Data, Processed by Researchers (2026)

The results of the convergent validity test showed that all loading factors for each indicator met the validity criteria, with values above 0.70. This finding indicates that each tested indicator accurately represented the latent variable being measured. Therefore, all indicators used were suitable for further analysis.

### Average Variance Extracted (AVE)

**Table 3. AVE Values**

Variabel	AVE	Mark	Limit	Test Result
Brand Awareness (X1)	0.567	>	0.50	Valid
Perceived Quality (X2)	0.600			
Purchase Decision (Y)	0.600			
Purchase Intention (Z)	0.645			

Source: Primary Data, Processed by Researchers (2026)

A variable can be said to meet the criteria for an Average Variance Extracted (AVE) value greater than 0.50. Based on Table 4.7, all analyzed variables, namely Brand Awareness, Perceived Quality, Purchase Intention, and Purchase Decision, have values greater than 0.50. Thus, it can be concluded that all latent variables have met the criteria for convergent validity and are in the good category.

### Discriminant Validity

**Table 4. Cross Loading Values**

Item	Brand Awareness	Perceived Quality	Purchase Intention	Purchase Decision
X1.1	0.721	0.282	0.433	0.375
X1.2	0.762	0.225	0.447	0.390
X1.3	0.777	0.188	0.397	0.455
X1.4	0.731	0.247	0.428	0.348
X1.5	0.780	0.203	0.444	0.372
X1.6	0.747	0.223	0.444	0.441
X2.1	0.258	0.783	0.500	0.409
X2.2	0.201	0.810	0.413	0.424
X2.3	0.183	0.752	0.378	0.404
X2.4	0.234	0.790	0.431	0.427
X2.5	0.286	0.781	0.399	0.394
X2.6	0.241	0.729	0.333	0.420
Z1.1	0.479	0.418	0.815	0.467
Z1.2	0.434	0.386	0.778	0.409

Source: Primary Data, Processed by Researchers (2026)

Based on Table 4., it can be seen that all indicators for each variable have met the discriminant validity criteria. This is indicated by the highest outer loading value for the measured variable, which is above 0.70.

### Reliability Test

**Table 5. Cronbach Alpha and Composite Reliability Values**

Variable	Cronbach's Alpha	Composite Reliability	Test Result
Brand Awareness (X1)	0.847	0.887	Reliable
Perceived Quality (X2)	0.866	0.900	
Purchase Intention (Z)	0.904	0.923	
Purchase Decision (Y)	0.950	0.956	

Source: Primary Data, Processed by Researchers (2026)

Based on Table 5, all analyzed variables showed Cronbach's Alpha and Composite Reliability values exceeding 0.70. Thus, it can be concluded that all research variables have met reliability criteria and each construct is able to consistently represent the variables it measures.

**Structural Model Test (Inner Model)**

**R Square**

**Table 6. R Square and Adjusted R Square Values**

Variable	R Square	R Square Adjusted	Description
Purchase Intention (Z)	0.471	0.465	Moderate
Purchase Decision (Y)	0.461	0.453	Moderate

Source: Primary Data, Processed by Researchers (2026)

Based on the test results, the Purchase Decision (Y) variable has an R-square value of 0.461 and an Adjusted R-square of 0.453. This indicates that 45.3% of the variation in Purchase Decision can be explained by Brand Awareness (X1), Perceived Quality (X2), and Purchase Intention (Z), while the remaining 54.7% is influenced by other variables outside the research model. These values indicate that the model's ability to explain Purchase Decision is in the moderate category.

Furthermore, the Purchase Intention (Z) variable has an R-square value of 0.471 and an Adjusted R-square of 0.465. This means that 46.5% of the variation in Purchase Intention can be explained by Brand Awareness (X1) and Perceived Quality (X2), while the remaining 53.5% is influenced by other factors outside the research model. These values also indicate that both variables play a significant role in influencing Purchase Intention.

**Q – Square (Q – Predict)**

**Table 7 Q Predict Values**

Variabel	Q <sup>2</sup> Predict	Results
Purchase Intention (Z)	0.450	Relevant
Purchase Decision (Y)	0.413	Relevant

Source: Primary Data, Processed by Researchers (2026)

Based on the data in the table above, the Purchase Intention variable has a Q<sup>2</sup> value of 0.450, or 45%, while the Purchase Decision variable has a Q<sup>2</sup> value of 0.413, or 41.3%. The Q<sup>2</sup> values for both variables are greater than 0, indicating that the endogenous variables in the research model have good predictive ability.

