

The Influence Of Brand Awareness On Purchasing Decisions Of 212 Sharia Cooperative Members

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Abstract

This study aims to determine how the influence of brand awareness on purchasing decisions of members of the 212 Islamic cooperative. The approach used in this research is a quantitative approach. The data analysis techniques used in this study were validity and reliability tests, classical assumption tests, multiple linear regression analysis, t test and F test and the coefficient of determination. The results showed that Brand Awareness had a positive effect on purchasing decisions of 212 sharia cooperative members obtained from the value of $t_{count} > t_{table}$ ($6.979 > 1.99006$), with a significance ($0.000 < 0.05$). Thus more and more people understand Brand awareness more and more people are making purchasing decisions at the 212 sharia cooperative.

Keywords: Brand Awareness, Purchase Decision, Islamic cooperative

INTRODUCTION

The market share of sharia cooperatives which continues to increase is encouraged to empower the lower middle class community which is realized through the provision and financing of small businesses. Sharia cooperatives are cooperatives that are managed based on sharia principles. The existence of sharia cooperatives is still new, when compared to other economic institutions. Its development continues to increase because the benefits are already felt by the community, especially in serving the funding needs for small economic groups. Historically, the cooperative model based on Islamic values in Indonesia has been initiated by the trade association known as SDI (Sarikat Dagang Islam) by Haji Samanhudi in Solo, Central Java, which brings together its members from Muslim batik traders (Ratih, 2019).

Sharia cooperatives have several objectives, including improving the welfare of their members and the welfare of the community and participating in building the Indonesian economy based on Islamic principles. The essence of the cooperative's activities is a joint effort with the spirit of helping each other and in a compact rhythm there is no betrayal among the members of the cooperative. The members of the cooperative in managing the cooperative are like one body, where one member of the cooperative is likened to one organ of the human body (kamsalsilil jasadi). Every organ of the body with other organs of the body established a harmonious relationship.

Currently, people have begun to realize the importance of a sharia-based economic system, so that many people leave the conventional system and move

to sharia for the benefit of the people. This is also supported by the emergence of a modern sharia-based market, namely 212 Mart which has recently become the main choice for people who want to shop with a sharia system (Asrizal Efendy Nasution, Linzzy Pratami Putri, 2019).

Starting from the 212 action in December 2016, the National Movement to Guard the Fatwa (GNPF) of the Indonesian Ulema Council (MUI) initiated the establishment of a Sharia Cooperative 212. 212 Mart as a product of the 212 Sharia Cooperative was officially launched for the first time on May 10, 2017 with the first outlet located in Bogor City. Actually 212 Mart is a minimarket brand of the Sharia Cooperative 212. Modern grocery store 212 Mart sells people's daily necessities such as staples, household supplies, stationery, and others. In contrast to modern grocery stores in general, 212 Mart does not sell cigarettes, liquor, contraceptives and non-halal products. In running its business, 212 Mart provides stalls for Micro, Small and Medium Enterprises (MSMEs) to be able to sell their products. The 212 Mart store is open from 07.00 – 22.00 every day. The special feature is that every prayer time, 212 Mart closes its store outlets for approximately 15 minutes.

Cooperative Syariah 212 is a new innovation from the cooperative movement in Indonesia. The 212 sharia cooperative was formed after the 212 Ulama Defending Action on December 2, 2016 which was held by Muslims at the National Monument (Monas) Jakarta. During the action, Muslims all over Indonesia gathered and united to carry out the action to defend the ulama. The basic foundation in the form of this 212 sharia cooperative is to preserve the spirit of peaceful action 212 that reflects peace.

Indonesia is a country that has the largest Muslim population in the world. This is evidenced by the 207,176,162 residents who are Muslim. Seeing from the large number of Muslim population in Indonesia, it is natural that the Islamic economic system in Indonesia has great opportunities to grow and develop. Along with the development of the sharia economic system in Indonesia, sharia-based business models have begun to emerge, even the sharia business models have begun to enter the retail business world. It should have a lot of potential to develop sharia cooperatives 212 as described above which explains that Indonesia is a population that has a Muslim majority. How strategies must be applied in achieving a goal, The simple thing in increasing consumer confidence is through brand awareness and word of mouth. Where members of sharia cooperatives provide advice and recommendations to individuals or groups about the advantages of sharia cooperative Muslim products.

