BRAND AWARENESS AND BRAND IMAGE ON THE PURCHASE DECISION OF MIE GACOAN

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Abstract

This study aims to examine the influence of brand awareness and brand image on purchasing decisions using the Mie Gacoan brand as a case study. The research method chosen is quantitative research. The sampling technique used is purposive sampling. A total of 100 respondents were involved in this study. Respondents were male and female aged 12 years and above, residing in Indonesia, and purchasing Mie Gacoan products. The data source used primary data by distributing questionnaires through Google Forms. The measurement scale applied was a five-point Likert scale, with a value range of 1 to 5. Furthermore, the data was analyzed using the Partial Least Squares (PLS) method to test the relationship between the variables studied, using SmartPLS version 4.1.0.0. The results showed that brand awareness had a significant and positive effect on purchasing decisions. Similarly, brand image had a significant and positive effect on purchasing decisions. The research offers strategic insights for F&B business practitioners, particularly those managing local brands like Mie Gacoan. By identifying the extent to which brand awareness and brand image affect purchasing decisions, the study provides a foundation for developing targeted marketing strategies, enhancing customer engagement, and sustaining brand competitiveness.

Keywords: Brand Awareness, Brand Image, Purchase Decision, Mie Gacoan

Introduction

In today's era, enjoying food is not only seen as fulfilling a basic need, but has become part of people's lifestyle. The food trend that is currently booming in various regions is marked by the continuous growth of the local and international food and beverage industry every year. According to Badan Pusat Statistik (BPS), there were 4.85 million food and beverage businesses in Indonesia in 2023, an increase of around 21.13 percent. Based on business group classification, 24.75 percent were restaurants and cafes, 14.55 percent were mobile food and beverage vendors, and 3.48 percent were catering services (Badan Pusat Statistik, 2024)

On the other hand, companies engaged in the food and beverage industry are also overshadowed by weakening purchasing power and consumption amid increasingly fierce market competition (Mediatama, 2025). Businesses must continue to develop and innovate so that they can continue to exist and remain competitive (Cahyani et al., 2025). One solution is to take advantage of trends and social media as a means of strengthening competitiveness. Among the various culinary trends that have gone viral on social media, Mie Gacoan has emerged as one of the food icons that has received an extraordinary response (Turmudi & Agustini, 2025).

Mie Gacoan itself is a trademark of the number one spicy noodle restaurant chain in Indonesia, which originated from a subsidiary of PT Pesta Pora Abadi (Lukitaningsih et al., 2023). Established in early 2016, the Mie Gacoan brand has grown to become the market leader, especially in the provinces of East Java, Central Java, West Java, and the Bali Islands (Hariasih & Yuniar, 2024). Promoting a modern food service concept with affordable prices, Mie Gacoan is very popular among young people (Purba & Badrudin, 2025). The menu offered is also varied, including spicy noodles with levels that can be adjusted to consumer tastes, various types of drinks, and side dishes such as dimsum, fried dumplings, shrimp spring rolls, cheese shrimp, and rambutan shrimp. However, competition in the food industry is inevitable, and the presence of various similar brands, both local and international, poses a threat.
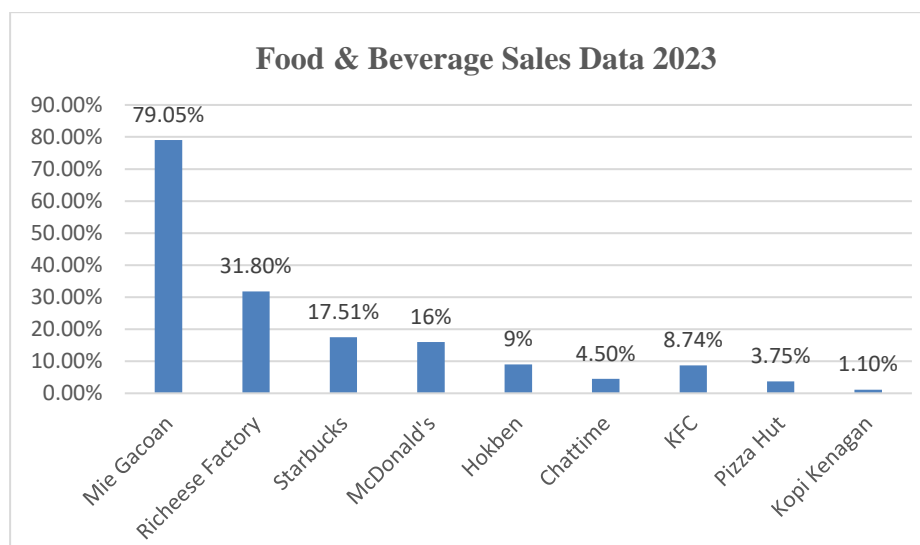

