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**The Role of Customer Satisfaction in Mediating the Relation Between Brand Awareness and Purchase Behavior on Rayu.idn Fashion Products**

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doi.org/10.51505/IJEBMR.2025.9107

URL: <https://doi.org/10.51505/IJEBMR.2025.9107>

Received: Dec 22, 2024

Accepted: Dec 31, 2024

Online Published: Jan 04, 2025

**Abstract**

This article explains the relationship between brand awareness and purchase behavior, mediated by customer satisfaction. The literature review was conducted using several high-reputation international journals, including research from Rambocas (2018). This article identifies the variables used to build a consumer behavior model related to brand awareness. Using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with 271 respondents, the propositions of this paper conceptualize that brand awareness enhances repeat purchases, word of mouth, and price premium, while reducing switching behavior. This research is expected to expand knowledge about the factors that influence brand awareness. Therefore, this study can serve as valuable information or input for clothing/fashion companies, particularly marketers, in formulating appropriate marketing strategies.

**Keywords:** Brand awareness, customer satisfaction, repeat purchase, price premium, word of mouth.

**1. Introduction**

Brand awareness focuses on the extent to which consumers recognize and recall a brand (Fatma, M., Rahman, Z., and Khan, 2015; Pinar et al., 2016; Rambocas, M., Kirpalani, V.M., and Simms, 2014). Brand awareness is triggered when companies increase exposure and strengthen the brand through product usage experiences (Azriuddin et al., 2020; Hutter, K., Hautz, J., Denner, F., & Füller, J., 2013). One example of the brand awareness phenomenon can be seen in large brands that have built strong brand recognition among consumers, one of which is Zara. In the field of marketing, brand awareness remains an interesting topic for research, as this study aims to test whether brand awareness can enhance repeat purchases, word of mouth, and price premiums, as well as reduce switching behavior. When building brand awareness, it is crucial for companies to maintain a positive image. A strong brand awareness leads consumers to be more loyal to the brand and less likely to switch to a competitor's brand (Rambocas et al., 2018).

The presence of the online store Rayu.idn as a strong brand is recognized by the public for its unique products and the marketing campaign "It's Unique Just Like You" targeted at its market. Rayu.idn has been operating since 2019 and continues to grow tremendously every year, as evidenced by selling 25,000 products in the past three years, accompanied by numerous reviews and ratings indicating customer satisfaction with their shopping experience at this store. Customers of Rayu.idn also frequently make repeat purchases, despite the presence of other stores selling similar or imitation products; they continue to choose the Rayu.idn brand. Additionally, the prices offered are higher than those of competing stores, yet this does not cause significant concern among customers.

Previous research conducted by Rambocas et al. (2017) titled "Brand equity and customer behavioral intentions: a mediated moderated model" discusses the relationship between brand equity and consumer behavioral intentions, with customer satisfaction as a mediator, and age and education as moderating variables that affect the relationship between customer satisfaction and behavioral intentions.

Based on this research, the current study explores the context of consumer purchase behavior influenced by company marketing as a product attractor. The focus of this study is on the role of customer satisfaction in mediating the relationship between brand awareness and purchase behavior in Rayu.idn fashion products. Therefore, this study aims to explore the extent to which brand equity can influence purchasing behavior, as well as other factors that may mediate the relationship between brand awareness and consumer behavior in the context of purchasing. Thus, this study will not only provide a deeper understanding of consumer behavior mechanisms in purchasing situations designed to attract consumers but also offer insights to companies in developing effective marketing strategies based on product segments.

In conclusion, several studies on brand awareness have been conducted, but with varying results. This study attempts to create a new model tailored to the issues and objects observed in Indonesia. The model focuses on several variables, including brand awareness, customer satisfaction, brand switching, repeat purchase, price premium, and word of mouth. Based on the issues discussed above, this research addresses the theme titled: The Role of Customer Satisfaction in Mediating the Relationship Between Brand Awareness and Purchase Behavior in Rayu.idn Fashion Products.

Based on the background outlined, the research questions in this study framework are as follows:

1. Does brand awareness affect switching behavior?
2. Does brand awareness affect repeat purchase?
3. Does brand awareness affect word of mouth?
4. Does brand awareness affect price premium?
5. Does brand awareness affect customer satisfaction?

6. Does customer satisfaction affect switching behavior?
7. Does customer satisfaction affect repeat purchase?
8. Does customer satisfaction affect word of mouth?
9. Does customer satisfaction affect price premium?
10. Does customer satisfaction mediate the relationship between brand awareness and brand switching?
11. Does customer satisfaction mediate the relationship between brand awareness and repeat purchase?
12. Does customer satisfaction mediate the relationship between brand awareness and word of mouth?
13. Does customer satisfaction mediate the relationship between brand awareness and price premium?

