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The Influence of Brand Awareness, E-WOM, and Product Quality on Purchase Decisions (Study on Buyers of No Void Minds Brand T-Shirts)

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ABSTRACT

The rapid growth of e-commerce in Indonesia has driven intense competition in the local fashion industry, with No Void Minds being one of the brands that has successfully recorded a monthly turnover of around IDR 3 billion and received the Brand Indonesia Excellence Award 2025. This condition indicates strong consumer purchasing decisions for this brand. This study aims to analyze and discuss the influence of brand awareness, E-WOM, and product quality on consumer purchasing decisions for No Void Minds brand t-shirts. The study used a quantitative approach with a conclusive research design. The sample consisted of 200 respondents selected through a purposive sampling technique. Data were collected through an online survey and analyzed using multiple linear regression with SPSS 25. The results show that brand awareness, E-WOM, and product quality each have a positive and significant influence on consumer purchasing decisions.

Keywords: Brand Awareness, E-WOM, Product Quality, Purchase Decisions, No Void Minds.

1. INTRODUCTION

The development of electronic commerce (e-commerce) in Indonesia has experienced rapid growth in recent years. Bank Indonesia data shows that the value of e-commerce transactions increased from Rp205.5 trillion in 2019 to Rp487.01 trillion in 2024. The highest increase occurred in 2021 in line with the increase in online shopping activities during the COVID-19 pandemic. Although it had decreased in 2023, the transaction value increased again in 2024, showing that the e-commerce sector still has positive prospects in the future (Kontan, 2025).

This growth is driven by changes in consumer behavior who are increasingly accustomed to shopping online, the development of digital technology, the convenience of electronic payment systems, and the increasing use of social commerce platforms such as TikTok Shop. In addition, improving the quality of logistics services and various promotional strategies from the marketplace have also strengthened the development of this industry. On the other hand, challenges in the form of trade regulations, people's purchasing power, and competition between business actors remain factors that need to be considered so that e-commerce growth can take place sustainably (Kontan, 2025).

The *e-Conomy SEA 2024 report* shows that the value of Indonesia's digital economy continues to increase with e-commerce transactions dominated by the younger generation, especially Generation Z and Millennials. The age group under 35 years old accounts for more than 70% of e-commerce consumers, making it a very potential market segment because it is at a productive age and has relatively high purchasing power. This condition shows that changes in people's digital behavior have also expanded opportunities for various industrial sectors, including the fashion industry.

The results of Snapcart's survey on public perception of fashion show that most respondents consider fashion to be an important aspect of daily life. As many as 35% of respondents stated that fashion was important and 30% considered it very important, while only a small percentage considered fashion not important. The findings show that fashion is no longer seen as just a basic need, but also as part of the lifestyle and self-identity of the Indonesian people (GoodStats, 2025).

The public's attention to fashion is also reflected in their spending

patterns. The majority of consumers allocate less than IDR 500 thousand every month to buy fashion products, while the quality factor is the main consideration in purchasing decisions, followed by price, design, trends, and brand. This indicates that consumers are increasingly selective in choosing products, with quality as a more dominant factor than brand popularity.

The growth in demand has encouraged an increase in the value of the online fashion market in Indonesia. Statista Market Insight estimates that the value of the online fashion market will reach US$7.72 billion by 2024 with a projected annual growth of 4.56% until 2029. In terms of platforms, Shopee is still the most widely used marketplace, followed by Tokopedia and TikTok Shop. Fashion products are the most frequently purchased category online, while competitive prices are the main reason consumers choose shopping platforms (GoodStats, 2025). Data from the Ministry of Trade also shows that clothing will be the product category with the highest purchase rate in e-commerce by 2024, surpassing beauty, food and beverage, and electronics products (Wongkito, 2026).

The rapid development of the online fashion market creates increasingly fierce competition among various local brands. Based on Compas data, Bloods Industries recorded an estimated monthly turnover of IDR 4.5 billion, followed by No Void Minds with a turnover of around IDR 3 billion, then Erigo of IDR 2 billion, and Roughneck 1991 of around IDR 500 million. The data shows that No Void Minds is able to compete with local brands that have already been known even though the company was only established in 2021.

The success of No Void Minds is inseparable from the digital marketing strategy implemented by the company. The brand received *the Brand Indonesia Excellence Award 2025* in the Fashion & Accessories *category* as a form of recognition for its success in building popularity and customer satisfaction in the digital market. Since its establishment in Bandung in 2021 by PT Cipta Busana Utama, No Void Minds has offered products with minimalist designs and quality materials that suit the needs of urban consumers. By 2025, the company has recorded more than 342 thousand transactions, obtained around 224 thousand positive reviews, and maintained an average rating of 4.8 on the main marketplace.