Figure 1 Food & Beverage Sales Data 2023
Source: Tech in Asia Indonesia (2025)

In the highly competitive food and beverage (F&B) industry, brand differentiation and consumer perception have become critical determinants of business success. The rapid growth of F&B establishments in Indonesia reaching 4.85 million businesses in 2023 reflects an increasingly saturated market where consumer preferences are shaped not merely by product quality, but by brand experience and emotional engagement. Despite this growth, businesses are simultaneously facing challenges from weakened purchasing power and intensified competition, requiring innovative strategies to sustain market presence.

Given this context, it becomes urgent to understand the role of brand awareness and brand image as strategic levers influencing consumer purchasing decisions. Particularly in the case of Mie Gacoan, which has become a dominant local brand among young consumers, examining how these branding elements shape purchase behavior is essential to ensure continued consumer loyalty and market leadership. Furthermore, as digital media continues to amplify brand exposure, understanding the psychological and perceptual dimensions of consumer behavior will provide insights into how F&B brands can maintain relevance and competitiveness amid market volatility. This research, therefore, holds high urgency, as it not only addresses the pressing managerial need to develop effective branding strategies in the dynamic F&B landscape but also contributes to broader discussions on how emotional and symbolic brand associations drive consumer decision-making in emerging markets like Indonesia.

Brand image and awareness have long been seen as important determinants of customer purchase behavior in the field of contemporary marketing. From a conceptual standpoint, brand awareness is the degree to which customers can identify and recall a brand among competing options on the market (Wangi et al., 2024). These parts of the product include the name, image, logo, and slogan. According to Ariel et al. (2024), brand awareness indicates the presence of a brand in the minds of customers. Brand awareness is important in shaping consumer perceptions and preferences towards a product or service (Wangi et al., 2024). Consumers are more likely to like or buy familiar brands because they feel secure with something they know (Nasir et al., 2024). Most consumers assume that a familiar brand is likely to be reliable, stable in business, and of accountable quality (Astri et al., 2024).

Brand image is consumers' perception of a brand, including their general impression of the brand, the perceived quality of its products, its reputation, and other aspects related to the brand (Wangi et al., 2024). Empirically, a number of earlier studies have demonstrated that customer purchase intention is significantly influenced by brand awareness and image. Customers are more likely to buy a product from a company they are familiar with and have a favorable opinion of (Ariel et al., 2024). According to Firmansyah (2023), information, customer interpretations, and experiences all contribute to the construction of a brand's image, which in turn creates associations like perceived quality, trust, and reputation. Beyond the functional qualities of the product, brand image in the food and beverage (F&B) sector frequently includes symbolic implications. For instance, youthful customers are more likely to remember brands that are linked to a contemporary lifestyle, distinctive tastes, or pleasurable social interactions. Brand image cannot be created, but it can be built through strong public relations, which are created continuously and embedded in the minds of customers (Ariasih et al.,

2023). The relationship built with consumers can generate consumer confidence or trust in the brand. This confidence is formed as a result of the marketing approach taken by the company towards the products they offer (Harisandi & Purwanto, 2022). Consumers will buy their preferred brand, but they can be influenced by two factors that lie between purchase intention and the attitudes of others and unexpected situations (Elhajjar, 2023). If a customer's circumstances prevent them from making a purchase or compel them to choose an alternative, their intention to buy may change (Xue & Jo, 2023).