## **2. Literature Review**

### *2.1. Cognitive Theory*

Cognitive theory suggests that an individual's behavior is not solely determined by responses to stimuli that influence them, but is also affected by attitudes, beliefs, experiences, awareness, and is significantly shaped by perceptions and understanding of the situation (Effendi, 2016). According to Saleh (Maria H, 2021), cognition generally refers to awareness, but what is studied in cognitive psychology includes various aspects such as attitudes, ideas, expectations, and so on. In other words, cognitive psychology studies how the flow of information received by the senses is processed in a person's mind before it settles into awareness or is manifested in the form of behavior. According to this theory, reactions to stimuli do not always result in overt, observable behaviors.

### *2.2. Brand Awareness*

Brand awareness is the extent to which consumers recognize and recall a brand. High brand awareness can increase consumer trust and their tendency to choose that brand (Keller, 1993). The most important aspect of brand awareness is the first piece of information stored in the consumer's memory (Nugroho, M. A., & Hidayati, 2020). Based on the level of brand awareness, brand awareness measurement includes top of mind, where the brand occupies the top position in a product category in the consumer's mind; brand recall, which reflects the brand that consumers remember after mentioning the first brand; brand recognition, where consumer awareness of the brand occurs when given a prompt or question to recall the brand; and the lowest level in brand awareness measurement, brand unaware, where consumers do not recognize or recall a brand even when given assistance in recalling a brand.

### *2.3. Repeat Purchase*

The act of purchasing a product or service with the same brand name at different times is referred to as repeat purchase (Hussain, 2017). Repeat purchases made repeatedly serve as a

measure of consumer loyalty to a brand and are often considered by marketing researchers to evaluate the brand of a business's product (Diska et al., 2023).

#### *2.4. Customer Satisfaction*

Several marketing literatures, including Kotler (2017), define customer satisfaction as the feeling of pleasure or disappointment experienced by customers when comparing the perceived quality or performance of a product with their expectations. If the performance or quality is significantly below expectations, customers are dissatisfied; if it exceeds expectations, customers are highly satisfied (Datta, P. R., Cuong, T., Nguyen, H. T., & Nguyen, 2007). Additionally, customer satisfaction, which is related to consumers' purchase intentions, has an impact on a company's financial performance (Keiningham, T.L., Aksoy, L., Perkins-Munn, T., and Vavra, 2005). Research shows that there is a relationship between customer satisfaction and repeat purchases and brand loyalty, as well as a reduction in the costs of attracting new customers and handling returns and complaints (Flammer & Ioannou, 2015). Customer satisfaction is a key determinant of long-term customer relationships (Pinar et al., 2016), where there is a positive relationship between customer satisfaction and customer retention or repeat business.

#### *2.5. Brand Switching*

Brand switching is a common phenomenon in our daily lives. For example, many consumers used to favor Nokia phones, but as time progressed, Nokia was overtaken by products from China (Budiasih & Aswin, 2012). This illustrates that products that fail to adapt to changing times will be abandoned by consumers, who will switch to other products (Kim, 2022). When consumers are dissatisfied with a particular brand, they will replace it with another brand that offers more satisfaction. Brand switching refers to the process of consumers switching from one brand of a product to another within the same category (Johari, 2022).

#### *2.6. Premium Price*

Premium pricing refers to the high price set for a product when the brand is strong, making the product appear more sophisticated and advanced compared to lesser-known brands (Rambocas, M., Kirpalani, V.M., and Simms, 2014). Therefore, the willingness to pay more for a strong brand is a key issue in marketing, considering the importance of price in enhancing profitability (Rambocas et al., 2018). This implies that consumer willingness to pay a premium price correlates with brand awareness, making premium pricing a valuable tool for measuring brand awareness (Yong Kuek et al., 2023). Premium pricing reflects the brand's ability to charge higher prices to achieve greater profits compared to its competitors, and this is considered crucial for brands within a category (Schivinski & Dabrowski, 2016).

#### *2.7 Word of Mouth*

Word of mouth (WOM) refers to person-to-person communication between a non-commercial communicator and a brand information receiver (Harrison-Walker, 2001). It involves personal

recommendations and words shared with friends, colleagues, and consumer groups. Personal communication influences purchase intentions by increasing awareness of a brand's offerings (Rambocas et al., 2018). The information exchanged through word of mouth plays a significant role in shaping attitudes and is perceived with far less skepticism compared to commercially sponsored sources such as print media, personal sales, and alternative broadcast media (Brown, J.J. and Reingen, 1987).

