
THE INFLUENCE OF CONSUMER PERCEPTION AND BRAND AWARENESS ON THE INCREASE OF ONLINE SALES OF AEROSTREET PRODUCTS ON THE TIKTOK SHOP PLATFORM

Muhammad Hafizh Naulir Ridho¹

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
hafizhridho120401@gmail.com

Ety Dwi Susanti²

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Surabaya, Indonesia
bimbinganskripsiety@gmail.com



Abstract

The development of digital technology has driven significant changes in marketing strategies and consumer behavior. TikTok Shop has emerged as a social commerce platform that combines entertainment with shopping activities through short video content and real-time interactions. Aerostreet, a local shoe brand, utilizes this platform to expand its market reach and increase its competitiveness. However, sales growth is not solely determined by digital marketing activities, but also by consumer perception and brand awareness. Based on this phenomenon, this study formulates three main questions: whether consumer perception and brand awareness simultaneously have a significant effect on increasing online sales, whether consumer perception has a significant partial effect, and whether brand awareness partially contributes to increasing Aerostreet product sales on TikTok Shop. This study aims to analyze the influence of consumer perception and brand awareness using a quantitative associative approach through multiple linear regression. Data were obtained from 100 respondents, TikTok Shop users who purchased Aerostreet products. The results show that both independent variables simultaneously have a significant effect on increasing online sales. Partially, consumer perception and brand awareness both have a significant positive effect. The coefficient of determination (R^2) indicates a fairly strong contribution of both variables to increasing online sales. This study emphasizes the importance of building positive perceptions and increasing brand awareness in supporting the success of digital marketing in the era of social commerce.

Keywords: Consumer Perception, Brand awareness, Online Sales Growth, TikTok Shop, Aerostreet

INTRODUCTION

The development of the industrial sector plays a strategic role in driving a nation's economic growth, as it serves as the engine of production activities, job creation, and the enhancement of national competitiveness. In general, industry is understood as an economic activity related to the processing of raw materials, intermediate goods, or finished goods through production processes that generate value-added products. The complexity of industrial processes increases along with regional development, resulting in a broader variety and number of industries (Sandi, 2019).

One of the industrial sectors experiencing significant growth is the footwear industry. The shift in the function of shoes—from merely protecting the feet to becoming a fashion product—has driven increasing global demand. Indonesia has become one of the key players in the global footwear industry, with total production reaching 1.41 billion pairs in 2018, placing the country as the fourth-largest shoe producer in the world. The national footwear industry is dominated by medium and large enterprises, while small industries are largely concentrated in East Java and West Java, contributing substantially to the value chain.

In the context of consumer behavior, perception plays a crucial role in shaping evaluations and purchasing decisions. Consumer perception relates to how individuals interpret information through processes of stimulation, organization, and interpretation (Kotler & Keller, 2009; Gibson et al., 1994). Each consumer carries different experiences, expectations, and backgrounds, resulting in varied perceptions of a product. The more positive a consumer's perception of a product's quality, benefits, and value, the more likely the product is to be chosen.

In addition to perception, another factor influencing purchasing decisions is brand awareness. Brand awareness reflects a consumer's ability to recognize and recall a brand. It forms the foundation for consumer trust and preference while providing an essential basis for achieving competitive advantage. Well-known brands tend to be selected more easily compared to unfamiliar ones.

Advancements in digital technology have brought about a fundamental transformation in marketing strategies and consumer behavior. Digital marketing enables promotional activities through various online platforms such as social media, marketplaces, and websites, offering more cost-efficient solutions and broader reach compared to traditional marketing (Sanjaya & Tarigan, 2009). As consumer behavior becomes increasingly digitally oriented, substantial opportunities emerge for businesses to expand through e-commerce.

One of the digital platforms experiencing rapid growth is TikTok Shop. Unlike conventional marketplaces, TikTok Shop integrates short-form video content with a direct purchasing system (social commerce), creating a more interactive and persuasive shopping experience. Consumers can view reviews, watch product demonstrations, and make purchases within the same application. This feature aligns well with the characteristics of younger generations who prefer visual content and quick responses.

In Indonesia, TikTok Shop has experienced substantial user growth. The strategic collaboration between TikTok and Tokopedia at the end of 2023 further strengthened the social commerce ecosystem by combining Tokopedia's distribution capabilities with TikTok's content-driven engagement. This integration has reached approximately 143 million monthly active users, expanding market opportunities for local businesses.