Most previous studies have focused on word of mouth, product quality, or digital promotion, so there has not been much research examining the influence of brand awareness and brand image on the decision to purchase Mie Gacoan. For example, Zulfia et al. (2024) discussed the effectiveness of TikTok social media in building the brand image of the Mie Gacoan company. The same goes for, Cahyani et al. (2025) has not thoroughly examined the basic elements of brand awareness and brand image; it frequently highlights the importance of word of mouth, product quality, or digital promotion. In actuality, consumers in the fast food sector tend to respond more strongly to symbolic and emotional cues than to functional ones. For instance, customers purchase Mie Gacoan due to social experiences as well as flavor and cost, such as the popularity of dining with friends, the restaurant's unique atmosphere, and the brand's well-known social media following. These factors suggest a strong correlation between brand image, brand awareness, and purchase decisions that need more investigation.

Therefore, in the context of the local F&B industry, comprehension of the psychological mechanisms underlying the influence of brand awareness and brand image on purchasing decisions represents the research need that this study seeks to fill. The study's anticipated results will theoretically advance a more contextual model of consumer behavior in the digital age and have real-world applications for F&B businesses such as Mie Gacoan in creating brand strategies that are more emotionally charged, sustainable, and relevant. Based on the background description above, this study aims to analyze the influence of brand awareness and brand image on purchasing decisions. Therefore, this study is expected to serve as a reference and reading material, as well as provide a deeper understanding of the relationship between brand awareness, brand image, and purchasing decisions, particularly in the context of the local food industry, such as Mie Gacoan.

Methodology

According to Alfian et al. (2024) the research flow will explain the research design in detail. Research design is a research technique used in data collection and assessment to provide answers to questions arising from a study (Slamet & Yuliana, 2024). The research method chosen is quantitative. The sampling technique used is purposive sampling. The structure of this research is based on a literature review of brand awareness, brand image, and their influence on purchasing decisions:
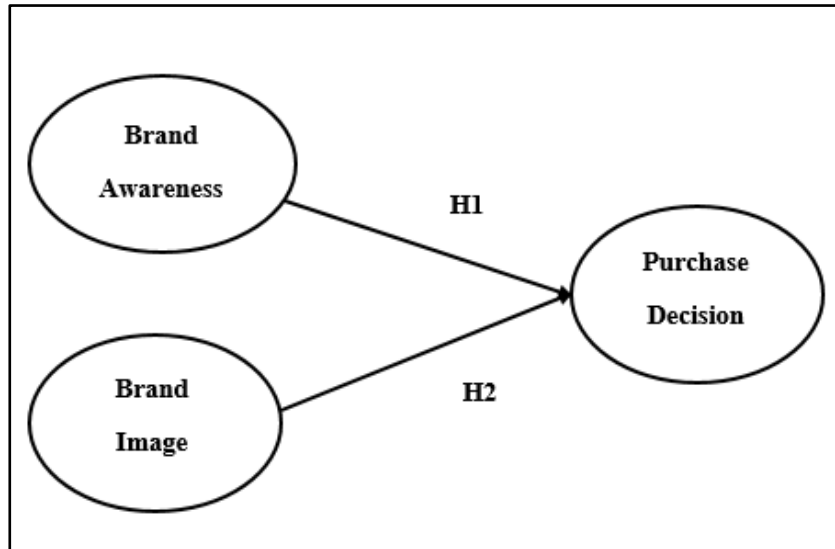
Figure 2 Research Hypothesis
(Source: Processed data, 2025)

A total of 100 respondents were involved in this study. The respondents were male and female aged 12 years and above, residing in the Jabodetabek area, and purchasing Mie Gacoan products. The data source used primary data by distributing questionnaires through Google Forms. The measurement scale applied was a five-point Likert scale, with a value range of 1 to 5. Furthermore, the data was analyzed using the Partial Least Squares (PLS) method to test the relationship between the variables studied, using SmartPLS version 4.1.0.0.

