

Brand Awareness And Brand Image On Purchasing Decisions Product Men's Personal Care (Study On Kahf Skincare Users In The Regency Kolaka)

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ABSTRACT

This study aims to determine the influence of brand awareness and brand image on purchasing decisions for men's personal care products under the Kahf brand in Kolaka Regency. This study uses a quantitative approach with a survey method. The research subjects were male consumers using Kahf products in Kolaka Regency, with a sample size of 110 respondents obtained using a purposive sampling technique. Data collection was carried out by distributing questionnaires with a Likert scale. The data analysis technique used was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software. The results of the study indicate that brand awareness has a positive and significant effect on purchasing decisions, and brand image also has a positive and significant effect on purchasing decisions. Which identifies that the higher the level of consumer awareness of the brand and the better the brand image they have, the more it will increase consumer purchasing decisions for Kahf products. Thus, it can be concluded that both variables the is an important factor that companies need to pay attention to in increasing consumer purchasing decisions for men's personal care products . that , the company recommended For Keep going increase awareness brand through consistent promotion across various media , strengthening Work The same with influencers, as well as maintain image brand through improvement quality and innovation product .

Keywords: *Brand Awareness, Brand Image, Purchasing Decision, Kahf*

INTRODUCTION

Development pattern life modern society has push change structure increasing needs complex and diverse . Not only limited to needs basic needs will maintenance self (personal care) now become part important in life everyday . Phenomenon This show that aspect appearance and care self has shift from just complement become needs that are not can ignored (Ulfah *et al .*, 2022) . In line with that , awareness to importance guard appearance No Again dominated by women , but also increasingly growing among man (Ayuda, 2023) .

In a number of year lastly , it happened improvement significant in awareness man to importance health skin and appearance physical condition This marked with increasing use skincare products by men as part from style modern life (Kenny and Erdiansyah 2020) . Skincare products such as facial wash, moisturizer, and body care are now designed in a way special For fulfil characteristics skin men , so that capable increase comfort and trust self in appearance (Safriani *et al .*, 2024) . Empirical data also strengthens phenomenon this , where around 52% of men in Southeast Asia have use routine skincare products in 2023 , increasing from 34% in 2018 (Statista, 2023). In Indonesia, as many as 65% of men aged 18–35 years recorded using at least one skincare products every day (Jakpat , 2022).

Growth This open opportunity big for men's personal care industry , in particular for brand local capable understand market needs . One of them successful brands utilise opportunity the is Kahf , which was launched by PT Paragon *Technology and Innovation* in 2020. Kahf present with draft product maintenance a man who puts forward mark functional at a time mark emotional based modern Muslim identity . Success Kahf seen from his position as one of the brand with level sale high on *e-commerce platforms* , which indicates existence level acceptance and trust sufficient consumers strong .

In the context of consumer behavior, the purchasing decision is the final stage of the evaluation process that consumers undertake before choosing a particular product or brand. (Iskandar, 2025) . This decision is influenced by various factors, both internal and external, which shape consumer perceptions, attitudes, and beliefs about a product. (Kurniadi, 2023) . Among these factors, *brand awareness* and *brand image* are two important variables often associated with purchasing decisions.

Brand awareness reflects consumers' ability to recognize and recall a brand in various situations, which is the initial step in the purchasing decision-making process (Manik and Siregar, 2022) . The higher the level of brand awareness, the greater the chance that the brand will be considered by consumers (Mardikaningsih and Putra, 2021) . Meanwhile , *brand image*

relates to the perceptions, associations, and impressions formed in consumers' minds about a brand. A positive brand image will increase consumer trust and strengthen the brand's position amidst market competition (Erawati *et al.*., 2023) .

Meanwhile, the results study previously show existence difference findings related influence second variables the to decision purchases . Some study find that brand awareness and brand image have an influence positive and significant to decision purchase (Sahputri *et al.*., 2021) ; (Purwati and Cahyanti, 2022) . On the other hand , there are research that shows that second variables the No own influence significant (Amalia *et al.*, 2022; (Ghadani *et al.*., 2022) . Differences results This show that the influence of brand awareness and brand image is still need reviewed more further , especially in context men's personal care products .

Based on this description, this study aims to analyze the influence of brand awareness and brand image on purchasing decisions for men's personal care products, focusing on Kahf skincare users in Kolaka Regency. This research is expected to provide theoretical contributions to the development of marketing science and practical assistance to industry players in formulating more effective marketing strategies.