### **3. Hypothesis Development**

#### *3.1. Brand awareness, customer satisfaction, and repeat purchase*

Repeat purchases by consumers can increase brand awareness of a product or service, especially when followed by customer satisfaction (Ia et al., 2010). The condition of customer satisfaction, coupled with high brand awareness, can lead to repeat purchases by customers (Dalimunthe, 2021). According to Rambocas et al. (2018), satisfied customers are more likely to demonstrate positive behavioral intentions, such as word of mouth and repeat purchases. The findings of Rambocas et al. (2018) indicate that satisfaction can mediate the relationship between brand awareness and switching, repeat purchase, word of mouth, and price.

H1: Brand awareness has a positive relationship with repeat purchase.

H2: Customer satisfaction has a positive relationship with repeat purchase.

H3: Customer satisfaction mediates the relationship between brand awareness and repeat purchase.

#### *3.2 Brand awareness, customer satisfaction*

Repeat (Aaker, 2014) acknowledges satisfaction as a potential outcome of high brand awareness, given that brand awareness enhances consumer pleasure and holds significant consideration value for purchasing decisions. Therefore, there is a theoretical relationship between customer satisfaction and brand awareness based on differential advantages that improve consumer evaluations, enhance awareness, perceived quality, and brand awareness. The study by Rambocas et al. (2018) shows that brand awareness has a positive influence on satisfaction.

H4: Brand awareness is positively related to customer satisfacti

#### *3.3. Brand awareness, brand switching, customer satisfaction*

It can be stated that the higher the costs without the need for search, etc., the smaller the likelihood of switching. The study by Rambocas et al. (2018) shows that brand awareness has a negative effect on switching. (Schivinski & Dabrowski, 2016). Products that continuously improve their quality can reduce the likelihood of brand switching to other products. However, for products with a static quality level, it is more likely that consumers will switch to other brands with dynamic quality (Lestari et al., 2021). Rambocas et al. (2018) found a significant correlation between customer satisfaction and the intention to switch. Their study also indicates

that satisfaction can mediate the relationship between brand awareness and switching, repeat purchase, word of mouth, and price.

H5: Brand awareness has a negative relationship with switching.

H6: Customer satisfaction has a negative relationship with switching.

H7: Customer satisfaction significantly mediates the relationship between brand awareness and switching.

#### *3.4. Brand awareness, premium price, customer satisfaction*

The desire of consumers to pay a premium price is correlated with brand awareness, making premium price a key tool in measuring brand awareness (Yong Kuek et al., 2023). A brand achieves a premium price when the number of customers willing to pay for a product from that brand is greater than the number of customers willing to pay for a similar product from a competing brand (Aaker, 2014). The study by Rambocas et al. (2018) shows that satisfaction can mediate the relationship between brand awareness and switching, repeat purchase, word of mouth, and price.

H8: Brand awareness has a positive relationship with premium price.

H9: Customer satisfaction has a positive relationship with premium price.

H10: Customer satisfaction mediates the relationship between brand awareness and premium price.

#### *3.5. Brand awareness, word of mouth, customer satisfaction*

The Several literatures indicate a significant relationship between customer satisfaction and word of mouth promotion (Rambocas et al., 2018). Satisfaction with the buying experience increases customer commitment to the brand and enhances the intention to engage in positive word-of-mouth promotion, such as "spreading the word" or becoming a "brand advocate." The study by Rambocas et al. (2018) shows that satisfaction can mediate the relationship between brand awareness and switching, repeat purchase, word of mouth, and price.

H11: Brand awareness has a positive relationship with word of mouth.

H12: Customer satisfaction has a positive relationship with word of mouth.

H13: Customer satisfaction mediates the relationship between brand awareness and word of mouth.