Table 1 Research Construct

Variabel	Indicator	Reference
Brand Awareness	BA1 = Knowing about Mie Gacoan products that appear on social media	Alfian et al. (2024)
	BA2 = Recognizing Mie Gacoan products compared to other competing products/brands that appear on social media.	
	BA3 = Know what Mie Gacoan products are like	
	BA4 = Several characteristics of Mie Gacoan products that appear on social media immediately come to mind	
	BA5 = Can quickly recall the symbols or logos of certain Mie Gacoan products that appear on social media	
Brand Image	BI1 = Mie Gacoan has a high quality	Ansary & Nik Hashim, (2018)
	BI2 = Mie Gacoan has better characteristics than its competitors	
	BI3 = Mie Gacoan has a personality that distinguishes itself from competitors	
	BI4 = Mie Gacoan is a brand that does	

	not disappoint its customers	
	BI5 = Mie Gacoan is one of the best brands in the sector	
	BI6 = Mie Gacoan is stable in the market	
Purchase Decision	PD1 = Buying Mie Gacoan products because I wanted to	Alfian et al. (2024)
	PD2 = Friends or family recommend buying Mie Gacoan products	
	PD3 = Comparing with other products before buying Mie Gacoan	

Source: Processed data (2025)

Result and Discussion
Respondent Demographics

The data for this study were obtained by distributing questionnaires to 100 Indonesian citizens who enjoy the Mie Gacoan brand spicy noodles. The demographics of the respondents were adjusted based on gender, age, education, monthly income, domicile, source of information, method of purchase, and frequency of purchase of Mie Gacoan brand products. The demographic data of the respondents can be seen in Table 2 below:

Table 2 Respondent Demographics

Respondents Criteria	Total Respondents	Percentage
Gender		
Female	64	64%
Male	36	36%
Age		
12 - 22 years old	69	69%
23 - 33 years old	16	16%
34 - 44 years old	10	10%
45 - 55 years old	5	5%
Education		
Junior High School	3	3%
Senior High School	24	24%
Diploma Degree	3	3%
Bachelor Degree	68	68%
Master Degree	1	1%
Professional Education	1	1%
Income per month		
< Rp 1.500.000	50	50%
Rp 1.500.0001 – Rp 3.000.000	20	20%
Rp 3.000.001 – Rp 5.000.000	8	8%
> Rp 5.000.000	22	22%
Domicile		
Jakarta	67	67%
Depok	12	12%
Tangerang	4	4%
Bekasi	12	12%

Bogor	5	5%
Knowing the brand of Mie Gacoan from		
Seeing the outlet directly	46	46%
Social Media (Instagram, TikTok, etc)	39	39%
YouTube/Food Review	1	1%
Friends/Family	14	14%
Purchase of Mie Gacoan		
Dine-in	51	51%
Take away	15	15%
Delivery Service Application (Goofod, Grabfood, etc)	34	34%
Purchase frequency per month		
1 – 3 times	93	93%
4 – 6 times	7	7%

Source: Processed data (2025)

Validity Test Results

Convergent validity testing is necessary to observe measures that have a positive relationship from the same construct using alternative steps. The Average Variance Extracted (AVE) value and outer loading are used as requirements for fulfillment. The following presents the results of data processing for validity testing:

Table 3 Validity Test

Variabel	Indicator	Factor Loading
Brand Image	BI1	0.714
	BI2	0.852
	BI3	0.789
	BI4	0.739
	BI5	0.837
	BI6	0.763
Purchase Decision	PD1	0.848
	PD2	0.809
Brand Awareness	BA2	0.809
	BA3	0.859
	BA4	0.848
	BA5	0.757

Source: Processed data (2025)

The highest value in the outer loading of an element indicates that the related indicators have similarities. Salsabila et al., (2025) state that a substantial part of each indicator variant can be explained by latent variables with a minimum of 5% in accordance with the established policy, where the outer loading reference value is 0.5 or greater, with an optimal value of 0.7 or greater. Several indicators with values < 0.7 were excluded from the validity test, including BA1 and PD3. Based on the AVE values obtained, the highest value was found in the purchase decision

variable with a value of 0.686, and the lowest value was found in the brand image variable with a value of 0.614.