METHOD

This study used a quantitative approach with a survey method. The study population was male consumers who use Kahf personal care products in Kolaka Regency. The sampling technique used purposive sampling with the following respondent criteria: men aged at least 17 years, who have used Kahf products, and who reside in Kolaka Regency. Size sample taken with use hair formula due to size undeveloped population known with sure . Then The number of samples used was 110 respondents. (indicator $\times$ 10).

Data were collected through a questionnaire using a 4-point Likert scale. The variables in this study consisted of brand awareness (X1), brand image (X2), and purchasing decisions (Y). The data analysis technique used Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) with the assistance of SmartPLS software. Testing was carried out through:

Table 1 variables and indicators study

Variables	Indicator
Brand Awareness (X1)	1. Recall 2. Recognition 3. Purchase 4. Consumption (Hidayat, (2023)
Brand Image (X2)	1. Strength (<i>Strengthness</i>), 2. Uniqueness (<i>Uniqueness</i>) , 3. Favorable . (Kotler and Keller, 2020)

Purchase Decision (Y)	1. Stability in a product 2. Habit in buy product 3. Give recommendation to others 4. Do purchase repeat Source : Hartina <i>et al.</i> , (2023)
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Based on review literature and objectives research , framework conceptual designed For to describe connection between *brand awareness* and *brand image* as influencing factors decision purchase product Kahf

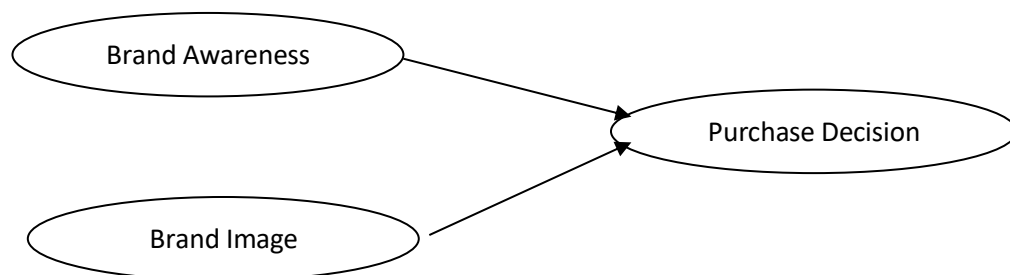


Figure 1 Framework Conceptual Study

1. Relationship Between Variables

A. The Relationship between Brand Awareness and Purchasing Decisions

Brand awareness or awareness brand is one of the factor important things that influence behavior consumer in taking decision purchase (Khoirudin and Giyartiningrum, 2021) . Consumers tend choose products that have been known spacious , easy recognized , and have image positive in mind they (Marganta, 2024) . Awareness to brand No only make it easier consumer in recognize products in between Lots choice , but also creates an encouraging sense of trust they For do purchase repetitive (Fatmasari et al., 2025) .

Consumer tend do purchase Because they know brand the from various media and feel Certain to the quality (Lestari *et al.* , 2025) . Findings similar put forward by (Saputra *et al.* , 2024) and (Maulida *et al.* , 2022) who stated that awareness to brand can push decision purchase .

Based on study about the influence of brand awareness on decision purchase so hypothesis first in research This is as following

H1: Allegedly brand awareness influential positive and significant to decision purchase product personal care men (users) Kahf)

B. The Relationship between Brand Image and Purchasing Decisions

Brand image represents consumer perception of a brand, formed through experiences,

communications, and impressions captured through various marketing elements (Haryanto and Harsono, 2022) . A strong and positive brand image can build trust and influence consumer preferences in purchasing decisions (Manik and Siregar, 2022) . In a product context, brand image reflects not only product quality but also the lifestyle, values, and masculine identity that a brand wants to highlight to the target market (Junia, 2021). Therefore, the better the brand image embedded in the minds of consumers, the more likely they are to choose that brand over other brands (Erawati *et al.*, 2023) .

Research conducted by (Wonua and Saputri, 2023) shows that brand image has a positive and significant influence on purchasing decisions. This aligns with the findings of (Hidayat *et al.* , 2025). (Sarstedt *et al.*, 2022) which states that brand image has a positive influence on purchasing decisions.

Based on this study, the second hypothesis in this study is as follows:

H2: It is suspected that brand image has an influence positive and significant to decision purchase men's personal care products (users) Kahf).