The success of No Void Minds' sales is also supported by the use of various digital marketing strategies, such as participation in marketplace promotion programs, the use of *live shopping* features, and cooperation with affiliates and content creators. This strategy succeeded in tripling sales during the April-November 2024 period, bringing the company's monthly turnover to around IDR 3 billion through Tokopedia and ShopTokopedia (Nabila, 2024).

In addition to digital marketing strategies, the high number of positive reviews from customers also strengthens the brand image of No Void Minds. One of its products, the AEZY Regular Fit Core T-Shirt, received a rating of 4.8 out of 5 based on more than 17 thousand consumer reviews. Many customers also share their positive experiences through social media by showing the quality of the products that are judged to exceed expectations. This activity is a form of *electronic word of mouth* (E-WOM) which plays a role in building consumer trust, increasing brand awareness, and influencing purchase decisions because potential buyers tend to trust the experience of other users rather than promotions from companies.

No Void Minds shows a high level of *brand awareness*, which is reflected in the number of transactions, positive reviews, increased turnover, and active participation in various campaigns on the marketplace. The use *of* the 24-hour live shopping feature and collaboration with affiliates and content creators also increases the intensity of brand exposure to consumers. This repeated exposure strengthens consumers' ability to recognize and remember brands so that they have the potential to drive purchase decisions (Pambudi, 2025).

In addition to building brand awareness, No Void Minds also emphasizes product quality as the main value. This brand carries the concept *of tech life wear* by prioritizing research on materials, designs, and clothing structures to produce products that are comfortable to use. The use of AEZY materials that dry quickly and do not wrinkle easily is one of the functional advantages that distinguish it from many other local brands. This approach shows that product quality is not only measured by appearance, but also by the benefits and comfort felt by consumers (Pambudi, 2025).

Purchasing decisions are the result of a process that is influenced by various factors, such as psychological aspects, decision-making stages, culture, and consumer behavior after purchase. Motivation, perception, ability, social value, and consumer satisfaction and loyalty interact with each other in determining a person's purchase choices (Hoyer et al., 2023).

In the context of digital marketing, brand, *electronic word of mouth* (E-WOM), and product quality are important factors that influence purchasing decisions. A strong brand is able to build positive perception and consumer trust, while E-WOM is a source of information that influences the assessment of a product. On the other hand, product quality is the basis for consumers to evaluate whether the product is able to meet their needs and expectations (Kotler & Armstrong, 2023).

High brand awareness increases the chances of a product being considered by consumers when making a purchase. The easier a brand is to recognize and remember, the more likely consumers are to choose it over competing brands (Kotler et al., 2022). However, the results of previous research still show differences. Some studies have found that *brand awareness* has a positive effect on purchasing decisions (Suwardi, 2023), while other studies have found no significant effect (William & Firdausy, 2025). These differences indicate that the influence of *brand awareness* can be influenced by market characteristics, product categories, and marketing strategies applied.

E-WOM also plays an important role in shaping purchasing decisions because it allows for the rapid dissemination of information about products through digital media. Information shared by other consumers can influence perceptions and increase the confidence of potential buyers. Social support in online communities can even encourage purchase intent to become an actual purchase (Liang et al., 2011). However, the results of previous research are still inconsistent. Chandra et al. (2025) and Farizy and Desi Harsoyo (2023) found that there was a positive influence of E-WOM on purchase decisions, while Syahda et al. (2024) and Nurfadhila and Widayanto (2025) reported that the influence was not significant.

Product quality is also a determining factor in purchasing

decisions because it is related to the product's ability to meet consumer needs. Products that have characteristics, features, and benefits that meet customer expectations tend to be preferred over products with lower quality (Kotler & Armstrong, 2023). However, previous research has shown mixed results. Dwiputra (2023) and Handayani and Sutawijaya (2024) found that product quality had a positive effect on purchasing decisions, while Kartika (2021) and Hasan and De Utami (2024) obtained insignificant results.