**Godness of Fit Model (GOF)**

Systematically, GoF is calculated using the formula:

$$\text{GoF} =$$

Therefore, the following is the GoF test for the Purchase Decision (Y) variable:

$$\text{GoF Y} =$$

$$=$$

$$= 0.453$$

Based on the Goodness of Fit (GoF) calculation, the Purchase Decision variable obtained a value of 0.453. This value is above the limit of 0.36 so it is included in the large category. This indicates that the research model has a good level of fit in explaining the phenomenon studied. Thus, the model is able to describe the relationship between Brand Awareness (X1) and Perceived Quality (X2) on Purchase Decision (Y) through the mediation of Purchase Intention (Z) quite strongly and is considered feasible and has good predictive ability.

Then, the results of the GoF test of the Purchase Intention (Z) variable:

$$\begin{aligned} \text{GoF} &= \\ &= \\ &= 0.558 \end{aligned}$$

Based on the Goodness of Fit (GoF) calculation, the Purchase Decision variable obtained a value of 0.558. This value is above the 0.36 limit, so it is included in the large category. This indicates that the model has a high level of fit in explaining the role of Purchase Intention as a mediating variable. Thus, Brand Awareness (X1) and Perceived Quality (X2) are able to explain Purchase Intention (Z) well, which in turn influences Purchase Decision (Y), so the research model is considered feasible and has good explanatory capabilities.

### Hypotesis Test

#### Path Coefficient (Original Sample)

A positive path coefficient indicates a unidirectional relationship between the variables, while a negative coefficient indicates an inverse relationship. Furthermore, the larger the path coefficient, the stronger the influence of the independent variable on the dependent variable.

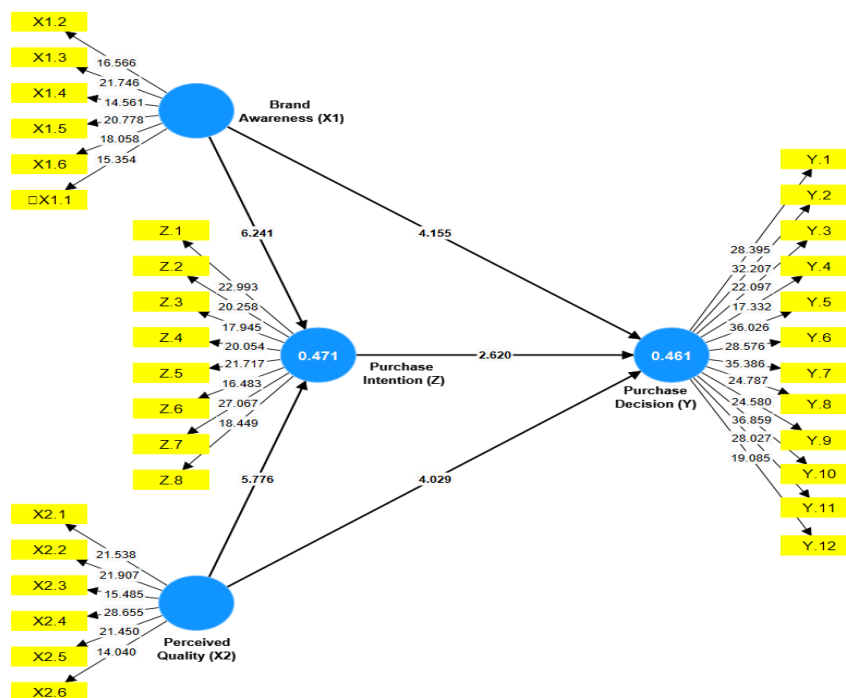
#### T – Statistics

At a significance level of  $\alpha$  (alpha) of 5% or 0.05, a variable is declared significant if the t-statistic value is greater than 1.96. Conversely, if the t-statistic value is less than 1.96, the relationship between the variables is declared insignificant.

#### P – Value

A relationship between variables is considered significant if the P-value is  $>0.05$ , indicating that the relationship between the variables is insignificant.

In this study, hypothesis testing was conducted to determine the direct influence between the variables studied. The research model used is presented as follows:



**Figure 3. Bootstrapping Result**  
Source: SmartPLS 4.0.9.9 Output Results (2026)

**Table 8. Hypotesis Test**

Hypotesis	Variable	Original Sample	T-statistics	P-value	Results
H1	Brand Awareness > Purchase Intention	0.454	6.241	0.000	Positive Influence
H2	Perceived Quality > Purchase Intention	0.395	5.776	0.000	Positive Influence
H3	Brand Awareness > Purchase Decision	0.299	4.155	0.000	Positive Influence
H4	Perceived Quality > Purchase Decision	0.319	4.029	0.000	Positive Influence
H5	Purchase Intention > Purchase Decision	0.232	2.620	0.004	Positive Influence
H6	Brand Awareness > Purchase Intention > Purchase Decision	0.106	2.349	0.009	Positive Influence
H7	Brand Awareness > Purchase Intention > Purchase Decision	0.092	2.149	0.016	Positive Influence

Source: SmartPLS 4.0.9.9 Output Results (2026)

The data presented in the table above was used as the basis for hypothesis testing, which is further explained as follows.