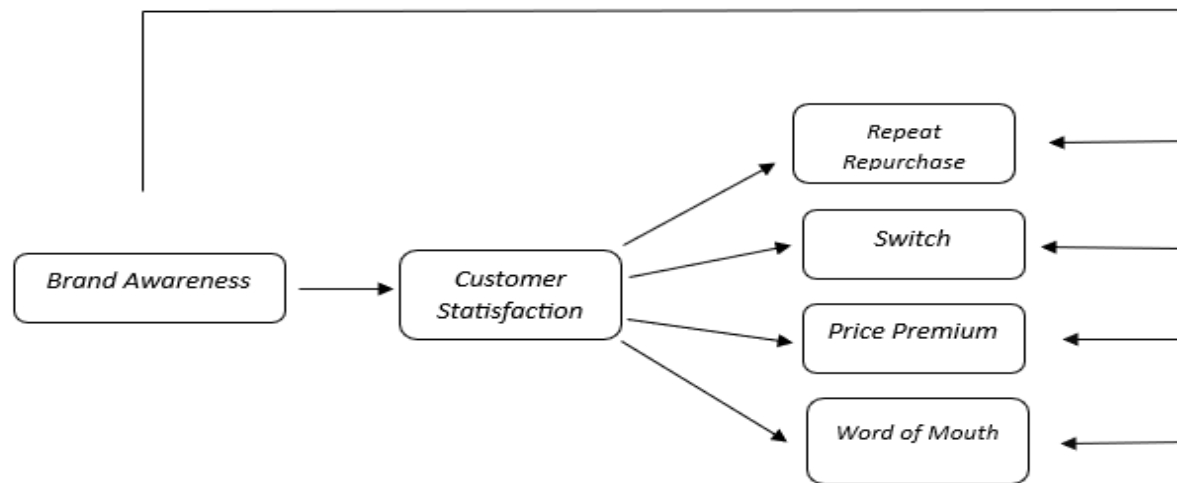


Figure 1. Theoretical Framework

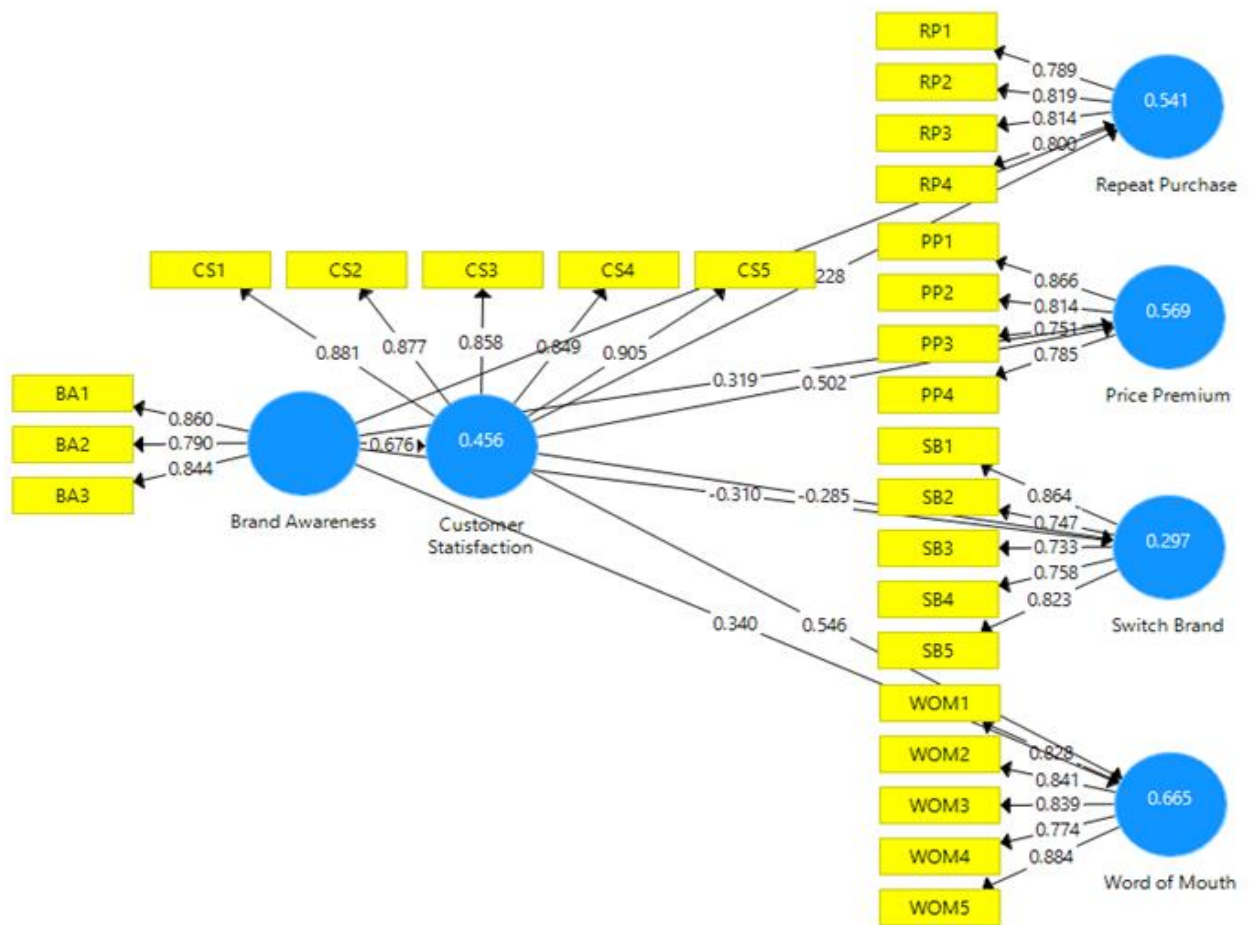
#### 4. Method

This study uses a quantitative survey method, involving a sample of 271 consumers who have purchased products from Rayu.idn. Data collection was carried out using a questionnaire distributed online via Google Forms. The sampling technique employed in this study is non-probability sampling, specifically purposive sampling, where participants are selected based on predetermined criteria (Sekaran & Bougie, 2013). The criteria for this study include respondents who meet the eligibility requirements, having previously purchased Stone Island products. Data analysis was conducted using Smart-PLS 3 software.