Based on this description, this study aims to analyze the influence of *brand awareness*, E-WOM, and product quality on consumer purchasing decisions of No Void Minds t-shirts. This research is expected to contribute to the development of marketing management science, especially related to consumer behavior in the fashion industry, as well as an input for business actors in developing more effective marketing strategies in the digital era.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is the study of the decision-making process of individuals and groups in obtaining, using, evaluating, and stopping the use of a product or service to meet their needs and desires. The process includes the emergence of needs, information search, purchase decisions, use, and evaluation after purchase. In addition, consumer behavior is influenced by various factors such as psychological, social, cultural, and situational conditions that shape consumer preferences and actions in consuming (Kotler et al., 2022).

Online consumer behavior refers to all consumer activities in purchasing products or services through digital media. These activities start from recognizing needs, searching for information, forming purchase intentions, to purchasing decisions through electronic platforms. This behavior is influenced by individual characteristics, social environment, product attributes, and the quality of the e-commerce system used, so that the development of digital technology is an important factor in shaping online purchase decisions (Turban et al., 2017).

2.2 Purchase Decision

Purchase decision is a process when consumers make a choice to buy a product or service after going through the stages of identifying needs, searching for information, evaluating various alternatives, and making transactions. In the context of electronic commerce, the process takes place through digital platforms so that it is influenced by factors such as the ease of use of the application or website, trust in the seller, transaction security, product quality, consumer reviews (electronic word of mouth), and the level of brand awareness. Therefore, online purchase decisions reflect consumer behavior in choosing products by considering aspects of convenience, efficiency, and trust during transactions in the e-commerce environment (Turban et al., 2017).

According to Kotler et al. (2022), purchasing decisions consist of five main dimensions, namely brand selection, distribution channel, purchase amount, purchase time, and payment method. Brand selection is related to consumers' decisions in determining which brands are considered the most suitable based on quality, image, and previous experience. Distribution channels reflect the choice of place of purchase, both through physical stores and online platforms, taking into account ease of access and level of trust. The quantity of purchases is determined by the needs and financial capabilities of consumers, while the time of purchase is influenced by promotions, product availability, and the urgency of needs. In addition, consumers also choose payment methods that are considered the safest, most convenient, and in accordance with their financial condition (Kotler et al., 2022).

2.3 Brand Awareness

Brand awareness is the level of consumers' ability to recognize, remember, and identify a brand when facing the purchase decision-making process. Brand awareness becomes an important foundation in the formation of brand equity because consumers tend to only consider brands they have known before (Kotler et al., 2022). In addition, brand awareness also reflects the extent to which a brand is stored in the consumer's memory and can be recalled when needed. This ability can be enhanced through consistent exposure and repetition of marketing messages so that brands become more familiar and easily recognizable by consumers (Hoyer et al., 2023). Thus, brand awareness can be understood as the ability of consumers to recognize and remember a brand that influences their consideration in choosing a product.

According to Aaker (1996), brand awareness consists of four main dimensions, namely recognition, recall, top of mind, and dominant. Recognition shows the ability of consumers to recognize a brand when they see or hear it. Recall refers to the ability of consumers to recall a brand in a particular product category without assistance. Top of mind describes the first brand that appears in the consumer's memory when thinking of a product category, while dominant denotes the condition when only one brand is remembered by consumers in that category (Aaker, 1996).

2.4 E-WOM

Electronic Word of Mouth (E-WOM) is a form of communication between consumers that takes place through digital media, such as social media, online forums, email, and other communication platforms. Through E-WOM, consumers can convey experiences, reviews, opinions, or recommendations about a product or service to other users online. The information shared is open so that it can be accessed by many people and has the potential to influence the perception, trust, and purchase decisions of potential consumers (Kotler et al., 2022).

E-WOM is also understood as a means of information exchange that allows consumers to get an idea of the characteristics, quality, and features of a product based on the experience of other users. The ease of sharing comments and reviews via the internet makes E-WOM one of the important sources of information before consumers make a purchase (Febriyanto, 2024). In addition, reviews available online, both positive and negative, can increase or decrease the level of consumer confidence so that it affects the purchasing decision-making process (Chandra et al., 2025). Based on these various opinions, E-WOM can be concluded as electronic communication between consumers that contains experiences, opinions, reviews, or recommendations about a product or brand that are conveyed through digital media and are

able to influence other consumers' purchasing decisions.

2.5 Product Quality

Product quality is one of the important factors that determine the ability of a product to meet consumer needs and expectations. According to Turban et al. (2017), product quality reflects characteristics, features, and performance that affect customer perception and satisfaction, especially in electronic transactions. Meanwhile, Armstrong and Kotler (2023) explain that product quality is a set of product or service characteristics that determine its ability to meet customer needs, both directly stated and implicit. In addition, Garvin (1988) in Baali et al. (2023) stated that product quality can be assessed through eight main dimensions, namely performance, features, reliability, suitability, durability, ease of service, aesthetics, and perceived quality. Based on these various opinions, product quality can be interpreted as the ability of a product to provide benefits according to consumer needs through its characteristics and attributes.