One local brand that has capitalized effectively on the opportunities offered by TikTok Shop is Aerostreet. This Klaten-based footwear brand is known for its quality products, trendy designs, and affordable prices. Aerostreet builds its brand image through the slogan “Now Everyone Can Buy a Good Shoes” and the tagline “Lokal Tak Gentar,” positioning itself as a competitive local brand. Additionally, Aerostreet actively promotes its products through short videos, live streaming, flash sales, and limited-edition collaborations with renowned brands—successfully capturing consumer attention on TikTok Shop.

Aerostreet’s performance on TikTok Shop has shown remarkable results. In the past month (June–July 2025), Aerostreet recorded revenues of Rp17.97 billion with total sales of 164,050 units. Affiliate marketing played a major role in this achievement, with revenue from affiliate channels reaching Rp8.68 billion—surpassing direct sales from the official account. More than 4,600 active affiliate creators produced over 9,700 promotional content pieces, substantially boosting reach and sales conversion.

Given this phenomenon, it is essential to understand how consumer perception and brand awareness influence online sales growth, particularly on platforms that integrate entertainment and commerce such as TikTok Shop. The dynamic competition in social commerce requires businesses not only to be active in promotional activities but also to build positive perceptions and increase brand awareness to remain competitive amid similar products.

This research is expected to provide empirical contributions to the understanding of consumer behavior within the social commerce ecosystem, as well as offer strategic recommendations for local businesses in utilizing digital platforms to enhance their sales performance.

REVIEW OF LITERATURE

Marketing

According to Philip Kotler in his book *Marketing Management* (2000), marketing is understood as a managerial and social process that enables individuals or groups to satisfy their needs and wants through the creation, offering, and exchange of value or products with others. In this definition, marketing involves activities aimed at understanding consumer needs, developing products that can meet those needs, and communicating as well as distributing those products in ways that generate benefits for the company.

According to Sumarwan (2015:17) in his book *Consumer Behavior and Marketing*, marketing is defined as the methods or approaches undertaken by companies to create, communicate, deliver, and exchange offerings that provide value for the general public, business partners, clients, and consumers.

Consumen Perception

Kotler and Keller (2016) describe consumer perception as a series of processes undertaken by individuals when interpreting, organizing, and selecting information to develop meaningful understanding or perceptions of their surrounding environment. This perception is crucial because it influences how consumers experience a product, brand, or service, and ultimately shapes their purchasing decisions.

Brand Awareness

According to Aaker (2018:105) in his book *Aaker on Branding: 20 Principles That Drive Success*, brand awareness is defined as a consumer’s ability to recall and recognize a

brand as part of a particular product category. This concept encompasses familiarity with the brand's name, logo, and other elements associated with the brand.

Kotler and Keller (2009) define brand awareness as the extent to which a brand is recognized by consumers and how easily it can be recalled when they think about a particular product category.

E-commerce

E-commerce, as defined by Laudon and Laudon, refers to business-to-business transactions conducted through the internet. E-commerce has introduced numerous transformations in the world of commerce. Face-to-face interactions are no longer required in the buying and selling process, unlike in traditional stores. Buyers and sellers only need to carry out transactions online.

In the book *Principles of Marketing* by Kotler and Armstrong (2009), e-commerce, or electronic commerce, is described as the process of exchanging, selling, purchasing, or distributing information, services, and products conducted online through computer networks, particularly the internet.

Research Method

A quantitative method with an associative approach is applied in this research. The use of a quantitative method functions to measure and analyze the relationships among variables based on numerical data processed statistically. The associative approach is selected because this study focuses on examining the level of relationship or influence between two independent variables—consumer perception and brand awareness—and online sales growth as the dependent variable. Active students of the Business Administration Study Program at Universitas Pembangunan Nasional “Veteran” East Java who have purchased Aerostreet products online through the TikTok Shop platform are designated as the population of this research.

1. Based on the Source of the Data

The first type of data is categorized according to its source, namely:

- a) Primary data: The primary data in this research were obtained through a survey distributed to all respondents using a questionnaire.
- b) Secondary data: The secondary data include the company's sales reports, statistical data from the Central Bureau of Statistics (BPS), previous research findings, and scientific articles related to the variables examined in this study.