RESULT AND DISCUSSION

RESULT

First step of two steps in data analysis is building a measurement model . The purpose of testing the outer model is For determine between latent variables with indicator or variables anifes . While inner model or structural model testing used For test hypothesis research . in the measurement model of the validity and reliability test scale depicted in the structural model as following .

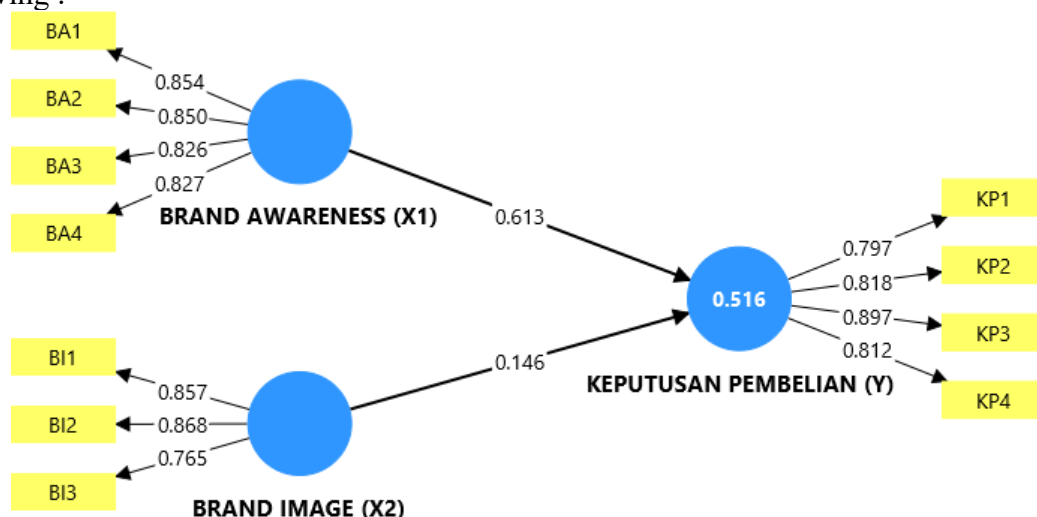


Figure 2 PLS Algorithm Output

Validity Test

In the validity test , first validity test was conducted convergent with two approaches namely with see mark outer loading and AVE Below the result :

Table 3.1 Validity Test Results (Outer Loading & AVE)

Item	Brand awareness (X1)	Brand image (X2)	Buying decision (Y)	AVE
X1.1	0.854			0.704
X1.2	0.850			
X1.3	0.826			
X1.4	0.827			
X2.1		0.857		0.691
X2.2		0.868		
X2.3		0.765		
KP1			0.797	0.692
KP2			0.818	
KP3			0.897	
KP4			0.812	

Source: Data processed using PLS

Based on Table 2, the results of the outer loading test show that all indicators in each variable have values above 0.7. This indicates that each indicator in the Brand awareness (X1) and Brand image (X2) variables has met the convergent validity criteria and is declared valid.

In addition, the results of the AVE test show that the Purchase Decision variable (Y) obtained a value of 0.692 , Brand awareness (X1) of 0.704 , Brand image (X2) of 0.691 . This shows that each variable has met the convergent validity criteria, because an AVE value > 0.5 indicates that more than 50% of the indicator variance can be explained by the construct.

Discriminant Validity

After validity test next tested *discriminant validity* aims For ensure until how much Far really latent variables / consults different with construct other approaches the first thing to do is *cross loading* , in cross loading testing it must be show mark more indicators tall from every construct compared to with indicators on the construct others in the model. N value *cross loading* For every variables must > 0.7 (Cheung et al., 2024) .

Table 3.2 Cross Loading Values

Item	Brand awareness	Brand image	Buying decision
X1.1	0.854	0.515	0.699

X1.2	0.850	0.537	0.572
X1.3	0.826	0.581	0.539
X1.4	0.827	0.638	0.549
X2.1	0.715	0.857	0.513
X2.2	0.527	0.868	0.438
X2.3	0.403	0.765	0.430
KP1	0.584	0.376	0.797
KP2	0.468	0.489	0.818
KP3	0.637	0.552	0.897
KP4	0.649	0.433	0.812

Based on Table 3, the results for all indicators show the highest loading values for the constructs they measure compared to other constructs. This indicates that each indicator is able to represent its construct well, thus concluding that the model has met the criteria for discriminant validity.

