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## THE ROLE OF E-COMMERCE IN MEDIATING CONSUMER LOYALTY AND BRAND AWARENESS ON PURCHASING DECISIONS ON WARDAH PRODUCTS

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### Abstract

**Objective** – This research aims to determine the role of e-commerce in mediating consumer loyalty and brand awareness on purchasing decisions.

**Design/Methodology/Approach** – The type of research used in this research is quantitative. The population and sample used in this research were Wardah product users among students at the Faculty of Economics and Business, Palangka Raya University. The number of respondents was 126 people using the Ferdinand formula. The data scale used in this research is a five (5) point odd Likert scale. The analytical tool used in this research is Partial Least Square (PLS) with a Structural Equation Modeling (SEM) approach.

**Findings** – The research results show that consumer loyalty and brand awareness has a positive significant effect on Wardah product e-commerce and purchasing decisions. E-commerce has a positive and significant effect on purchasing decisions. Consumer loyalty and brand awareness has a positive and significant effect on purchasing decisions through e-commerce for Wardah products among students at the Faculty of Economics and Business, Palangka Raya University.

**Conclusion and Implications** – E-commerce can fully mediate between consumer loyalty and brand awareness in purchasing decisions. Wardah company can increase sales by improving service to consumers in order to increase consumer loyalty and consumer brand awareness through improving e-commerce services.

**Keywords:** Brand Awareness, Consumer Loyalty, E-commerce, Purchasing Decisions



## INTRODUCTION

In the development of technology today, many people are aware of the importance of care, especially for women. Beauty is very desirable for women to support their appearance, because appearance is one of the main factors and important things that must be considered. To get maximum results and as desired, it is necessary to select the right and accurate product. The trend of the rampant use of cosmetics in Indonesia today has led to the emergence of various cosmetic products both from local and imported brands. Indonesia's cosmetics market is currently dominated by local cosmetics. One of the largest cosmetic companies in Indonesia is PT. Paragon Technology and Innovation.

Based on the results of Populix research (2022) on several superior products of PT. Paragon Technology and Innovation, the Wardah brand is able to become the most widely used and popular cosmetic brand in Indonesia. However, in the last five years, Wardah's lipstick and anti-aging products have decreased significantly. Even in the anti-aging category, the last two years have not been included in the top 5 brands. Purchasing decisions greatly affect the success of a business, if purchasing decisions increase, the extent of sales will increase, and this will have a positive impact on the company to continue to maintain its business (Aminah et al., 2022). Purchasing decisions play an important role in making purchasing decisions, especially if you want to buy a product online (E-commerce). E-commerce is buying and selling in the form of products or services and electronic systems as intermediaries Rosali et al., (2017). With the emergence of e-commerce as a forum for business actors in online transactions, both sales and purchases are a reason for changes in consumer behavior to occur.

Consumer loyalty is a condition of how consumer psychology recommends a brand to others, and in the context of behavior shows a repetition of buying behavior, as well as suggesting not to switch to another brand have a commitment / loyalty to oneself to reuse a certain selected brand in the future (Jihan and Made, 2018). Keller (2009) says brand awareness is a tracking or mass force in consumer memory that reflects the ability of consumers to remember or recognize brands in different circumstances. When consumers are aware of a brand, potential consumers can remember and know the brand and decide to buy, which allows consumers to only buy on certain brand categories, Oktaviani (2018).

Based on this research, it can be formulated, namely does consumer loyalty affect the purchasing decisions of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya?, does consumer loyalty affect the e-commerce of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya?, does brand awareness affect the purchasing decisions of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya?. does brand awareness affect the e-commerce of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya?, does e-commerce affect the purchasing decisions of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya?, does consumer loyalty affect purchasing decisions through e-commerce of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya? and does brand awareness affect purchasing decisions through Wardah e-commerce products at students of the Faculty of Economics and Business, University of Palangka Raya?

The purpose of this study is to find out whether consumer loyalty affects the purchasing decisions of Wardah products at the Faculty of Economics and Business students of Palangka Raya University, to find out whether consumer loyalty affects the e-commerce of Wardah products at the

Faculty of Economics and Business Students of Palangka Raya University, to find out whether brand awareness affects the purchasing decisions of Wardah products at the Faculty of Economics and Business Students University of Palangka Raya, to find out whether brand awareness affects the e-commerce of Wardah products at the Students of the Faculty of Economics and Business, University of Palangka Raya, to find out whether e-commerce affects the purchasing decisions of Wardah products at the Students of the Faculty of Economics and Business, University of Palangka Raya, to find out whether consumer loyalty affects the purchasing decisions through e-commerce of Wardah products at the Students of the Faculty of Economics and Business of Palangka Raya University, and to find out whether brand awareness affects purchasing decisions through Wardah e-commerce products at students of the Faculty of Economics and Business, Palangka Raya University.