According to Bogdan in Hardani et al. (2020:161–162), data analysis is understood as an effort to systematically organize and examine data obtained from observation notes, interviews, or other sources so that the data can be easily understood and the findings can be communicated to others. This ensures that the researcher uses accurate and reliable data in the study and enhances the effectiveness of the interpretation process. As part of this procedure, the researcher utilized SPSS 27 for Windows.

RESULTS AND DISCUSSION

validity test

The validity test in this research was conducted on 100 respondents with a significance level (α) of 0.05 (5%). The r-table value was obtained by calculating $df = N - 2 = 100 - 2 = 98$, resulting in an r-table value of 0.197. A data item is considered valid if the calculated r value (r-count) is greater than the r-table value and if the significance value is

less than 0.05. The Pearson Product Moment correlation formula was applied in the validity testing of this study, utilizing the IBM SPSS Statistics 26 software.

Table 1. Validity Test of All Variables

Variabel	No. Item	R Hitung	R Tabel	Keterangan
Consumer Perception (X1)	X1.1	0.733	0.197	Valid
	X1.2	0.643	0.197	Valid
	X1.3	0.788	0.197	Valid
	X1.4	0.757	0.197	Valid
	X1.5	0.791	0.197	Valid
Brand awareness (X2)	X2.1	0.840	0.197	Valid
	X2.2	0.783	0.197	Valid
	X2.3	0.779	0.197	Valid
	X2.4	0.669	0.197	Valid
	X2.5	0.740	0.197	Valid
Increased Sales (Y)	Y.1	0.678	0.197	Valid
	Y.2	0.646	0.197	Valid
	Y.3	0.714	0.197	Valid
	Y.4	0.730	0.197	Valid
	Y.5	0.697	0.197	Valid

Source: SPSS output attachment

Based on Table 1, it can be understood that all statement items are considered valid because the obtained correlation coefficients exceed the value of 0.197. Therefore, no replacement or elimination of any statement items in the research instrument is required.

Reliability Test

An instrument is considered to have poor reliability if its value is below 0.6, acceptable if it is around 0.7, and good if it exceeds 0.8. Based on the calculation results using the Cronbach's Alpha formula through the SPSS 26 application, the reliability coefficients obtained in this study are as follows:

Table 2. Reliability Test of All Variables

Variabel	Cronbach Alpha	Keterangan
Consumer Perception (X1)	0.799	Reliabel
Brand awareness (X2)	0.822	Reliabel
Increased Sales (Y)	0.729	Reliabel

Source: SPSS output attachment

Based on Table 2, it can be understood that the statements related to all research variables possess reliability values that fall within the acceptable category, as the obtained Cronbach's Alpha values exceed 0.6.

Classical Assumption Test

Normality Test

The normality test is conducted to determine the extent to which the data distribution in the sample follows a normal distribution. The Kolmogorov–Smirnov Test of Normality, assisted by the SPSS software, is used in this study to examine the normality of the data.

Table 3. Output SPSS Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.32976802
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.059
Test Statistic		.083
Asymp. Sig. (2-tailed)		.087 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Appendix

Based on Table 3, the obtained Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. This indicates that the data in this study are normally distributed, and therefore, the normality assumption required for regression analysis has been fulfilled.

Multicollinearity Test

Multicollinearity occurs when the independent variables are strongly correlated with one another, which can affect the reliability and interpretation of the regression analysis results. The testing criterion states that if the VIF value is less than 10.00, it can be concluded that the regression model does not exhibit multicollinearity symptoms. Conversely, if the VIF value exceeds 10.00, the model indicates the presence of multicollinearity.

Table 4. Multicollinearity Test Results

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.955	1.152		6.037	.000		
	consumer perception	.329	.082	.391	4.017	.000	.388	2.575
	Brand awareness	.358	.076	.458	4.697	.000	.388	2.575