The questionnaire used in this study consists of 26 items. Brand awareness is measured using 3 items adapted from Aaker (2013), Das (2014), and Wan & Al-Malkawi (2021). Customer satisfaction is assessed through 5 items from Rambocas et al. (2018). Repeat purchase is measured using 4 items from Nism (2017) and Rambocas et al. (2018). Price premium is assessed through 4 items from Rambocas et al. (2018) and Chinasamy et al. (2022). Brand switch is measured using 5 items from Rambocas et al. (2018) and Devi & Suparna (2022). Word of mouth is measured using 5 items from Rambocas et al. (2018) and Chinasamy et al. (2022).

#### 5. Result

During the data analysis phase, various statistical tests were performed using SmartPLS 3 software to obtain accurate validation of the issues under investigation. These tests included assessments of validity, reliability, and hypothesis testing, culminating in the development of the following outer model:





Tabel 5.1. *Outer loading*

<b>Test Results</b>			<b>Test Criteria &gt; 0,70</b>
<b>Construct</b>	<b>Indikator</b>	<b>Loading Factor</b>	
Brand Awareness	BA 1	0.860	Valid
	BA 2	0.790	Valid
	BA 3	0.844	Valid
Customer Satisfaction	CS 1	0.881	Valid
	CS 2	0.877	Valid
	CS 3	0.858	Valid
	CS 4	0.849	Valid
	CS 5	0.905	Valid
Repeat Purchase	RP 1	0.789	Valid
	RP 2	0.819	Valid
	RP 3	0.814	Valid
	RP 4	0.800	Valid
Price Premium	PP 1	0.866	Valid
	PP 2	0.814	Valid
	PP 3	0.751	Valid
	PP 4	0.785	Valid
Brand Switch	SB 1	0.864	Valid
	SB 2	0.747	Valid
	SB 3	0.733	Valid
	SB 4	0.758	Valid
	SB 5	0.823	Valid
Word of Mouth	WOM 1	0.828	Valid
	WOM 2	0.841	Valid
	WOM 3	0.839	Valid
	WOM 4	0.774	Valid
	WOM 5	0.884	Valid

Source: Data Processed SmartPLS 3 (2024)

Tabel 5.2. Cronbach’s Alpha, rho\_A, Composite Reliability, and AVE

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<b>Brand Awareness</b>	0.778	0.789	0.871	0.692
<b>Customer Satisfaction</b>	0.923	0.923	0.942	0.764
<b>Price Premium</b>	0.818	0.824	0.880	0.648
<b>Repeat Purchase</b>	0.820	0.824	0.881	0.649
<b>Brand Switch</b>	0.847	0.875	0.890	0.618
<b>Word of Mouth</b>	0.890	0.890	0.919	0.695

Source: Data Processed SmartPLS 3 (2024)

Table 5.3. Heterotrait-Monotrait Ratio (HTMT)

	Brand Awareness	Customer Satisfaction	Price Premium	Repeat Purchase	Switch Brand	WOM
<b>Brand Awareness</b>						
<b>Customer Satisfaction</b>	0.791					
<b>Price Premium</b>	0.817	0.824				
<b>Repeat Purchase</b>	<b>0.888</b>	0.693	0.837			
<b>Switch Brand</b>	0.593	0.538	0.368	0.414		
<b>WOM</b>	0.849	<b>0.856</b>	<b>0.899</b>	<b>0.853</b>	0.611	

Source: Data Processed SmartPLS 3 (2024)

In evaluating the structural model using PLS, the Coefficient of Determination (R<sup>2</sup>) value for each endogenous latent variable is the primary measure of the model’s predictive strength. R<sup>2</sup> values range from 0 to 1, with higher values indicating greater explanatory power. R<sup>2</sup> values are classified as follows: 0.75 (strong/substantial), 0.50 (moderate), and 0.25 (weak/low). Table 5.5 shows that all endogenous variables have R<sup>2</sup> values in the weak category. Additionally, predictive relevance is assessed using the blindfolding method by examining the Q<sup>2</sup> value. According to Hair et al. (2017), a Q<sup>2</sup> value greater than 0 indicates that the model has sufficient predictive relevance. In general, small, medium, and large predictive importance in a PLS path model are indicated by Q<sup>2</sup> values greater than 0, 0.25, and 0.50, respectively.