The benefits of this research are theoretical benefits, it is hoped that the results of this research can be used as a reference for researchers/academics whose research is the same to develop marketing management theory and also to add insight into science, especially regarding consumer loyalty, brand awareness, purchasing decisions and e-commerce and practical benefits for companies are expected to provide an overview of the role of e-commerce and brand awareness in the world marketing, especially on purchasing decisions in mediating consumer loyalty, is expected to be input for companies to know the effectiveness of e-commerce and brand awareness as marketing techniques and for further researchers is expected to add insight and knowledge about the role of e-commerce in mediating consumer loyalty and brand awareness of purchasing decisions on cosmetic products.

The hypothesis of this study confirms that consumer loyalty affects the purchasing decisions of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya, consumer loyalty affects e-commerce of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya, brand awareness affects the purchasing decisions of Wardah products in students of the Faculty of Economics and Business, University of Palangka Raya, brand awareness affects e-commerce Wardah products at the Faculty of Economics and Business students of Palangka Raya University, e-commerce affects the purchasing decisions of Wardah products at the Faculty of Economics and Business students of Palangka Raya University, consumer loyalty affects the purchasing decisions through e-commerce of Wardah products at the Faculty of Economics and Business students of Palangka Raya University and brand awareness affects the purchasing decisions through e-commerce of Wardah products at students Faculty of Economics and Business, University of Palangka Raya.

**METHODS**

In this research, type of research uses quantitative research (Sugiyono, 2014). The subjects to be studied are students of the Faculty of Economics and Business, Palangka Raya University batch 2020-2023 who are registered in odd semesters as many as 2049 people and a sample of 126 respondents using a formula (Ferdinand, 2014). This research instrument used a questionnaire measured by Likert scale. The operational definition of this research variable is:

Table 1. Variable Operational and Indicators

Variable	Definition	Variable Indicators
Consumer Loyalty (X1) Sangadji & Sopiah (2013)	The tendency of consumers to buy or use products to convey and recommend to others	- Make recurring purchases - Brand consumption habits - Brand liking

	products or services that have been received.	<ul style="list-style-type: none"> <li>- Perform branding</li> <li>- The belief that a particular brand is the best brand</li> <li>- Provide brand recommendations to others.</li> </ul>
Brand Awareness (X2) Wilujeng & Edwar (2014)	Is the number of customers who know and remember the brand of a company's products.	<ul style="list-style-type: none"> <li>- Brand recall</li> <li>- Recognition</li> <li>- Purchaso</li> <li>- Consumption</li> </ul>
E-Commerce (Z) Dewiyan (2001)	A forum for online trading activities that help and facilitate the buying and selling process so that there is an increase in sales through market expansion.	<ul style="list-style-type: none"> <li>- System quality</li> <li>- Quality or accuracy of information</li> <li>- Quality or quality of service provided</li> <li>- Utilization</li> <li>- Customer satisfaction</li> <li>- Benefit</li> </ul>
Purchasing Decisions (Y) Kotler & Keller (2009)	A forum for online trading activities that help and facilitate the buying and selling process so that there is an increase in sales through market expansion.	<ul style="list-style-type: none"> <li>- Product purchase</li> <li>- Brand purchase</li> <li>- Channel selection</li> <li>- Timing of purchase</li> <li>- Number of purchases</li> </ul>

Source: Dewiyan (2001), Kotler & Keller (2009), Sangadji & Sopiah (2013), and Wilujeng & Edwar (2014).

The data analysis method in this study uses descriptive analysis and partial least square (PLS) consisting of outer model, inner model and hypothesis test using SmartPLS 4 software application.