In addition to cross loading validity The test also uses the Fornell-Larcker criterion (the square root of the AVE exceeds the inter-construct correlation for all constructs) (Kuadey et al., 2024) . The following are the results of the Fornell - Larcker test.

Table 3.3 Fornell-Larcker

construct	Brand awareness	Brand image	Buying decision
Brand awareness	0.839		
Brand image	0.671	0.831	
Buying decision	0.710	0.557	0.832

Based on Table 3.3 the value root the square of AVE on each latent construct is greater big in comparison with mark correlation with other constructs.

Thus can concluded that connection between construct fulfil criteria good discriminant validity . Then using a more discriminant validity test strong that is with see mark ratio heterotrait-monotrait with mark must be > 0.9 for to ensure validity discriminant between two variables reflective . The HTMT value is as following.

Table 3.4 Approaches Heterotrait-Monotrait Ratio (HTMT)

Variable	Brand awareness	Brand image	Buying decision
Brand awareness			
Brand image	0.814		
Buying decision	0.812	0.681	

Be aware table 3.4 can concluded that discriminant validity in category Good with HTML value < 0.9 and can stated discriminant validity between two variables reflective .

Reliability Test

In addition to conducting construct validity tests, construct reliability tests were also conducted, which were measured by looking at the composite reliability and Cronach Alpha values. The output of composite reliability and Cronach Alpha tests is as follows.

Table 3.5 Composite Reliability and Cronbach's Alpha

Construct	Composite Reliability	Cronbach's Alpha
Brand awareness	0.861	0.871
Brand image	0.775	0.783
Purchase decision	0.851	0.859

From the output values in table 3.5 above show that construct own mark good reliability , which construct stated Good if own composite reliability value above 0.7 and the value Cronbach's absent above 0.7.

Structural Model Testing (Inner Model)

The structural model (inner model) in partial least squares is usually evaluated using the R-square for the independent variables and the T-statistic value for each Path analysis tester. The structural model in this test is as follows.

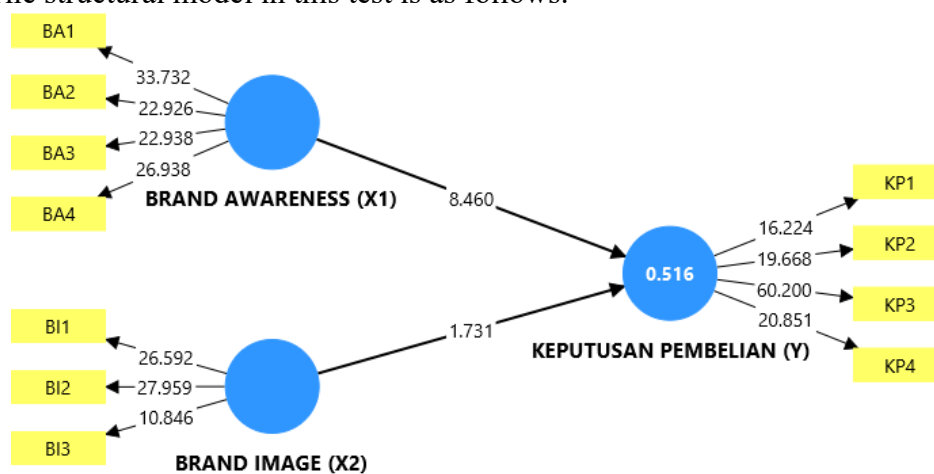


Figure 3 PLS Bootstrapping Output

Analysis of the coefficient of determination (R^2)

Analysis variants is tests conducted with objective For know size influence between variables in This independent variables against independent variables. The value of from analysis variants (R^2) or determination test as follows.

Table 3.4 R-squared Value

Construct	R- Square
Purchase decision (Y)	0.516

The R-square value of the purchasing decision construct is 0.516 or 51.6%, so this value falls into the moderate category because Rasyid and Akhrani (2021) argue that an R-square value above 60% is considered strong, a value above 33% is considered moderate, and a value below 33% is considered weak. Meanwhile, the remaining 48.4% is explained by other variables outside this research model. The remaining 48.4% indicates that this research model is not yet fully able to explain purchasing decisions as a whole.