Reliability and AVE Test Results

The following presents reliability test data using SmartPLS 4.1.0.0 with the PLS-Algorithm procedure, with the results of Composite Reliability and Average Variance Extracted values:

Table 4: Reliability and AVE Test

	Composite Reliability (Rho_C)	Average Variance Extracted (AVE)
Brand Image	0.905	0.614
Purchase Decision	0.814	0.686
Brand Awareness	0.890	0.671

Source: Processed data (2025)

As can be seen in Table 4, the reliability test results for each variable had a composite reliability value greater than 0.7, indicating that all instruments used were deemed trustworthy and reliable, as the respondents' answers were considered consistent.

Hypothesis Test Results

Based on the results of hypothesis testing presented in Table 5 below, it is stated that H1 and H2 are both accepted.

Table 5 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hypothesis Results
Brand Image -> Purchase Decision	0.474	0.475	0.096	4.918	0.000	Accepted
Brand Awareness -> Purchase Decision	0.372	0.377	0.102	3.644	0.000	Accepted

Source: Processed data (2025)

The following is a detailed discussion and explanation of each hypothesis based on Table 5, Hypothesis Testing above:

It can be seen in this study that the brand awareness variable has a significant and positive effect on purchasing decisions ($\beta=0.372$; $p=0.000$). The direct relationship between the two variables is presented in the path coefficient value. In addition, a p-value < 0.05 means that brand awareness has a significant effect on purchasing decisions. Based on this explanation, it can be concluded that hypothesis 1 is accepted.

Furthermore, this study shows that the brand image variable has a significant and positive effect on purchasing decisions ($\beta=0.474$; $p=0.000$). The direct relationship between the two variables is presented in the path coefficient value. In addition, a p-value < 0.05 means that brand image has a significant effect

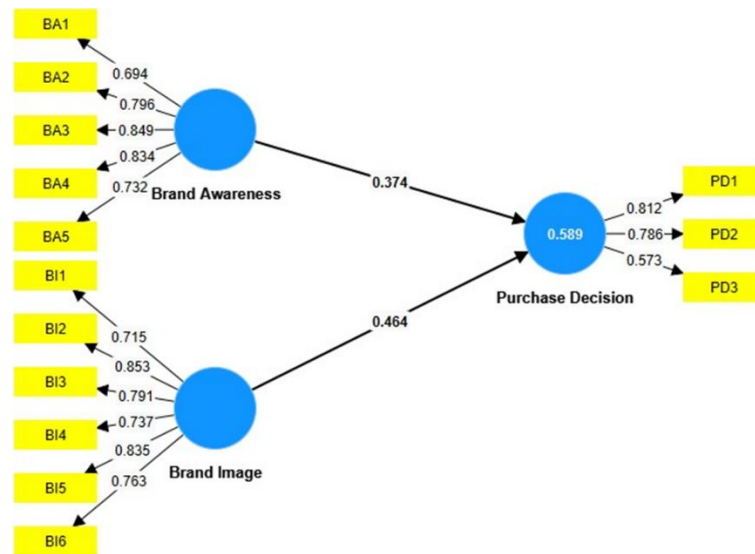on purchasing decisions. Based on this explanation, it can be concluded that hypothesis 2 is accepted.