a. Dependent Variable: Increased Sales

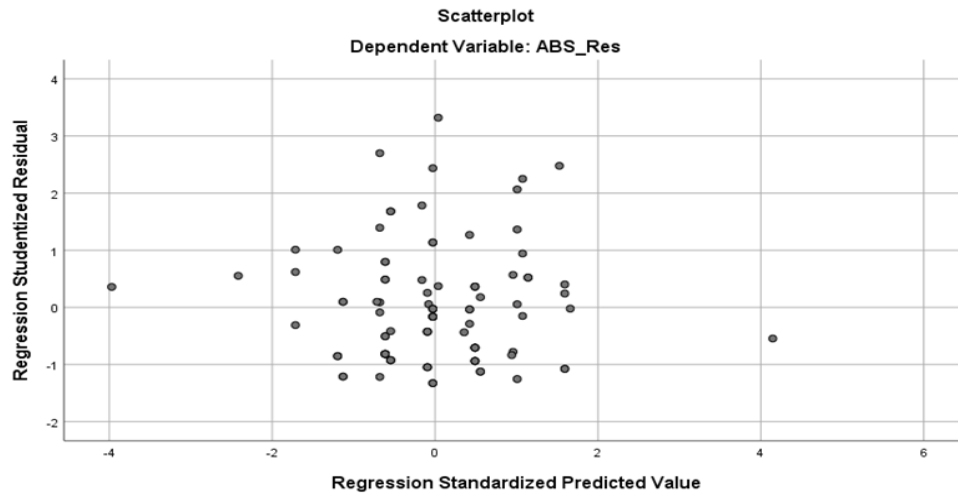
Source: SPSS Output Attachment

Based on Table 4, it is shown that all variables have VIF values of less than 10.00 and tolerance values approaching 1. Therefore, it can be concluded that the regression model in this research does not exhibit any symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test in this research was carried out using a scatterplot generated in the SPSS program. The decision-making criterion is as follows: if the data points are randomly dispersed both above and below the value of 0 on the Y-axis and no specific pattern is observed, it can be concluded that heteroscedasticity is not present.

Figure 1 Heteroscedasticity Test Results



Based on Figure 1, the scatterplot output shows that no specific pattern is formed and the data points are spread randomly. Therefore, it can be concluded that heteroscedasticity does not occur in this regression model.

Autocorrelation Test

The Durbin–Watson method was applied in the autocorrelation test to detect any potential linear dependence between observations across specific time periods or chronologically ordered data. If relationships are found among several observation values from different time periods within a time series, or among interrelated observations, it indicates the presence of autocorrelation.

Table 5. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	.642	.635	1.343	2.088
a. Predictors: (Constant), <i>Brand awareness</i> , Consumer Perception					
b. Dependent Variable: Increased Sales					

Source: SPSS Output Attachment

Based on Table 5, the output shows that the Durbin–Watson value is 2.088 > dU (1.715) and 2.088 < 4 – dU (2.285). Therefore, it can be concluded that there is no autocorrelation in the regression model used.

Data Analysis

Multiple Linear Regression Analysis

This multiple linear regression analysis is carried out when the researcher intends to examine the extent to which the independent variables are able to influence a dependent variable simultaneously.

Table 6. SPSS Output for Multiple Linear Regression

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.955	1.152		6.037	.000		
	Persepsi Konsumen	.329	.082	.391	4.017	.000	.388	2.575
	Brand awareness	.358	.076	.458	4.697	.000	.388	2.575

a. Dependent Variable: Peningkatan Penjualan

Source: SPSS Output Attachment

Based on the regression equation above, the interpretations are as follows:

1. $a = 6.955$ shows that if variables X_1 and X_2 are constant (do not change), then the value of Y or the dependent variable will be 6.955.
2. $b_1 = 0.329$ means that if variable X_1 experiences a one-unit increase, it will cause an increase in the value of Y by 0.329, with the assumption that variable X_2 remains constant or does not change.
3. $b_2 = 0.358$ means that if variable X_2 experiences a one-unit increase, it will cause an increase in the value of Y by 0.358, with the assumption that variable X_1 remains constant or does not change.

Coefficient of Determination

The purpose of conducting the coefficient of determination (R^2) is to estimate the extent to which the model is capable of describing the simultaneous influence of the independent variables on the dependent variable, which is generally expressed in the form of a percentage.

Table 7. Results of the Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	.642	.635	1.343	2.088

a. Predictors: (Constant), Brand awareness, Persepsi Konsumen

b. Dependent Variable: Peningkatan Penjualan

Source: SPSS Output Attachment

Based on Table 7 regarding the summary of the coefficient of determination test, the obtained R² value is 0.642 (64.2%). This indicates that variables X₁ and X₂ (independent variables) are able to influence variable Y (the dependent variable) by 64.2%, while the remaining 35.8% is influenced by other factors that were not examined in this study.