Path coefficient (Mean,STEDEV, T-statistic)

Path coefficients were conducted to strengthen the relationship between constructs in each hypothesis. Path coefficients were tested using PLS Bootstrapping by examining the T-Statistic of the independent variable. The rule of thumb used in the study was a T-Statistic of 1.64 with a significance level of P-Value or probability value $<5\%$ (0.05) and a positive value (Gozali and Kasumadewi, 2023). The results of the path coefficient are as follows.

Table 3.5 Path value of the chief officer

Hip	Original sample estimate (O)	Mean of subsample (M)	Standard deviation (STDEV)	T-statistic (O/STDEV)	P-value
X1 -> Y	0.613	0.612	0.072	8,460	0,000
X2 -> Y	0.146	0.159	0.084	1,731	0.043

Based on Table 3.5, the results path coefficient testing shows that Brand Awareness (X1) and Brand Image (X2) variables have an influence positive and significant on Purchasing Decision (Y). This can seen from higher t-statistic value big from 1.64 and p value of 0.000 which is more small from 0.05, so that second hypothesis stated accepted.

DISCUSSION

The Relationship Between Brand Awareness and Purchasing Decisions

Based on the research results, it is known that brand awareness has a positive and significant relationship with the purchasing decision for men's personal care products . Kahf in Kolaka Regency. These results indicate that the higher the level of consumer awareness of the

Kahf brand, the higher the consumer's tendency to make a purchase decision. Brand awareness is a crucial factor because it helps consumers recognize, remember, and differentiate a brand among the various men's grooming products available on the market.

Based on results study This high level of brand awareness is reflected in the ability of male consumers in the district Kolaka For recognize Kahf as one of the local skincare brands that are special intended for Men . Consumers who are familiar with and remember a brand tend to feel more confident in making purchasing decisions because the brand is perceived as more trustworthy and of reliable quality. This indicates that brand awareness is a key factor influencing the purchasing decision-making process for kahf products in the district . Kolaka .

This finding is in line with research by Harianty and Arianty and Andira (2021) , Sari (2021) , and Sabilla and Yuliana (2025) which states that brand awareness has a significant influence on purchasing decisions.

The Relationship Between Brand Image and Purchasing Decisions

Based on the research results, it is known that brand image has a positive and significant relationship with the purchasing decision for men's personal care products , the Kahf brand . Kolaka Regency. These results indicate that brand image not only functions as an identity, but also as a representation of the value, quality, and excellence offered by the company to consumers, which then directly influences purchasing decisions. Brand image becomes factor important things that influence How consumer evaluate and select something products in between a number of available alternatives , because consumer tend more choose brands that have image good and appropriate with hope they .

In the research In this context , brand image is reflected through consumer perceptions of the strength of the kahf brand, the uniqueness of the product using natural ingredients, and the level of consumer preference for the aroma and characteristics of the product offered. A positive brand image makes consumers feel that kahf products are not only able to meet self-care needs but also reflect the identity and lifestyle of modern men. For male consumers in Kolaka Regency who are increasingly aware of the importance of self-care, a strong brand image is one of the main reasons for choosing skincare products. This condition encourages consumers to be more confident in buying kahf products compared to other similar products.

This finding is in line with research by Ramadhan et al., (2021) and Bachtiar et al ., (2024) which shows that brand image also has a positive influence on purchasing decisions.

CONCLUSION AND SUGGESTIONS

Can concluded that brand awareness and brand image have an influence significant on Purchasing Decisions men's personal care products brand kahf in the district Kolaka . Implications practical from study This show that as manufacturer Kahf need prioritize strategies for maintain at a time increase brand awareness and brand image to encourage decision purchase consumers . Increasing brand awareness can done through consistent promotion across various digital platforms , optimization , social media , collaboration with relevant influencers and content creators with a target market of men , as well as organization campaign capable marketing strengthen Power remember consumer to brand kahf . On the other hand , brand image needs to be maintained through innovation product yeng sustainable , maintaining quality sustainable products , maintaining identity Kahf as modern, halal , and high-quality

men's personal care products , as well as increase experience consumer through good service and communication positive brand . With this strategy , kahf expected able maintain trust consumers , increasing Power competition in the middle competition men's personal care industry , as well as push improvement decision purchase in a way sustainable .

For researchers Next , it is recommended For add other variables such as quality product , price , trust brand , loyalty brands , and digital marketing as well expand object research to obtain more results comprehensive about factors that influence purchasing decisions consumers.

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