Figure 3: Data Processing Results With SmartPLS
Source: Processed data (2025)

The scatter plot in Figure 4 illustrates two linear relationships between the independent variables (Brand Awareness and Brand Image) and the dependent variable (Purchase Decision). The blue regression line represents the influence of brand awareness, showing that higher brand recognition tends to increase the likelihood of purchase decisions. Meanwhile, the green line demonstrates the positive correlation between brand image and purchase behavior, indicating that favorable brand perceptions strengthen consumers' purchase intentions. The closeness of data points to the regression lines suggests a strong predictive relationship, supporting the hypothesis that both brand awareness and brand image significantly influence purchase decisions in the context of Mie Gacoan's.
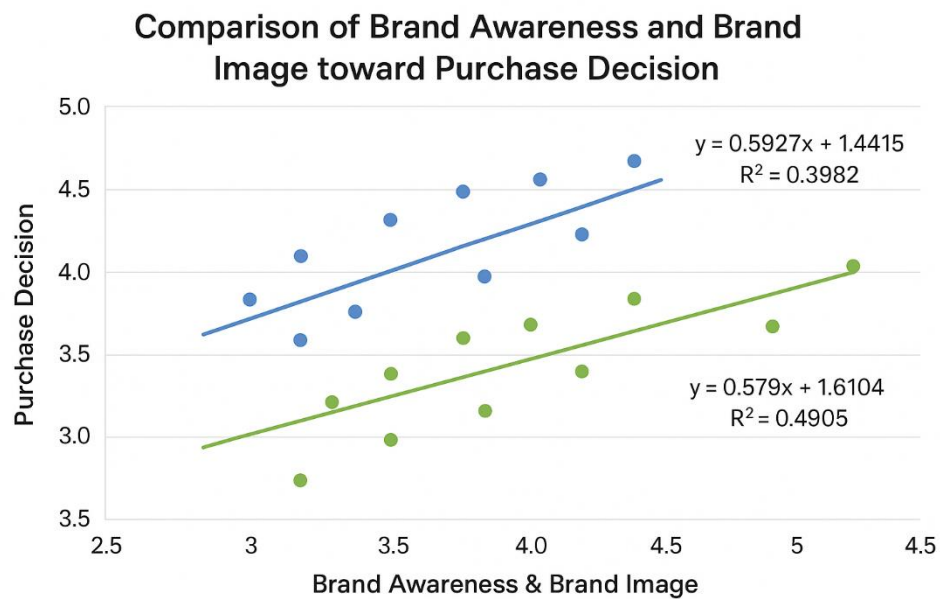
Comparison of Brand Awareness and Brand Image toward Purchase Decision

Chart annotations:
- $y = 0.5927x + 1.4415$, $R^2 = 0.3982$
- $y = 0.579x + 1.6104$, $R^2 = 0.4905$

Y-axis: Purchase Decision
X-axis: Brand Awareness & Brand Image

Figure 4 Comparison of the Effects of Brand Awareness and Brand Image on Purchase Decision
Source : Source: Processed data (2025)

DISCUSSION

The first hypothesis shows that there is a significant and positive influence between brand awareness and purchasing decisions. This is in line with previous studies conducted by Astri et al., (2024) and Rosmayanti, (2023). Brand awareness is a crucial element in influencing consumer behavior, particularly in the highly competitive food and beverage industry. Mie Gacoan's high brand awareness is evident in its strong exposure across various digital channels, particularly social media platforms like TikTok and Instagram, as well as its widespread mentions in public conversations. Mie Gacoan has successfully built top-of-mind awareness through a branding strategy oriented toward emotional experiences, such as its contemporary restaurant concept and unique menu items.

However, it contradicts the research conducted by Alfian et al. (2024) and is also inconsistent with the research conducted by Ramadani & Rachmawati (2022). Brand awareness does not always significantly influence purchasing decisions. This difference can be explained by market context and consumer characteristics. In Alfian et al. (2024) for example, the level of competition between homogeneous brands led consumers to prioritize functional aspects such as price and quality over brand awareness. Meanwhile, in the context of Mie Gacoan, consumers, who are predominantly from the younger generation, are more influenced by the symbolic and social aspects of the brand, rather than just the product's function. Thus, brand awareness not only creates product recognition but also serves as an effective trigger that strengthens a sense of social identity and pride in brand choice, especially in a trend-driven consumption culture like the modern F&B industry in Indonesia.