The relationship between brand awareness and purchasing decisions is to create the existence of a brand (brand awareness), the company tries to display something different from competitors. Brand awareness also plays an important role in making purchasing decisions (Nel Arianty, 2021). To be quickly recognized and easily remembered, companies can build brand awareness. Companies that succeed in creating a product that suits the needs and desires of

consumers, means that they are indirectly able to influence consumer purchasing decisions.

Buying decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in buying by first going through the stages of the decision-making process (Rini Astuti, et al. 2021). The 212 Garuda sharia cooperative provides products that suit the needs of consumers at this time. Create brand awareness, and showcase something different from competitors. This will make consumers become committed buyers (loyal buyers) to shop for needs at the 212 Garuda sharia cooperative.

Based on the author's observations, the Garuda 212 Sharia cooperative has been maximal in implementing Brand Awareness, where the sharia cooperative has completed halal labels and Islamic packaging on its products, as consumer awareness of Islamic products for their choice, in an effort to improve the economy of Muslims, but consumers or Sharia cooperative members sometimes still make the choice to determine their purchase decisions in certain places. Sharia cooperative 212 Garuda has been maximal in increasing brand awareness among members or consumers, seen from consumers having awareness at the level of Brand recall where consumers can be able to remember brands without being given a stimulus (assistance). But sometimes consumers still buy elsewhere.

METHOD

The research approach used in this study uses a quantitative approach. The location of the research conducted by the author as the object was carried out at the Sharia Cooperative 212 Mart Garuda Medan. The total population in this study was 474 people. Where Purposive Sampling according to Azuar & Irfan (2013), is the selection of samples from a population based on certain considerations. The research method using simple random sampling using the Slovin formula calculation obtained a sample of 83 people. The variable in this study which became the dependent variable was the purchase decision (Y) and the independent variable was brand awareness (X). The data collection technique used when conducting this research was by distributing online questionnaires. Data analysis techniques used descriptive statistical analysis aims to describe data from each variable in the study, test data quality, classic assumption test, simple regression analysis and hypothesis testing.

RESULTS AND DISCUSSION

Based on the results of the study, the brand awareness variable (X1) has a positive and significant effect on purchasing decisions for members of the 212 Garuda sharia cooperative, this can be seen from the significant brand awareness (X1) $0.000 < 0.05$. The value of $t_{table} = t_{(\alpha/2; nk-1)} = t_{(0.05/2; 83-2-1)} = (0.025; 80) = 1.99006$. It means that the value of t count is greater than t table ($6.979 > 1.99006$), then H_0 is rejected, H_1 is accepted, so that the hypothesis that

there is an influence of brand awareness on purchasing decisions is partially accepted. Below is a table of T-Test results as follows:

Table 1. t Test Results (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.443	2.247		5.094	.000
Brand Awareness (X1)	.568	.081	.650	6.979	.000

The results of this study are in line with previous research conducted by Feri Arif Kurniawan and Syahrul Effendi with the title "the influence of brand awareness, social media advertising and e-word of mouth on purchasing decisions for Honda motorcycles (case study on Bintang Motor Jaya Buaran customers)". The results of this study There is a significant influence between Brand awareness on the Purchase Decision of Honda motorcycles at Bintang Motor Jaya Buaran. And in accordance with the Brand Awareness Relationship with purchasing decisions. According to Durianto, Brand Awareness (brand awareness) can signify the existence, commitment, and core that are very important for a company. So if the awareness of the brand is high, the presence of the brand will always be felt. A brand with high consumer awareness is usually caused by several factors, including: widely advertised, time-tested existence, wide distribution reach, The brand is well managed. Therefore, if the quality of two brands is the same, brand awareness will be a decisive factor in purchasing decisions.

CONCLUSION

Based on the theoretical description, data processing that has been carried out using the previous SPSS application and followed by the discussion in the previous chapter, it can be concluded that Brand Awareness has a significant influence on purchasing decisions of sharia cooperative members 212. This can be seen from the results of the t test on the Brand Awareness variable with a value of significant at 0.000 less than 0.05 ($0.000 < 0.05$). And the value of t arithmetic is 6.979 which is greater than 1.99006 ($6.979 > 1.99006$). So that hypothesis H1 is accepted.

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