According to Garvin (1987) in Baali et al. (2023), product quality is built by eight complementary dimensions. The first dimension is performance which shows the ability of the product to perform its main function optimally. Second, features, which are additional attributes that increase the value or function of the product. Third, reliability which describes the consistency of the product in functioning without experiencing damage within a certain period of time. Fourth, conformance related to the level of product compliance with standards or specifications that have been set. Fifth, durability which indicates the service life of the product before it decreases function or needs to be replaced. Sixth, serviceability which reflects the ease of repair, speed of service, and the ability to handle complaints. Seventh, aesthetics related to visual appeal and sensory aspects of products, such as color, shape, and appearance. Finally, perceived quality, which is the consumer's assessment of product quality based on brand image, reputation, and information received when product characteristics cannot be assessed directly.

3. RESEARCH MEHODOLOGY

This study uses a quantitative approach with a conclusive type of research. The conclusive research aims to test hypotheses through structured data collection so that the results can be used as a basis for decision-making. In contrast to exploratory research that focuses on the initial understanding of a problem, conclusive research emphasizes more on systematically testing the relationship between variables (Malhotra, 2017). Therefore, this study is directed to analyze the influence of *brand awareness*, *electronic word of mouth* (E-WOM), and product quality on purchase decisions.

This study applies a causal research design that is included in conclusive research. Causal design is used to identify and prove the cause-and-effect relationship between independent variables and dependent variables through planned research procedures (Malhotra, 2017). In this study, the design was used to test the influence of *brand awareness*, E-WOM, and product quality on consumer purchase decisions.

The data used is primary data obtained directly from respondents through the distribution of questionnaires. Primary data was chosen because it was able to provide information that was in accordance with research needs and processed directly by researchers to answer problem formulations (Malhotra, 2017). The data source comes from consumers who have bought No Void Minds brand t-shirt products.

The study population included all consumers who had purchased No Void Minds brand t-shirt products. The population is categorized as *an infinite population* because the number of members is not known for sure (Malhotra, 2017). The research sample was taken using *a nonprobability sampling* technique with *the purposive sampling* method, which is the selection of respondents based on certain criteria (Sugiyono, 2023). The number of samples was set as 200 respondents according to the minimum number recommended for *problem-solving research* (Malhotra, 2017). The respondents selected were male and female consumers who were at least 17 years old and had purchased No Void Minds t-shirt products in the last three months.

Data collection was carried out through online surveys using questionnaires distributed through various social media platforms, such as TikTok, X (Twitter), and Threads, especially in communities that discuss fashion topics. Surveys are a data collection technique by systematically asking respondents questions to obtain information about their behaviors, attitudes, characteristics, and motivations (Malhotra, 2017). Only respondents who meet the research criteria can continue filling out the questionnaire, while all incoming answers are stored in the researcher's database.

The research instrument is in the form of an online questionnaire that uses the Likert scale to measure all research variables. The Likert scale allows respondents to express their level of approval of each given statement, making it easier to measure attitudes and perceptions. The preparation of question items is based on the indicators of each variable in order to be able to represent the concept that is measured appropriately (Sugiyono, 2023).

Data analysis was carried out using multiple linear regression to determine the influence of several independent variables on one dependent variable simultaneously or partially. This method is used because the research involves three independent variables, namely *brand awareness*, E-WOM, and product quality, on purchasing decisions as bound variables (Ghozali, 2018).

4. RESULTS AND DISCUSSION

4.1 Research Results

This study involved 200 respondents who filled out an online questionnaire through Google Form. Based on the results of data processing, respondents showed diverse demographic characteristics. In terms of gender, the majority of respondents were men as many as 124 people (62%), while women amounted to 76 people (38%). Based on the age group, most of the respondents were in the range of 17–25 years as many as 135 people (67.5%), followed by 25–30 years old as many as 48 people (24%), 30-35 years old as many as 15 people (7.5%), and 35-40 years old as many as 2 people (1%). This condition shows that the study is dominated by the early adult age group which is the main target of consumers of fashion products.