Hypothesis Testing

T-test (partial T-test)

The function of the partial t-test is to assess the specific contribution of each independent variable to the dependent variable.

Table 8. Partial T Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.955	1.152		6.037	.000		
Consumer Perception	.329	.082	.391	4.017	.000	.388	2.575
Brand awareness	.358	.076	.458	4.697	.000	.388	2.575

a. Dependent Variable: Increased Sales

Source: SPSS Appendix

In the t-distribution, the t-table value can be determined using the formula $\alpha/2 = 0.05/2 = 0.025$ and the degrees of freedom (df), which is $N - k - 1 = 100 - 2 - 1 = 97$. Therefore, the obtained t-table value is 1.985. In the t-test, several criteria must be considered in making a decision, namely: If the obtained t-value > t-table and the Sig. value < 0.05, it means that the independent variable significantly influences the dependent variable.

F test

The implementation of the F-test aims to examine simultaneously all independent variables in a multiple linear regression model. Another purpose of the F-test is to assess the null hypothesis (H₀), which states that all regression coefficients of the independent variables are simultaneously equal to 0 (zero), or in other words, that there is no joint effect between the independent variables and the dependent variable.

Table 9. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	314.580	2	157.290	87.154	.000 ^b
	Residual	175.060	97	1.805		
	Total	489.640	99			

a. Dependent Variable: Peningkatan Penjualan

b. Predictors: (Constant), *Brand awareness*, Persepsi Konsumen

Source: SPSS Appendix

Based on Table 8, the obtained F-value is 87.154. Meanwhile, the F-table value can be determined using a significance level of $\alpha = 0.05$ and degrees of freedom $(N - k - 1) = 100 - 2 - 1 = 97$. Therefore, the F-table value is 3.09 (based on the F-distribution table). Since the calculated F-value $(87.154) > F\text{-table} (3.09)$ and the Sig. value of $0.000 < 0.05$, it can be concluded that Consumer Perception and Brand Awareness simultaneously have a significant effect on Sales Improvement.

The simultaneous influence of consumer perception and brand awareness on increasing sales

The implementation of the F-test is used to identify simultaneously the variables Consumer Perception (X_1) and Brand Awareness (X_2) that have a significant effect on Sales Improvement (Y) as the dependent variable. The F-test aims to examine the null hypothesis (H_0), which states that simultaneously all regression coefficients of the independent variables are equal to 0 (zero). In other words, this test aims to determine whether, simultaneously, there is no effect between consumer perception and brand awareness on sales improvement.

Based on the results of the F-test, the obtained F-value is 87.154 with a Sig. value of 0.000. These results show that $F\text{-calculated} > F\text{-table} (87.154 > 3.09)$ and the Sig. value $0.000 < 0.05$. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, meaning that simultaneously consumer perception and brand awareness have a significant effect on sales improvement. This finding confirms that simultaneously both independent variables contribute to explaining or describing the variation that occurs in the improvement of product sales.

The combination of positive consumer perception and a high level of brand awareness provides a real impact on increasing sales. A good consumer perception indicates that consumers have a positive view of the product's quality, image, and reliability, while brand awareness helps the brand become more easily recognized and remembered by consumers when making a purchase. These two factors complement each other — when consumers have a positive perception of a product that they already know well, the decision to purchase becomes stronger, thus driving an increase in sales.

Partial Influence of Consumer Perception on Sales Increase

The implementation of the t-test is useful for estimating the extent of the significant influence given by each independent variable on the dependent variable, by keeping the other independent variables constant (unchanged) in the multiple linear regression model. The purpose of this test is to assess the magnitude of the individual contribution of the Consumer Perception variable (X_1) to Sales Increase (Y), by considering the influence of the Brand Awareness variable (X_2) which is also included in the analysis model.

Based on the findings of the t-test analysis in Table 4.14, the obtained t-count value is 4.017 for the Consumer Perception variable (X_1) with a Sig. value of 0.000. Meanwhile, the t-table value with a significance level of $\alpha = 0.05$ (5%) and degrees of freedom ($df = 97$) is 1.985. Since the obtained t-count $(4.017) > t\text{-table} (1.985)$ and the Sig. value $0.000 < 0.05$, it can be concluded that Consumer Perception (X_1) has a significant positive effect on Sales Increase (Y). This condition shows that the more positive the consumer perception of a product is, the higher the resulting sales increase will be.