The second hypothesis shows that there is a significant and positive influence of brand image and purchasing decisions. This is in line with previous

research conducted by Wangi et al. (2024) and research conducted by Katerina et al. (2025). The perception of Mie Gacoan as a contemporary, reasonably priced, and viral local culinary brand is created by consistent customer experience, both visually and in terms of service. A digital communication approach that highlights a modern vibe and a relationship with young customers supports this brand image, transforming Mie Gacoan from a restaurant into an integral part of an urban lifestyle.

However, it contradicts the research conducted by Ramadani & Rachmawati, (2022) and is also inconsistent with the research conducted by Udayana et al. (2024). This disparity raises the prospect that, depending on the degree of customer interaction and product attributes, brand image effects may be contextual. A strong brand image can instantly prompt a purchase without a drawn-out, logical evaluation process since purchasing decisions in the fast food industry, like Mie Gacoan, are frequently emotional and spontaneous. This is not the case with high involvement products, where buyers typically evaluate the product's quality in greater detail prior to making a purchase.

From the results of these two hypotheses, it can be concluded that both brand awareness and brand image play complementary roles in shaping consumers' purchasing decisions for Mie Gacoan. Brand awareness serves as a cognitive gateway that enables consumers to recognize and remember the brand, while brand image serves as an affective factor that builds positive perceptions and emotional attachment to the brand. In this context, the strength of the Mie Gacoan brand lies not only in its popularity but also in the consistency of its strategically managed brand image and experience.

Conclusion

Based on the results of the analysis and discussion above, the following conclusions can be drawn: the first hypothesis states that brand awareness has a significant and positive effect on purchasing decisions. Similarly, the second hypothesis shows that brand image has a significant and positive effect on purchasing decisions. Brand awareness and brand image are very important for a business because both indirectly influence consumers' purchasing decisions. This can be the basis for a business's marketing strategy to develop and maintain its position in the market while increasing product sales.

Theoretically, this study contributes to the literature on consumer behavior and branding by empirically examining the relationship between brand awareness, brand image, and purchase decisions within the context of Indonesia's fast-growing F&B industry. While prior studies have primarily focused on functional determinants such as product quality or word-of-mouth communication, this research expands the theoretical understanding by emphasizing emotional and perceptual aspects of brand value creation. The findings are expected to enrich the conceptual framework of consumer-based brand equity, particularly within emerging markets where social media and cultural trends heavily influence consumption patterns.

Practically, this research offers strategic insights for F&B business practitioners, particularly those managing local brands like Mie Gacoan. By identifying the extent to which brand awareness and brand image affect purchasing decisions, the study provides a foundation for developing targeted marketing

strategies, enhancing customer engagement, and sustaining brand competitiveness. The results will assist managers in designing more effective brand communication, fostering consumer trust, and optimizing brand positioning to ensure long-term customer loyalty in an increasingly dynamic marketplace.

Therefore, future research, Future research is recommended to expand the conceptual model by incorporating mediating or moderating variables that can enhance understanding of the relationship between brand awareness, brand image, and purchasing decisions. For example, variables such as brand trust, customer satisfaction, or emotional attachment could be added to explain the psychological mechanisms linking brand awareness and image to purchasing behavior. This study employed a partially quantitative approach. Future research is recommended to employ a mixed-method approach for more in-depth results. Quantitative data can illustrate the relationships between variables, while qualitative data can explore the emotional perceptions and symbolic meanings attached to the Mie Gacoan brand. This study focused on Mie Gacoan consumers, who are predominantly young, urban consumers. Future researchers could broaden the context by comparing different demographic or geographic segments, such as consumers in rural areas, older age groups, or regions with lower brand penetration rates. This could enhance understanding of variations in consumer behavior toward local brands across various market contexts.

A practical recommendation is that Mie Gacoan management should continue to strengthen brand awareness by maintaining consistent communication and brand experiences across all channels, both online and offline. Activities such as viral marketing, thematic campaigns on social media, and collaborations with local influencers can continue to be utilized to maintain a top-of-mind position among young consumers. It is recommended to conduct tests using other variables such as customer satisfaction, brand trust, promotion, or brand loyalty, which may provide a more comprehensive understanding of the factors that can influence purchasing decisions.

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