Judging from work, most of the respondents were students as many as 106 people (53%), then private employees as many as

42 people (21%), civil servants 34 people (17%), entrepreneurs 13 people (6.5%), housewives 4 people (2%), and students 1 person (0.5%). Meanwhile, the most respondents' income level was in the range of IDR 2,000,100-IDR 3,000,000, which was 64 people (32%). Other income groups were spread in the range of IDR 3,000,100 – IDR 4,000,000 as many as 41 people (20.5%), IDR 1,000,100 – IDR 2,000,000 as many as 37 people (18.5%), IDR 4,000,100 – IDR 5,000,000 as many as 23 people (11.5%), above IDR 5,000,000 as many as 18 people (9%), and below IDR 1,000,000 as many as 17 people (8.5%). According to Sekaran and Bougie (2020), job characteristics and income levels are important to describe economic capabilities and consumer profiles in a study.

Based on domicile, respondents came from various regions in Indonesia with the largest concentration coming from Surabaya (18.5%), followed by Jakarta (11%), Sidoarjo (8.5%), Bandung (8%), Lamongan (7.5%), Tangerang (5%), and several other cities with a smaller proportion. The distribution showed that the study included respondents from various regions, although the majority came from urban areas on the island of Java.

Judging from purchasing behavior, most respondents have bought No Void Minds products twice, namely 108 people (54%). Other respondents made purchases three times (21.5%), once (12.5%), four times (5.5%), five times (3.5%), six times (1.5%), while purchases of 10, 11, and 20 times were only made by one respondent (0.5%) respectively. The data shows that most consumers have made a repeat purchase, which indicates that there is more than one transaction experience.

Based on information sources, the majority of respondents knew the No Void Minds brand through TikTok as many as 67 people (33.5%). Furthermore, information was obtained through other social media as many as 50 people (25%), friend recommendations as many as 32 people (16%), Shopee as many as 22 people (11%), Instagram as many as 17 people (8.5%), and families as many as 12 people (6%). These results show that digital media, especially TikTok, has a dominant role in introducing products to consumers.

Overall, the characteristics of the respondents were dominated by men aged 17-25 years old who are students, have an income between IDR 2,000,100 to IDR 3,000,000, live in Surabaya, have made purchases twice, and know the product through TikTok. The profile indicates that the majority of No Void Minds consumers are the young generation who actively use digital media and have a fairly high level of involvement in the products being researched.

Descriptive analysis was used to describe the tendency of respondents' responses to research variables which included *brand awareness*, *electronic word of mouth* (E-WOM), product quality, and purchase decisions. The assessment is carried out based on the mean value of each statement item using a five-point Likert scale. The assessment category was determined through the calculation of a class interval of 0.8 so that five categories were obtained, namely strongly disagree (1.00–1.80), disagree (1.81–2.60), neutral (2.61–3.40), agree (3.41–4.20), and strongly agree (4.21–5.00).

Based on the results of the descriptive analysis, the brand awareness variable obtained an average value that was in the category of agree to strongly agree. The highest average score was found in the item regarding the respondent's ability to recognize the No Void Minds product through its simple design with a score of 4,250 (strongly agree). Meanwhile, the lowest average score of 4.020 is in the statement about the ease of recognizing the No Void Minds brand compared to other t-shirt brands, but it is still in the agree category. These results show that respondents have a good level of brand awareness of No Void Minds products.

Table 4.1 Descriptive Statistics

Statement Items	Scale					Total	Mean	Remarks
	1	2	3	4	5			
***Brand Awareness* (X1)**								
X1.1.1	1	3	23	137	36	200	4,020	Setuju
X1.1.2	1	6	20	88	85	200	4,250	Strongly agree
X1.2.1	0	6	25	112	57	200	4,100	Setuju
X1.2.2	1	4	30	92	73	200	4,160	Setuju
X1.3.1	2	2	40	98	58	200	4,040	Setuju
E-WOM (X2)								
X2.1.1	0	5	23	105	67	200	4,170	Setuju
X2.1.2	0	4	25	88	83	200	4,250	Strongly agree
X2.1.3	0	6	37	92	65	200	4,080	Setuju
X2.2.1	0	2	26	111	61	200	4,155	Setuju
X2.2.2	0	2	13	95	90	200	4,365	Strongly agree
X2.3.1	0	1	25	95	79	200	4,260	Strongly agree
X2.3.2	0	3	27	104	66	200	4,165	Setuju
Product Quality (X3)								
X3.1.1	2	5	28	107	58	200	4,070	Setuju
X3.2.1	0	3	26	97	74	200	4,210	Strongly agree
X3.2.2	0	3	21	105	71	200	4,220	Strongly agree
X3.3.1	2	2	27	106	63	200	4,130	Setuju
X3.4.1	0	3	31	102	64	200	4,135	Setuju