## RESULTS AND DISCUSSION

The data from respondent characteristics depict various respondent conditions presented statistically and provide simple information about the state of respondents who are the subjects of the study, with the following results:

Table 2. Respondent characteristics

Age	Quantity	Percentage
17	1	1%
18	8	6%
19	15	12%
20	29	23%
21	28	22%
22	41	33%
23	4	3%
Total	126	100%
Departement	Quantity	Percentage

Accountancy	52	41%
Management	53	42%
Development Economics	21	17%
Total	126	100%
<b>Class Year</b>	<b>Quantity</b>	<b>Percentage</b>
2020	67	53%
2021	28	22%
2022	21	17%
2023	10	8%
Total	126	100%
<b>Pocket Money/Month</b>	<b>Quantity</b>	<b>Percentage</b>
Rp 500.000 - Rp 1.500.000	105	83%
Rp 1.500.000 - Rp 2.500.000	16	13%
Rp 2.500.000 - Rp 3.500.000	3	2%
> Rp 3.500.000	2	2%
Total	126	100%
<b>Purchase Wardah Products</b>	<b>Quantity</b>	<b>Percentage</b>
2x	29	23%
> 2x	97	77%
Total	126	100%

Source: Primary data processed (2024).

Based on age, the age group of 21 years old has the largest number of respondents, which is 33% or 41 respondents. Based on department, department of management have the largest number of respondents, which is 42% or 53 respondents. Based on class year, class of 2020 have the largest number of respondents, which is 53% or 67 respondents. Based on pocket money/month, Rp 500,000 - Rp 1,500,000 has the largest number of respondents, which is 83% or 105 respondents.

In the descriptive analysis, there are evaluations from respondents regarding the variables of consumer loyalty, brand awareness, e-commerce, and purchasing decisions with the following results:

Table 3. Respondents' Assessment of Consumer Loyalty (X1)

No	Respondents' Answers					Mean	Description
	SD (1)	D (2)	N (3)	A (4)	SA (5)		
LK1	6	7	26	55	32	4.78	Strongly Agree
LK2	8	12	20	40	46	4.82	Strongly Agree
LK3	4	7	26	69	20	4.72	Strongly Agree
LK4	2	13	26	65	20	4.66	Strongly Agree

LK5	2	9	27	69	19	4.72	Strongly Agree
LK6	5	8	22	60	31	4.82	Strongly Agree
<b>Average Consumer Loyalty Variable (X1)</b>						<b>4,75</b>	<b>Strongly Agree</b>

Source: Primary data processed (2024).

Based on the data analysis results of the Consumer Loyalty variable, it can be seen that out of 126 respondents who responded to the statement items of the Consumer Loyalty variable, the descriptive analysis results of the Consumer Loyalty variable (X1) show an average value of 4.75.

Table 4. Respondents' Assessment of Brand Awareness (X2)

No	Respondents' Answers					Mean	Description
	SD (1)	D (2)	N (3)	A (4)	SA (5)		
BA1	0	10	26	70	20	4.78	Strongly Agree
BA2	5	4	16	72	29	4.94	Strongly Agree
BA3	1	9	30	63	23	4.76	Strongly Agree
BA4	1	10	21	72	22	4.82	Strongly Agree
<b>Average Consumer Brand Awareness (X2)</b>						<b>4,82</b>	<b>Strongly Agree</b>

Source: Primary data processed (2024).

Based on the data processing results of the Brand Awareness variable, it can be seen that out of 126 respondents who responded to the statement items of the Brand Awareness variable, the descriptive analysis results of the Brand Awareness variable (X2) show an average value of 4.82.

Table 5. Respondents' Assessment of E-Commerce (Z)

No	Respondents' Answers					Mean	Description
	SD (1)	D (2)	N (3)	A (4)	SA (5)		
E1	1	8	17	77	23	4.91	Strongly Agree
E2	0	7	23	80	16	4.83	Strongly Agree
E3	2	11	17	64	32	4.91	Strongly Agree
E4	0	5	28	73	20	4.86	Strongly Agree
E5	4	7	16	70	29	4.91	Strongly Agree
E6	7	15	11	54	39	4.81	Strongly Agree
<b>Average Consumer E-Commerce (Z)</b>						<b>4,87</b>	<b>Strongly Agree</b>

Source: Primary data processed (2024).

Based on the data analysis results of the E-Commerce variable, it can be seen that out of 126 respondents who responded to the statement items of the E-Commerce variable, the descriptive analysis results of the E-Commerce variable (Z) show an average value of 4.87.

Table 6. Respondents' Assessment of Purchasing Decisions (Y)

No	Respondents' Answers					Mean	Description
	SD (1)	D (2)	N (3)	A (4)	SA (5)		
KP1	1	4	38	70	13	4.68	Strongly Agree
KP2	2	6	27	70	21	4.80	Strongly Agree
KP3	2	4	30	71	19	4.79	Strongly Agree
KP4	5	24	21	51	25	4.45	Strongly Agree
KP5	2	6	23	66	29	4.92	Strongly Agree
<b>Average Consumer Purchasing Decisions (Y)</b>						<b>4,72</b>	<b>Strongly Agree</b>

Source: Primary data processed (2024).