This result indicates that the more positive the consumer perception of a product is, the greater the likelihood of an increase in sales. Good consumer perception reflects a positive evaluation of the quality, benefits, price, and image of the product offered by the company. When consumers feel satisfied and have a good view of the product, they tend to engage in repeat purchases and recommend the product to others, thereby indirectly contributing to an increase in sales volume.

Partial Influence of Brand Awareness on Sales Increase

The statistical method of the t-test (partial t-test) is carried out to examine individually each independent variable that may have a significant effect on the dependent variable in the multiple linear regression model, by controlling the influence of the other independent variables. The purpose of this test is to assess the magnitude of the individual contribution of the Brand Awareness variable (X_2) to Sales Increase (Y), when the Consumer Perception variable (X_1) is also considered in the regression model.

Based on the findings of the t-test analysis in Table 4.14, the obtained t-count value is 4.697 for the Brand Awareness variable (X_2) with a Sig. value of 0.000. Meanwhile, the t-table value with a significance level of $\alpha = 0.05$ (5%) and degrees of freedom ($df = 97$) is 1.985. Since the obtained t-count (4.697) > t-table (1.985) and the Sig. value 0.000 < 0.05, it can be concluded that Brand Awareness (X_2) has a significantly positive effect on Sales Increase (Y).

This result shows that consumers with a higher level of awareness of a brand are more likely to support increased product sales from that brand. Brand awareness plays an important role because it determines the extent to which consumers recognize, remember, and trust a brand. When a brand is widely known and has a positive reputation in the minds of consumers, their tendency to make a purchase will increase. Thus, increasing brand awareness can help companies expand market share, retain customers, and increase sales volume sustainably.

CONCLUSION

The research results show that consumer perception and brand awareness, both simultaneously and partially, have a significantly positive effect on the increase in online sales of Aerostreet products on TikTok Shop. Good consumer perceptions regarding quality, design, price, and service are proven to encourage interest and purchase decisions, while also strengthening customer loyalty. On the other hand, a high level of brand awareness makes Aerostreet easier to remember and choose compared to similar brands, thereby increasing the likelihood of purchase amid competition in the local fashion industry. Overall, the success of Aerostreet's sales increase is not only determined by digital promotion strategies, but also by the company's ability to build positive perceptions and maintain strong brand awareness, both of which are essential elements in optimizing marketing effectiveness in the era of social commerce.

REFERENCES

- Achjari, D. (2000). Potensi Manfaat Dan Problem Di *E-commerce* . *Jurnal Ekonomi Dan Bisnis Indonesia*, 15(3), 388–395. <http://www.amazon.com>
- Ackley, S. L. (1986). Technology in Business. *Northcon - Conference Record*, 1(1).
- Afifah, R. Z. (2022). *Pengaruh Harga, Brand awareness, Brand Image dan Kualitas Produk*