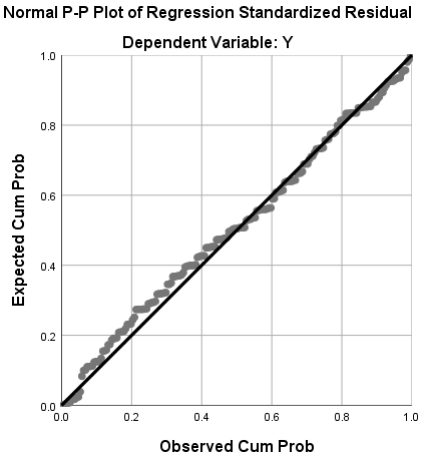
Statement Items	Scale					Total	Mean	Remarks
	1	2	3	4	5			
X3.5.1	1	4	21	101	73	200	4,205	Strongly agree
X3.5.2	1	5	38	99	57	200	4,030	Setuju
X3.6.1	0	2	25	107	66	200	4,185	Setuju
X3.7.1	0	4	30	93	73	200	4,175	Setuju
X3.7.2	0	3	25	91	81	200	4,250	Strongly agree
X3.8.1	0	2	25	116	57	200	4,140	Setuju
Purchase Decision (Y)								
Y1.1.1	0	2	31	103	64	200	4,145	Setuju
Y1.2.1	0	5	35	95	65	200	4,100	Setuju
Y1.3.1	1	7	30	114	48	200	4,005	Setuju
Y1.4.1	0	1	22	77	100	200	4,380	Strongly agree

Source: (Processed by researcher, 2026)

In the E-WOM variable, all indicators also received a positive assessment. The highest average score of 4.365 is found in the statement that positive customer reviews increase respondents' confidence to buy No Void Minds products, so it belongs to the category of strongly agree. In contrast, the lowest average score of 4.080 was found in the indicator of reading comments before making a purchase, which is still in the agree category. These findings indicate that information and reviews circulating online play a role in shaping consumer decisions.

The product quality variable also shows good perception from respondents with all average scores in the category of agree to strongly agree. The highest score of 4,250 was obtained on the indicator of interest in the simple design of the No Void Minds t-shirt, while the lowest score of 4,030 was found in the indicator of the color resistance of the t-shirt so that it does not fade easily. Despite being the lowest score, the indicator remains in the agree category, indicating that the quality of the product is positively rated by respondents.

Furthermore, in the purchase decision variable, all indicators also received positive responses. The highest average score of 4,380 was found in the statement that respondents purchased No Void Minds products because of many aspects they liked about the brand, so they were in the category of strongly agree. The lowest average score of 4.005 is found in the preference indicator of choosing No Void Minds over other brands when buying t-shirts, which are still in the agree category. Overall, these results show that respondents have a high tendency to purchase decisions towards No Void Minds products.



Gambar 4.1 Grafik Normal P-P Plot of Regression
Source: (Processed by the researcher with SPSS 25, 2026)

The results of the normality test showed that the data had met the assumption of normal distribution. This can be seen from the Normal P-P Plot graph, where the residual points are around the diagonal line and follow the direction of the line. This finding was reinforced by the results of the Kolmogorov-Smirnov test which obtained an Asymp value. Sig. (2-tailed) is 0.200, greater than 0.05. Thus, the residual in the regression model can be declared to be normally distributed.

Table 4.2 Multicollinearity Test Results

Coefficientsa		
Model	Collinearity Statistics	
	Tolerance	LIVE

1	X1	.402	2.487
	X2	.376	2.659
	X3	.315	3.178
a. Dependent Variable: Y			

Source: (Processed by the researcher with SPSS 25, 2026)

Based on the results of the analysis, the variables Brand Awareness (X1), E-WOM (X2), and Product Quality (X3) have a tolerance value above 0.10 and a Variance Inflation Factor (VIF) below 10. The results show that the regression model is free of multicollinearity symptoms so that each independent variable can be used in the analysis.