Table 5.4 demonstrates that all endogenous variables exhibit moderate predictive relevance.

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Brand Awareness -&gt; Customer Satisfaction</b>	0.676	0.675	0.034	19.617	<b>0.000</b>
<b>Brand Awareness -&gt; Price Premium</b>	0.319	0.316	0.050	6.383	<b>0.000</b>
<b>Brand Awareness -&gt; Repeat Purchase</b>	0.562	0.563	0.062	9.037	<b>0.000</b>
<b>Brand Awareness -&gt; Switch Brand</b>	-0.310	-0.315	0.086	3.612	<b>0.000</b>
<b>Brand Awareness -&gt; WOM</b>	0.340	0.338	0.057	5.987	<b>0.000</b>
<b>Customer Satisfaction -&gt; Price Premium</b>	0.502	0.508	0.052	9.672	<b>0.000</b>
<b>Customer Satisfaction -&gt; Repeat Purchase</b>	0.228	0.227	0.064	3.542	<b>0.000</b>
<b>Customer Satisfaction -&gt; Switch Brand</b>	-0.285	-0.281	0.085	3.350	<b>0.001</b>
<b>Customer Satisfaction -&gt; WOM</b>	0.546	0.548	0.053	10.307	<b>0.000</b>
<b>Brand Awareness -&gt; Customer Satisfaction -&gt; Price Premium</b>	0.339	0.343	0.038	9.022	<b>0.000</b>
<b>Brand Awareness -&gt; Customer Satisfaction -&gt; Repeat Purchase</b>	0.154	0.154	0.046	3.331	<b>0.001</b>
<b>Brand Awareness -&gt; Customer Satisfaction -&gt; Switch Brand</b>	-0.193	-0.189	0.058	3.348	<b>0.001</b>
<b>Brand Awareness -&gt; Customer Satisfaction -&gt; WOM</b>	0.369	0.370	0.043	8.660	<b>0.000</b>

Source: Data Processed SmartPLS 3 (2024)

## 6. Discussion

This study examines brand awareness and its influence on purchasing behavior, including repeat purchase, price premium, brand switch, and word of mouth, with customer satisfaction serving as a mediating variable.

### 6.1. The effect of brand awareness on repeat purchases

Hypothesis H1 posits that brand awareness positively affects repeat purchases of Rayu.idn fashion products. The path coefficient analysis shows a significant effect, with a coefficient value of 0.562, a t-statistic of 9.337 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. These findings align with Rambocas (2018), who found a positive

relationship between brand awareness and repeat purchases. Increased brand awareness strengthens the emotional connection between the brand and consumers, boosting loyalty and confidence in future purchases. As consumers become more familiar with and trust the brand, they are more likely to make repeat purchases, as supported by Keller (2019) and Aaker (2012).

### *6.2. The effect of customer satisfaction on repeat purchases*

Hypothesis H2 posits that customer satisfaction positively affects repeat purchases of Rayu.idn fashion products. The path coefficient analysis shows a significant effect, with a coefficient value of 0.228, a t-statistic of 3.542 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. This result is consistent with Rambocas (2018), who found a positive relationship between customer satisfaction and repeat purchases. When customers are satisfied with product quality, service, and overall shopping experience, they tend to exhibit high loyalty, leading to repeat purchases (Oliver, 2017). In this study, Rayu.idn's high customer satisfaction motivates consumers to make repeat purchases, as they feel the product quality matches the price offered. Positive shopping experiences strengthen the emotional connection between the brand and consumers, increasing the likelihood of repeat purchases (Kotler & Keller, 2019). Thus, customer satisfaction significantly influences repeat purchases of Rayu.idn fashion products.

### *6.3. Customer satisfaction can mediate between brand awareness and repeat purchase*

Hypothesis H3 posits that brand awareness mediates the relationship between customer satisfaction and repeat purchases of Rayu.idn fashion products. The path coefficient analysis shows a significant effect, with a coefficient value of 0.154, a t-statistic of 3.331 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. These findings are consistent with Rambocas (2018), who found that customer satisfaction mediates the relationship between brand awareness and repeat purchases. High brand awareness, combined with strong customer satisfaction, influences consumers' likelihood to make repeat purchases. Increased brand awareness positively affects consumers' perceptions of Rayu.idn, leading to greater satisfaction and a higher tendency for repeat purchases. As consumers become more familiar and confident with the brand, they are more likely to be satisfied and engage in repeat purchases (Rambocas, 2019). This study shows that Rayu.idn's customers feel satisfied, driven by the brand awareness they have, and are more likely to make repeat purchases. Thus, customer satisfaction significantly mediates the relationship between brand awareness and repeat purchases for Rayu.idn fashion products.