- Terhadap Keputusan Pembelian Produk Rabbani. Airr Perilaku Konsumen ffi ffi w w. (n.d.).*
- Andrian, et al. (2022). Perilaku Konsumen. In *Rena Cipta Mandiri* (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Angin, J., & Mahajan, V. (2002). *Pemasaran Digitaly* (Issue 1). <https://books.google.com/books?hl=en&lr=&id=o8CAEAAAQBAJ&oi=fnd&pg=PP2&dq=pemasaran&ots=dop-VjzbzRY&sig=R9vli4ygzVUA5KzfcyCuCimmmUc>
- Ari, M., Fanggidae, R., Dhae, Y., & Fanggidae, A. (2023). Pengaruh Perilaku Konsumen Dan Persepsi Konsumen Terhadap Keputusan Pembelian Produk Pakaian Bekas Di Kota Kupang (Studi Pada Mahasiswa/I Universitas Nusa Cendana). *GLORY Jurnal Ekonomi Dan Ilmu Sosial*, 4(2), 335–447. <https://ejournal.undana.ac.id/index.php/glory/article/view/10286>
- Arianty, N., & Andira, A. (2021). Pengaruh *Brand Image* dan *Brand awareness* Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50. <https://doi.org/10.30596/maneggio.v4i1.6766>
- Cindy Firstiananda Deka, & Alifah Niser. (2023). Perbandingan Strategi Pemasaran Tradisional Dengan Pemasaran Melalui Influencer dalam Mempengaruhi Minat Beli Pada Audiens Muda. *Jurnal Manuhara : Pusat Penelitian Ilmu Manajemen Dan Bisnis*, 2(1), 279–287. <https://doi.org/10.61132/manuhara.v2i1.526>
- Citra, D., Terhadap, M., & Pembelian, K. (2024). *VOL 3 , NO . 1 , MARET 2024 Mandi Cair Di Kota Ambon*. 3(1), 315–322.
- Effendi, Z. R., Sentosa, E., & Nursina. (2022). Pengaruh Citra Merek, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Seikou Coffee Depok. *Ikraith-Ekonomika*, 5(1), 31–38.
- Ekonomi, F., Bisnis, D. A. N., & Pakuan, U. (2021). *Pada Klinik Kecantikan Impression Body Care*.
- Ela, D. (2018). Perilaku Konsumen (Perilaku konsumen). *Cv Budi Utama*, 5 No. (september), 5–299. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN
- Eliasari, P. R. A., & Sukaatmadja, I. P. G. (2022). Pengaruh *Brand awareness* Terhadap Purchase Intension. *Universitas Udayana*, 6(12), 6620–6644.
- Fadhila, S., Lie, D., Wijaya, A., & Halim, F. (2020). Pengaruh Sikap Konsumen Dan Persepsi Konsumen Terhadap Keputusan Pembelian Pada Mini Market Mawar Balimbing. *SULTANIST: Jurnal Manajemen Dan Keuangan*, 8(1), 53–60. <https://doi.org/10.37403/sultanist.v8i1.177>
- Gabriela, G., Rumagit, P., & Vanel, Z. (2025). *YUME : Journal of Management Analisis Strategi Integrated Marketing Communication (Imc) Aerostreet Dalam Membangun Brand awareness*. 8(1), 1552–1567.
- Hartawan, A., Mafra, N. U., & Heryati, H. (2021). Pengaruh Budaya Kerja dan Kemampuan Terhadap Komitmen Pegawai Dinas Kesehatan Kabupaten Empat Lawang. *Jurnal Manajemen Dan Investasi (MANIVESTASI)*, 3(2), 146–155. <https://doi.org/10.31851/jmanivestasi.v3i2.7376>
- Irmawati, D. (2011). Pemanfaatan *E-commerce* Dalam Dunia Bisnis. *Orasi Bisnis*, VI(November), 95–112.