Based on the data analysis results of the purchasing decisions variable, it can be seen that out of 126 respondents who responded to the statement items of the purchasing decisions variable, the descriptive analysis results of the purchasing decisions variable (Y) show an average value of 4.72.

Partial Least Squares analysis involves testing the outer model, inner model, and hypothesis testing. Here are the results of the outer model:

Table 7. Outer Model

Variable	Indicators	Outer Loading	AVE	Cross Loading	Description	Cronbach Alpha	Composite Reliability	Description
Consumer Loyalty (X1)	LK1	0.770	0.634	0.770	Valid	0.884	0.912	Reliable
	LK2	0.701		0.701	Valid			
	LK3	0.825		0.825	Valid			
	LK4	0.812		0.812	Valid			
	LK5	0.837		0.837	Valid			
	LK6	0.825		0.825	Valid			
Brand Awareness (X2)	BA1	0.858	0.677	0.792	Valid	0.841	0.894	Reliable
	BA2	0.823		0.818	Valid			
	BA3	0.818		0.823	Valid			
	BA4	0.792		0.858	Valid			
E-Commerce (Z)	E1	0.787	0.613	0.787	Valid	0.874	0.905	Reliable
	E2	0.787		0.787	Valid			
	E3	0.755		0.755	Valid			
	E4	0.774		0.774	Valid			
	E5	0.780		0.780	Valid			
	E6	0.814		0.814	Valid			



Purchasing Decisions (Y)	KP1	0.803	0.612	0.803	Valid	0.841	0.887	Reliable
	KP2	0.786		0.786	Valid			
	KP3	0.801		0.801	Valid			
	KP4	0.752		0.752	Valid			
	KP5	0.767		0.767	Valid			

Source: Primary data processed (2024).

Based on the results above, the validity test (convergent validity consisting of outer loading and AVE, discriminant validity consisting of cross loading) i.e. in the outer loading test shows that all indicators have an outer loading  $\geq 0.7$ , thus showing that all indicators are considered valid. AVE values for the variables consumer loyalty, brand awareness, e-commerce, and purchasing decisions indicate that the indicator is valid because it has a value of  $> 0.5$ . Based on the cross-loading value, it can be concluded that the indicators used in this study have good discriminant validity in forming each variable so that it meets the requirements for discriminant validity. Based on reliability tests (cronbach alpha and composite reliability), the value of cronbach alpha and composite reliability shows that each research variable meets the reliable criteria because it has a value of  $> 0.7$ .

Table 8. Inner Model

Variable	R Square	Q Square
E-Commerce (Z)	0.790	0.775
Purchasing Decisions (Y)	0.802	0.763

Source: Primary data processed (2024).

Based on the R square value for the e-commerce variable, it gets a value of 0.790. These results show that 80% of e-commerce variables can be explained by variables of consumer loyalty, brand awareness and purchasing decisions s. While 20% is explained by other factors. Then for the purchasing decisions variable obtained a value of 0.802. These results show that 80.2% of purchasing decision variables can be explained by consumer loyalty, brand awareness and e-commerce variables. While 19.8% was explained by other factors. Based on the Q-Square value for e-commerce obtained a value of 0.775, this shows that consumer loyalty, brand awareness and purchasing decisions predict e-commerce variables at great strength. Then for the purchasing decisions variable obtained a value of 0.763, this shows that the variables of consumer loyalty, brand awareness and e-commerce, predict the e-commerce variable at great strength. While the Goodness of Fit (Gof) value obtained manually is known to be 0.50, thus the Goodness of Fit calculation results are categorized as large.

Table 9. Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T-Statistics( O/STDEV)	P Values	Result
<b>Path Coefficient</b>						
Consumer Loyalty → Purchasing Decisions	0.415	0.422	0.067	6.155	0.000	H1 Accepted
Consumer Loyalty → E-Commerce	0.372	0.369	0.080	4.630	0.000	H2 Accepted
Brand Awareness → Purchasing Decisions	0.206	0.208	0.104	1.974	0.048	H3 Accepted



Brand Awareness → E-Commerce	0.565	0.569	0.078	7.203	0.000	H4 Accepted
E-Commerce → Purchasing Decisions	0.331	0.323	0.089	3.731	0.000	H5 Accepted
<b>Indirect Effect</b>						
Consumer Loyalty → E-Commerce → Purchasing Decisions	0.123	0.120	0.044	2.794	0.123	H6 Accepted
Brand Awareness → E-Commerce → Purchasing Decisions	0.187	0.184	0.056	3.333	0.187	H7 Accepted

Source: Primary data processed (2024).