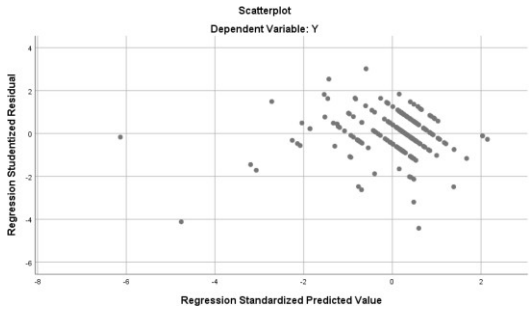


Figure 4.2 Heteroscedasticity Test with Scatterplot
Source: (Processed by the researcher with SPSS 25, 2026)

The heteroscedasticity test was performed using **a scatterplot** graph and a residual significance test. The scatter scatter pattern appears random without forming a specific pattern, while the significance value of each independent variable is above 0.05, namely Brand Awareness (0.080), E-WOM (0.258), and Product Quality (0.756). These results indicate that the regression model does not experience heteroscedasticity so that the residual variance is homogeneous.

Table 4.3 Results of the Linearity Test X1 Against Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Say.
Purchase Decision (Y) * Brand Awareness (X1)	Between Groups	(Combined)	350.307	15	23.354	16.765	.000
		Linearity	286.549	1	286.549	205.705	.000
		Deviation from Linearity	63.758	14	4.554	3.269	.000
	Within Groups		256.313	184	1.393		
	Total		606.620	199			

Source: (Processed by the researcher with SPSS 25, 2026)

Based on the results of the ANOVA test, the value of the significance of linearity in the relationship between Brand Awareness to Purchase Decisions, E-WOM to Purchase Decisions, and Product Quality to Purchase Decisions was **0.000**, which was less than 0.05, respectively. Thus, all independent variables have a significant linear relationship with the purchase decision variable, thus meeting the requirements of linear regression analysis.

Table 4.4 Results of Determination Coefficient (R^2)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804a	.647	.641	1.04577
a. Predictors: (Constant), X1, X2, X3				

Source: (Processed by the researcher with SPSS 25, 2026)

The results of the determination coefficient test (Adjusted R^2) showed a value of 0.641, which means that the brand awareness (X1), electronic word of mouth (E-WOM) (X2), and product quality (X3) variables were able to explain 64.1% of the variation

in the purchase decision variable (Y). Meanwhile, the remaining 35.9% were influenced by factors other than the unanalyzed research model. This value shows that the regression model has a fairly good ability to explain the relationship between independent and dependent variables.

Based on the results of multiple linear regression analysis, the equation Y = 0.905 + 0.136X1 + 0.217X2 + 0.143X3 was obtained. The equation shows that all independent variables have a positive influence on purchasing decisions. A constant value of **0.905** indicates that when all independent variables are zero, the purchase decision is estimated to be 0.905. However, the significance value of the constant of 0.288 indicates that the constant has no significant effect on the significance level of 5%.

Table 4.5 Hypothesis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.905	.805		1.065	.288
	X1	.136	.050	.184	2.740	.007
	X2	.217	.046	.328	4.744	.000
	X3	.143	.029	.367	4.845	.000
a. Dependent Variable: Y						

Source: (Processed by the researcher with SPSS 25, 2026)

The results of the partial test (t-test) showed that brand awareness had a regression coefficient of 0.136, a calculated t-value of 2.740, and a significance level of 0.007. These results indicate that brand awareness has a positive and significant effect on purchasing decisions. This means that every one unit increase in brand awareness will increase the purchase decision by 0.136, assuming the other variables remain constant.

The electronic word of mouth (E-WOM) variable obtained a regression coefficient of 0.217, a calculated t-value of 4.744, and a significance of 0.000. These findings show that E-WOM exerts a positive and significant influence on purchasing decisions. Thus, the better the E-WOM that consumers receive, the higher the tendency of consumers to make purchase decisions, with an increase of 0.217 for every increase of one unit of E-WOM.

Furthermore, the product quality variable has a regression coefficient of 0.143, a calculated t-value of 4.845, and a significance of 0.000. These results show that product quality also has a positive and significant effect on purchasing decisions. In other words, improving product quality will increase the purchase decision by 0.143, assuming the other variables do not change.

Overall, the results of the hypothesis testing showed that all of the research hypotheses, namely H1, H2, and H3, were accepted. This is evidenced by the significance value of each variable which is below 0.05 and the calculated t value which is larger than the t table. Thus, brand awareness, E-WOM, and product quality have been proven to have a positive and significant effect on purchase decisions.

4.1 Discussion

The results of the hypothesis test show that *brand awareness* has a positive and significant effect on purchase decisions. These findings support the opinion of Turban et al. (2017) who explain that the ability of consumers to recognize and remember a brand is one of the important factors in the purchase decision-making process. In the context of digital commerce, consumers tend to choose brands that are already known because they are considered more reliable and able to reduce risk when evaluating various product alternatives. Thus, the higher the level of *brand awareness* of the No Void Minds brand, the greater the chance that consumers will decide to buy their products.