### **The Effect of Brand Awareness on Purchase Intention**

The test results show a t-statistic of 6.241, greater than 1.96, with a p-value of 0.000, which is less than 0.05. This finding indicates that Brand Awareness has a positive and significant effect on Purchase Intention. The Original Sample value of 0.454 also indicates that an increase in Brand Awareness will be followed by an increase in Purchase Intention.

### **The Effect of Perceived Quality on Purchase Intention**

The analysis results show a t-statistic of 4.155 > 1.96 and a p-value of 0.000 < 0.05. This indicates that Perceived Quality has a positive and significant effect on Purchase Intention. The Original Sample value of 0.299 indicates that the better the consumer's perceived quality, the higher their purchase intention.

### **The Influence of Brand Awareness on Purchase Decisions**

Based on the test results, the t-statistic value of 5.776 is greater than 1.96, with a p-value of 0.000, which is less than 0.05. These results indicate that Brand Awareness has a positive and significant influence on Purchase Decisions. The Original Sample value of 0.395 indicates that increased brand awareness can encourage consumers to make purchasing decisions.

### **The Influence of Perceived Quality on Purchase Decisions**

The test results show a t-statistic value of 4.029 > 1.96 and a p-value of 0.000 < 0.05. These findings indicate that Perceived Quality has a positive and significant influence on Purchase Decisions. The Original Sample value of 0.319 indicates that a positive perception of quality can improve consumer purchasing decisions.

### **The Effect of Purchase Intention on Purchase Decision**

The analysis results show a t-statistic of 2.620, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This indicates that Purchase Intention has a positive and significant effect on Purchase Decision. The Original Sample value of 0.232 indicates that the higher the consumer's purchase intention, the greater the likelihood of making a purchase decision.

### **The Effect of Brand Awareness on Purchase Decision through Purchase Intention**

The test results show a t-statistic of 2.349, which is greater than 1.96, and a p-value of 0.009, which is less than 0.05. This indicates that Purchase Intention can positively and significantly mediate the relationship between Brand Awareness and Purchase Decision. The Original Sample value of 0.106 also indicates that increased brand awareness can influence purchase decisions by increasing consumer purchase intention.

### **The Influence of Perceived Quality on Purchase Decisions through Purchase Intention**

The test results show a t-statistic of  $2.149 > 1.96$  and a p-value of  $0.016 < 0.05$ . These results indicate that Purchase Intention acts as a positive and significant mediating variable in the relationship between Perceived Quality and Purchase Decisions. The Original Sample value of 0.092 indicates that good quality perceptions can improve purchase decisions by increasing consumer purchase intentions.

## **Discussion**

### **The Influence of Brand Awareness on Purchase Intention**

The results of the study indicate that brand awareness significantly influences purchase intention. A t-statistic of 6.241 and a p-value of 0.000 support this hypothesis. The higher a consumer's awareness of the Le Minerale brand, the more likely they are to purchase the product. The average Brand Awareness and Purchase Intention scores were in the high category, indicating that respondents recognized the brand well and were interested in purchasing after seeing the advertisement. This finding aligns with previous research that suggests brand awareness drives consumer purchase intention.

These results also align with previous research conducted by Kieflan, Asyhari, and Hendar (2025), Setiawan, Padmasari, and Hulaemah (2025), and Leislee and Nawawi (2024), which showed that brand awareness has a positive and significant effect on purchase intention. This suggests that the higher a consumer's level of brand awareness, the greater their likelihood of purchasing that product. Thus, brand awareness can be an important basis in forming consumers' cognitive and affective responses which ultimately give rise to purchasing interest in a product.

### **The Influence of Perceived Quality on Purchase Intention**

The test results show that Perceived Quality greatly impacts Purchase Intention, with a strong t-statistic value of 4.155 and a p-value of 0.000. A higher perceived quality score of 4.03 means consumers are more likely to purchase Le Minerale products. Additionally, the average Purchase Intention score of 4.11 reflects consumer interest in advertising and the desire to buy the product.