### *6.4. The Effect of Brand Awareness on Customer Satisfaction*

Hypothesis H4 posits that brand awareness positively affects customer satisfaction for Rayu.idn fashion products. Based on the path coefficient analysis, brand awareness has a significant effect on customer satisfaction with a coefficient value of 0.676. The t-statistic is 19.617 (greater than 1.96), and the p-value is 0.000 (less than 0.05), supporting the hypothesis. These findings align with Rambocas (2018), who found a positive relationship between brand awareness and

customer satisfaction. Increasing brand awareness strengthens the emotional connection between the brand and consumers, ultimately influencing their satisfaction. In this study, Rayu.idn's high brand awareness makes the brand easily recognizable and memorable, positively influencing consumer satisfaction, especially regarding their shopping experience. Consumers who are familiar with the brand tend to feel more confident in choosing products, creating a positive shopping experience due to trust in the brand's quality and credibility (Keller, 2019).

#### *6.5. The Effect of Brand Awareness on Brand Switching*

Hypothesis H5 posits that brand awareness negatively affects brand switching for Rayu.idn fashion products. The path coefficient analysis shows a significant negative effect with a coefficient of -0.310, a t-statistic of 3.612 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. This aligns with Rambocas (2018), which found that higher brand awareness reduces the likelihood of consumers switching brands. Consumers with high brand awareness tend to be more loyal and confident in the brand's quality, making them less likely to switch. In this case, Rayu.idn's strong brand awareness fosters trust and emotional connection, reducing the chances of brand switching. Therefore, the higher the brand awareness, the less likely consumers are to switch brands.

#### *6.6. The Effect of Customer Satisfaction on Brand Switching*

Hypothesis H6 posits that customer satisfaction negatively affects brand switching for Rayu.idn fashion products. The path coefficient analysis shows a significant negative effect with a coefficient of -0.676, a t-statistic of 18.566 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. This finding aligns with Rambocas (2018), which showed that higher customer satisfaction reduces the likelihood of brand switching. Satisfied customers tend to be more loyal and emotionally attached to the brand, making them less likely to seek alternatives. In this case, high satisfaction with Rayu.idn's product quality, service, and shopping experience decreases the likelihood of consumers switching to competitors. Consumers who feel that Rayu.idn meets or exceeds their expectations are less likely to explore other brands. Therefore, the higher the customer satisfaction, the less likely consumers are to switch brands.

#### *6.7. Customer Satisfaction as a Mediator Between Brand Awareness and Brand Switching*

Hypothesis H7 suggests that customer satisfaction mediates the relationship between brand awareness and brand switching for Rayu.idn fashion products. The path coefficient analysis shows a significant negative effect, with a coefficient of -0.193, a t-statistic of 3.348, and a p-value of 0.001, supporting the hypothesis. This aligns with Rambocas (2018), which found that high brand awareness leads to higher customer satisfaction, reducing brand switching. Consumers familiar with Rayu.idn are more confident in their product choices and feel satisfied, making them less likely to switch to competitors. Thus, customer satisfaction mediates the impact of brand awareness on brand switching by enhancing consumer trust and loyalty.

*6.8. Brand Awareness and Its Positive Impact on Price Premium*

Hypothesis H8 posits that brand awareness positively influences price premium for Rayu.idn fashion products. The path coefficient analysis shows a significant positive effect, with a coefficient of 0.676, a t-statistic of 18.566 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. These findings are consistent with Rambocas (2018), which found that high brand awareness enables brands to set premium prices. Consumers who are familiar with a brand tend to trust its quality and value, making them more willing to pay higher prices. In the case of Rayu.idn, high brand awareness creates a positive perception of the brand, leading consumers to associate its products with higher quality and value. This is in line with Zhou, Chen, and Li (2019), who suggest that strong brand loyalty and trust allow companies to charge premium prices without losing market share. Therefore, higher brand awareness increases the likelihood that consumers will accept premium pricing, as they believe the product is worth the cost.

*6.9. The influence of customer satisfaction on premium pricing.*

Hypothesis H9 posits that brand awareness positively affects the premium price of Rayu.idn fashion products. Path coefficient analysis reveals a significant effect, with a coefficient value of 0.319, a t-statistic of 6.383 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. This finding aligns with Rambocas (2018), who highlighted that high brand awareness enables brands to charge premium prices. Consumers are more willing to accept higher prices when they trust the brand's quality and value, as discussed by Zhou et al. (2019). Hypothesis H9 also posits that customer satisfaction positively affects premium price. The results show that satisfied consumers, who value the quality and service of Rayu.idn, are more willing to pay a premium price. This supports the research of Rambocas (2018) and Reichheld (2001), who found that high satisfaction creates stronger brand loyalty, encouraging consumers to accept higher prices because they perceive the products as offering greater value compared to competitors.