The results of this study are in line with the findings of Suwardi (2023) and Widayat et al. (2022) who stated that increasing brand awareness can accelerate and strengthen purchasing decisions. In contrast, these results differ from the studies of William et al. (2025) and Chandra et al. (2019) which found no significant influence between *brand awareness* and purchase decisions. These differences are allegedly influenced by variations in respondent characteristics, the level of exposure to brands, the intensity of social media use, and differences in the market segments studied.

The majority of respondents were men aged 17-25 years old with student status, which is a group that actively uses social media as a source of product information. This condition shows that the level of recognition of the No Void Minds brand is quite high so that it is able to build trust and a sense of security in choosing products. Therefore, the stronger the consumer's awareness of the brand, the greater their tendency to make a purchase.

The results of the study also show that *electronic word of mouth* (E-WOM) has a positive and significant effect on purchase decisions. These findings are in line with the concept of Turban et al. (2017) which explains that reviews, comments, and information shared by users through digital media can shape consumers' perceptions and attitudes towards a brand, ultimately driving purchase decisions. The more positive information about No Void Minds circulates on digital platforms, the higher the tendency of consumers to choose the product.

These findings support the research of Chandra et al. (2025) and Farizi and Harsoyo (2023) who stated that positive reviews and testimonials can increase consumer confidence in buying a product. However, the results of this study are different from those of Syahda et al. (2024) and Nurfadhila and Widayanto (2025). Nurfadhila and Widayanto (2025) explained that E-WOM plays a greater role in shaping brand image before influencing purchasing decisions, while Syahda et al. (2024) found that the factors of ease of use of applications and service quality have a greater influence than user reviews. The difference in results may be influenced by differences in the research object, respondent characteristics, and indicators used in measuring the E-WOM variable.

The characteristics of the respondents, which are dominated by students aged 17–25 years, show that this group has a high intensity in using digital media. They tend to take reviews, comments, and other users' experiences into consideration before purchasing a product. Therefore, E-WOM that is positive about No Void Minds is able to increase consumer confidence so as to strengthen purchase decisions.

The results of the hypothesis test show that product quality has a positive and significant effect on the purchase decision. These findings support the opinion of Armstrong and Kotler (2023) who state that product quality is one of the main strategies in creating value for consumers through characteristics and features that are able to meet their needs and expectations. The better the quality of the product perceived, the higher the consumer confidence, which increases the tendency to make purchases. In this study, the quality of No Void Minds t-shirts, which was considered to have an attractive design and good durability, were factors that strengthened consumer purchase decisions.

The results of this study are also consistent with the research of Michael (2023) and Handayani and Sutawijaya (2024) who found that product quality has a positive effect on purchase decisions. Consumers generally consider aspects such as performance, features, durability, and aesthetics before making a choice. On the contrary, these results are different from the research of Kartika (2021) and Hasan and Utami (2024) which stated that product quality has no effect on purchasing decisions. The differences in findings are likely due to variations in respondent characteristics, product types, and research contexts that affect how consumers assess product quality in the decision-making process.

The characteristics of respondents who are dominated by men aged 17–25 years old with student status also support the results of this study. These consumer groups tend to pay attention to product design and appearance, especially because they actively use digital platforms as a source of information. Therefore, the visual quality and durability of No Void Minds t-shirts provide a positive perception that increases consumer confidence to choose the product (Armstrong & Kotler, 2023).

5.1 Recommendations

Based on the results of the analysis and discussion of the research, it can be concluded that the decision to purchase No Void Minds brand t-shirt products is positively and significantly influenced by three main factors, namely the level of *brand awareness*, electronic *word-of-mouth* communication (*e-WOM*), as well as product quality. These findings show that the higher the consumer's introduction to the brand, the better the information and reviews received through digital media, and the better the perceived product quality, the greater the consumer's tendency to make a purchase.

This research still has some limitations that can be of concern for future research. Researchers are then advised to use a combination of online and offline questionnaire dissemination methods to improve the quality and objectivity of the data obtained. Additionally, the addition of open-ended questions in the questionnaire can help to delve deeper into respondents' reasons, experiences, and views. The next research is also expected to involve members of the official No Void Minds community as respondents in order to provide a more comprehensive understanding of purchasing behavior and consumer loyalty to the brand.

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