- Jayanti, F., & Arista, N. T. (2019). Persepsi Mahasiswa Terhadap Pelayanan Perpustakaan Universitas Trunojoyo Madura. *Competence : Journal of Management Studies*, 12(2), 205–223. <https://doi.org/10.21107/kompetensi.v12i2.4958>
- Kiswanto, J. D., Hursepuny, H., Nanulaitta, D. T., Melmambessy, S., Administrasi, J., Politeknik, N., & Ambon, N. (2023). Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Di Kota Ambon. *Jurnal Administrasi Terapan*, 2(2).
- Laudon, K. C., & Laudon, J. P. (2014). Manajemen Information System: Managing the Digital Firm. In *New Jersey: Prentice Hall*.
- Lembayung, R. D., Mahmud, & Sentosa, E. (2023). Pengaruh Citra Merek Dan Kualitas Produk. *Jurnal Ikraith-Ekonomika*, 6(2), 424–432.
- Lennie, I. (2012). Managing Management. *Beyond Management*, 43–57. <https://doi.org/10.4135/9781446218952.n3>
- Lince, C., Manalu, N., Rifqi, M., Hasibuan, F., & Christiani, N. (2024). *Persepsi Konsumen Terhadap Kualitas Produk Dan Layanan Pada Donat Kentang Syifa Di Medan*. 2(4), 724–731.
- Makassar, K. N. (2021). *buku Manajemen Pemasaran dan Perilaku Konsumen* (Issue September 2020).
- Nadiyah Permitasari. (2019). Persepsi Konsumen Terhadap *Brand Image* Produk Kecantikan Prosumer BLP Beuty. *Komunikasi*, 4.
- Penerapan, P., Brand, E. D. A. N., Aplikasi, D. I., & Pangan, W. (2006). *Awareness Terhadap Keputusan Pembelian*. 410–418.
- Racmad et, A. (2022). Manajemen Pemasaran. In *Eureka Media Aksara*. <https://repository.penerbiteitureka.com/publications/558183/manajemen-pemasaran>
- Ramadhan, Ahmad Zakiy Kurniawan, R. (2022). Meningkatkan *Brand awareness* melalui Strategi Kolaborasi Studi Kasus *Brand Lokal Aerostreet*. *Prosiding SNADES 2022 – Desain Kolaborasi Interdisipliner Di Era Digital*, 177–183.
- Santoso, D. (2013). Pengaruh *Brand awareness*, *Brand Image*, Dan *Brand Loyalty* Terhadap Parent *Brand* “TOP COFFEE” Di Surabaya Dengan *Brand Extention* Sebagai Variabel Intervening. *Fakultas Ekonomi Dan Bisnis Universitas Brawijaya Malang*.
- Sardanto, R., & Ratnanto, S. (2016). Pengaruh Persepsi Konsumen Terhadap Keputusan Pada Angkringan Kota Kediri. *Jurnal Benefit*, 3(1), 31–45.
- Sekolah, M., Ilmu, T., & Tabalong, A. (2024). <Http://jurnal.stiatabalong.ac.id/index.php/JAPB> ISSN : 2723-0937. 7.
- Setiani, T., & Accacia Qonita Andini, R. (2023). Pengaruh Rasio Solvabilitas dan Rasio Aktivitas Perusahaan Terhadap Rasio Profitabilitas Perusahaan Pada Subsektor Makanan dan Minuman yang Terdaftar di Bursa Efek Indonesia Periode 2020-2023. *Jurnal Akuntansi*, 18(02), 68–81. <https://doi.org/10.58457/akuntansi.v18i02.3448>
- Soemanagara, R. D. (2006). Persepsi Peran, Konsistensi Peran, Dan Kinerja. *Jurnal Ilmu Administrasi*, 272.
- Soraya, R. (2020). Pengaruh Persepsi Konsumen Terhadap Keputusan Pembelian pada FS Store Ujung Batu. *Journal Article*, 1–88.
- Subhan, M., & Fatmala, C. (2018). Pengaruh Strategi Pemasaran terhadap Peningkatan Penjualan Produk Susu Anlene pada PT. Fonterra Brands Indonesia Cabang Jambi. *Fakultas Ekonomi Dan Bisnis Islam Ekonomi Syariah UIN Sulthan Thahah Saifuddin Jambi*, 1–15.

- Syahputri, A. Z., Fallenia, F. Della, & Syafitri, R. (2023). Kerangka berfikir penelitian kuantitatif. *Tarbiyah: Jurnal Ilmu Pendidikan Dan Pengajaran*, 2(1), 160–166.
- Tjiptono, Sulaiman, E., Rahmawan, G., Ridwan, M., Hastutik, S., Poltak, H., & Sangadji, S. S. (2020). Manajemen Pemasaran. *Cv. Media Sains Indonesia*, 1, 1–38. www.penerbit.medsan.co.id
- Verdiansyaf, A., Satika Lesmana, C., & Febriansyah, R. (2024). Brand Lokal Aerostreet Membangun Branding Image Melalui Tiktok. *Jurnal Paris Langkis*, 5(1), 120–131. <https://doi.org/10.37304/paris.v5i1.14336>
- Wardhana, A. (2024). *Persepsi konsumen* (Issue June).
- Wibowo, A. (2023). Internet of Things (IoT) dalam Ekonomi dan Bisnis Digital. In *Penerbit Yayasan Prima Agus Teknik*. <https://penerbit.stekom.ac.id/index.php/yayasanpat/article/download/436/461>
- Wisesa, C. P. (2021). Studi Keputusan Pembelian Makanan Oleh-Oleh Khas Surabaya: Peran *Brand awareness* dan Kualitas Produk. *Jurnal Ilmu Manajemen*, 9(1), 287. <https://doi.org/10.26740/jim.v9n1.p287-294>
- Yusda, D. D., Kumalasari, N., & Khoiriah, N. (2023). Memaksimalkan Pengembangan Usaha Lewat Online. *Jurnal Multidisiplin Borobudur*, 1(2), 52–62.