*6.10. Customer satisfaction can mediate the relationship between brand awareness and premium pricing.*

*Hypothesis* H10 posits that customer satisfaction mediates the relationship between brand awareness and premium price for Rayu.idn fashion products. Path coefficient analysis shows a significant mediation effect, with a coefficient of 0.339, a t-statistic of 9.022 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. This result aligns with Rambocas (2018), who found that customer satisfaction mediates the relationship between brand awareness and premium price.

High brand awareness increases consumer satisfaction, which in turn enhances their willingness to accept a premium price. Consumers familiar with Rayu.idn's products and quality are more satisfied, leading them to perceive the premium price as justified. Aaker (2017) supports this, stating that satisfied customers tend to value products more highly, making them more willing to pay higher prices. Thus, customer satisfaction acts as a mediator, strengthening the link between brand awareness and premium price.

#### *6.11. The influence of brand awareness on word of mouth.*

Hypothesis H11 posits that brand awareness positively influences word of mouth for Rayu.idn fashion products. The path coefficient analysis shows a significant effect, with a coefficient of 0.340, a t-statistic of 5.987 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis.

This result aligns with Rambocas (2018), who found a positive relationship between brand awareness and word of mouth. Higher brand awareness increases the likelihood that consumers will recommend the brand to others. Consumers familiar with Rayu.idn are more likely to share positive experiences, both in-person and on social media, influencing the perceptions and purchase decisions of others.

According to Batra, Ahuvia, and Bagozzi (2012), strong brand awareness fosters trust and emotional connection, encouraging consumers to actively spread word of mouth. Consumers with positive experiences and satisfaction with Rayu.idn are more likely to recommend the brand. Thus, the findings conclude that brand awareness positively affects word of mouth, strengthening the brand's image and attracting more customers.

#### *6.12 The influence of customer satisfaction on word of mouth.*

Hypothesis H12 posits that customer satisfaction positively affects word of mouth for Rayu.idn fashion products. The analysis shows a significant effect with a coefficient of 0.546, a t-statistic of 10.307 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. These results align with Rambocas (2018), which found that satisfied customers are more likely to recommend the brand to others, thus enhancing brand awareness. Additionally, Nguyen et al. (2015) highlight that satisfied customers are more active in sharing positive experiences. Therefore, higher customer satisfaction with Rayu.idn leads to more positive word of mouth, increasing brand image and attracting new customers.

*6.13 Customer satisfaction can mediate the relationship between brand awareness and word of mouth.*

Hypothesis H13 posits that customer satisfaction mediates the relationship between brand awareness and word of mouth for Rayu.idn fashion products. The analysis shows a significant effect with a coefficient of 0.369, a t-statistic of 8.660 (greater than 1.96), and a p-value of 0.000 (less than 0.05), supporting the hypothesis. These results align with Rambocas (2018), which found that brand awareness not only directly affects word of mouth but also influences it through customer satisfaction. High brand awareness leads to increased customer satisfaction, which in turn motivates customers to share positive experiences. Chaudhuri & Holbrook (2006) suggest that strong brand awareness creates positive emotional connections with customers, further enhancing their satisfaction and encouraging word of mouth. Therefore, higher brand awareness of Rayu.idn leads to greater customer satisfaction, which boosts the likelihood of recommending the brand to others.

### **7. Implication**

This study is expected to expand knowledge about the factors that can influence brand awareness. Furthermore, the findings can serve as useful information or input for fashion companies, particularly marketers, in formulating effective marketing strategies.

### **8. Conclusion**

This study confirms that brand awareness positively influences repeat purchases, customer satisfaction, premium pricing, and word of mouth for Rayu.idn fashion products, in line with Rambocas (2018). It also finds that customer satisfaction mediates the relationships between brand awareness and repeat purchases, brand switching, premium pricing, and word of mouth. Additionally, both brand awareness and customer satisfaction have a negative impact on brand switching. These results align with previous research by Rambocas (2018).

### **9. Limitation and Suggestions**

This study's limitations include its focus on cognitive psychology theory to interpret brand awareness components in consumer behavior regarding fashion product purchases. Future research could explore other theories and incorporate moderating variables between brand awareness and consumer purchase behavior. Additionally, the study used perceptual, cross-sectional data from preference surveys. Future studies could include both online and offline surveys for direct interaction. While factors like repeat purchases, brand switching, premium pricing, and word of mouth were considered, future research should explore other influencing factors in the context of fashion product purchases.



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