This study's findings are also consistent with previous research conducted by Kristinawati and Keni (2021), Setiawan, Efrata, and Padmawidjaja (2023), and Leislee and Nawawi (2024), which showed that perceived quality has a positive and significant effect on purchase intention. However, the results of this study differ from those of Putri and Astuti (2024), who found that perceived quality had a positive but insignificant effect on purchase intention, and those of Fenetta and Keni (2020), who found that perceived quality had no effect on purchase intention. These differences in findings are likely due to differences in the research context, respondent characteristics, and research subjects used.

### **The Influence of Brand Awareness on Purchase Decisions**

The results of the hypothesis test indicate that brand awareness has a positive and significant effect on purchase decisions. The t-statistic of 5.776 and p-value of 0.000 support

the hypothesis. This means that the higher the brand awareness of Le Minerale, the greater the consumer's likelihood of purchasing the product.

This finding aligns with research conducted by Setiawan, Padmasari, and Hulaemah (2025) and Leislee and Nawawi (2024), which found that brand awareness has a positive and significant effect on purchase decisions. This suggests that a high level of brand awareness can increase the likelihood of consumers choosing and purchasing a product over competing brands

### **The Influence of Perceived Quality on Purchase Decisions**

Perceived quality has a positive and significant effect on purchase decisions. The t-statistic of 4.029 and p-value of 0.000 support the hypothesis. The original sample size of 0.319 indicates a positive relationship between the two.

This finding aligns with research by Kristinawati and Keni (2021) and Setiawan, Efrata, and Padmawidjaja (2023), which showed that perceived quality has a positive and significant effect on purchase decisions. Therefore, the better a consumer's perception of a product's quality, the more likely they are to make a purchase decision.

### **The Influence of Purchase Intention on Purchase Decision**

Hypothesis testing indicates that Purchase Intention has a positive and significant effect on Purchase Decision. The t-statistic of 2.620 and p-value of 0.000 support the acceptance of the hypothesis.

This finding also aligns with the Theory of Planned Behavior, which states that intention is the primary factor influencing a person's behavior, including product purchasing.

### **The Influence of Brand Awareness on Purchase Decisions through Purchase Intention**

Based on the results of the hypothesis testing, brand awareness has a positive and significant effect on purchase decisions through purchase intention as a mediating variable. The t-statistic reached 2.349 and the p-value 0.009 indicated strong results. These results indicate that brand awareness not only directly influences purchase decisions but also increases purchase intention, which drives those decisions.

### **The Influence of Perceived Quality on Purchase Decisions through Purchase Intention**

Based on the results of the hypothesis testing, perceived quality has a positive and significant effect on purchase decisions through purchase intention as a mediating variable. The t-statistic of 2.149 and p-value of 0.016 indicate that Purchase Intention positively mediates the relationship between Perceived Quality and Purchase Decisions. Perceived quality of Le Minerale products can increase consumer purchase intention, which drives purchase decisions. Therefore, Purchase Intention plays a significant role as a mediating variable in the influence of Perceived Quality on Purchase Decisions.

## **CONCLUSION**

Based on the results of the data analysis and testing of the research data, the following conclusions can be drawn:

- 1) Brand awareness has a positive and significant effect on purchase intention for Le Minerale products in transit advertising for the Jabodetabek Commuter Line. This indicates that high brand awareness makes Le Minerale easily remembered by consumers and encourages purchase intention after seeing advertisements on the commuter train (KRL) and at stations.
- 2) Perceived quality has a positive and significant effect on purchase intention for Le Minerale products in transit advertising for the Jabodetabek Commuter Line.

Consumers perceive Le Minerale's price as commensurate with its quality, thus increasing purchase intention.

- 3) Brand awareness has a positive and significant effect on purchase decision for Le Minerale products in transit advertising for the Jabodetabek Commuter Line. This indicates that a recognizable brand can encourage consumers to make purchasing decisions.
- 4) Perceived quality has a positive and significant effect on purchase decision for Le Minerale products in transit advertising for the Jabodetabek Commuter Line. The congruence between price and product quality strengthens consumers' purchase decisions.
- 5) Purchase Intention has a positive and significant effect on Purchase Decisions for Le Minerale products in Transit Advertising for the Jabodetabek Commuter Line. Purchase intention that arises after viewing the advertisement drives purchases.
- 6) Brand Awareness has a positive and significant effect on Purchase Decisions through Purchase Intention for Le Minerale products. This indicates that Purchase Intention mediates the influence of brand awareness on purchase decisions.
- 7) Perceived Quality has a positive and significant effect on Purchase Decisions through Purchase Intention for Le Minerale products. Perceived quality increases purchase intention, which then drives purchase decisions.

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