Based on hypothesis results, it shows that the effect of consumer loyalty (X1) on purchasing decisions (Y) is positive and significant with an original sample value of 0.415. This can also be seen from the results of the comparison between t-statistics > t-table which is 6.155 and p value < 0.05 which is 0.000 < 0.05 so that hypothesis 1 is accepted. The effect of consumer loyalty (X1) on e-commerce (Z) is positive and significant with the original sample value of 0.372. This can also be seen from the results of the comparison between t-statistics > t-table which is 4.630 and p value < 0.05 which is 0.000 < 0.05 so that hypothesis 2 is accepted. The effect of brand awareness (X2) on purchasing decisions (Y) is positive and significant with an original sample value of 0.206. This can also be seen from the results of the comparison between t-statistics > t-table which is 1.974 and p value < 0.05 which is 0.048 < 0.05 so that hypothesis 3 is accepted. The effect of brand awareness (X2) on e-commerce (Z) is positive and significant with the original sample value of 0.565. This can also be seen from the results of the comparison between t-statistics > t-table which is 7.203 and p value < 0.05 which is 0.000 < 0.05 so that hypothesis 4 is accepted. The effect of e-commerce (Z) on purchasing decisions (Y) is positive and significant with an original sample value of 0.331. This can also be seen from the results of the comparison between t-statistics > t-table which is 3.731 and p value < 0.05 which is 0.000 < 0.05 so that hypothesis 5 is accepted. The effect of consumer loyalty (X1) on purchasing decisions (Y) through e-commerce (Z) is positive and significant with an original sample value of 0.123. This can also be seen from the results of the comparison between t-statistics > t-table which is 2.794 and p value < 0.05 which is 0.005 < 0.05 so that hypothesis 6 is accepted. And the influence of brand awareness (X2) on purchasing decisions (Y) through e-commerce (Z) is positive and significant with an original sample value of 0.187. This can also be seen from the results of the comparison between t-statistics > t-table which is 3.333 and p value < 0.05 which is 0.001 < 0.05 so that hypothesis 7 is accepted.

## CONCLUSION

Based on research that has been conducted, consumer loyalty has a positive and significant effect on the purchasing decisions of Wardah products at the Faculty of Economics and Business students of Palangka Raya University, consumer loyalty has a positive and significant effect on the e-commerce of Wardah products at the Faculty of Economics and Business students of the University of Palangka Raya Force, brand awareness has a positive and significant effect on the purchasing decisions of Wardah products at female students Faculty of Economics and Business, University of Palangka Raya Force, brand awareness has a positive and significant effect on e-commerce of Wardah products on students of the Faculty of Economics and Business, University of Palangka Raya

Force, e-commerce has a positive and significant effect on the purchasing decisions of Wardah products on students of the Faculty of Economics and Business, University of Palangka Raya Force, consumer loyalty has a positive and significant effect on purchasing decisions through e-commerce Wardah products at the Faculty of Economics and Business students of Palangka Raya Force University, as well as brand awareness have a positive and significant influence on purchasing decisions through e-commerce Wardah products at students of the Faculty of Economics and Business, Palangka Raya Force University.

The limitations of this study were carried out exclusively on female students from the class of 2020 to 2023 at the Faculty of Economics, University of Palangka Raya with a total of 126 respondents. Second, researchers found only 80% of all factors that can affect e-commerce and 80.2% of factors that influence purchasing decisions. Therefore, there were 20% and 19.8% of other factors that were not studied in this study. Third, the lack of researchers in obtaining complete data to support the phenomenon of problems that occur and explain the results of research on measuring e-commerce and consumer loyalty in female students of the Faculty of Economics and Business, Palangka Raya University. Lastly during the data collection process, the information respondents provide in surveys may not reflect their true opinions. This happens because every creative respondent thinks, reacts, and understands differently. The suggestion for the company is that Wardah is expected to improve the quality of its products which Wardah can do to realize this, of course, by making Wardah's products the best products in order to increase consumer loyalty in e-commerce. Researchers can further expand their research objectives to increase the generalization of research findings to all types of cosmetic companies.

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