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Research Article

The Influence of Brand Awareness and Customer Reviews on the Purchase Decision of Pahlawan Steamed Coating Product Surabaya

Erlin Febrilianti[1*], Liling Listyawati[2], Andry Herawati[3], Fedianty Augustinah[4]

[1] Business Administration Program, Faculty Of Administrative Science, Universitas Dr. Soetomo, liling.Listyawati@unitomo.ac.id
[2] Business Administration Program, Faculty Of Administrative Science, Universitas Dr. Soetomo
[3] Business Administration Program, Faculty Of Administrative Science, Universitas Dr. Soetomo
[4] Business Administration Program, Faculty Of Administrative Science, Universitas Dr. Soetomo
* Corresponding Author: e-mail : liling.Listyawati@unitomo.ac.id

Abstract: The rapid growth of Indonesia's tourism sector, especially in East Java, has increasingly created fierce competition between local culinary brands. Steamed coating product Surabaya, as one of the leading souvenirs, appears on a solid brand awerness representation with an authentic customer experience. This study empirically examines the influence of Brand Awareness and Customer Review on the Purchase Decision of Steamed Layer Products of Surabaya Heroes. A causal quantitative approach was applied by purposive sampling on 96 offline and online buyer respondents. Primary data was obtained through questionnaires, analyzed using multiple linear regression supported by validity, reliability, classical assumptions, and hypothesis tests. The results showed that there was a simultaneous positive influence of the two variables on the purchase decision ($F = 92.484$; Sig. = 0.000). Partially, Brand Awareness ($t = 6.457$; $\beta = 0.485$) was more dominant than Customer Reviews ($t = 5.685$; $\beta = 0.427$). Adjusted $R^2 = 0.658$ explains 65.8% of the variation in purchasing decisions, with the rest by other factors. These findings underscore the urgency of brand equity and digital management reviews to build consumer trust as well as competitive advantage.

Keywords: Brand Awareness; Brand Equity; Competitive Advantage; Customer Reviews; Purchase Decision

1. Introduction

The changing times have affected the way of life and consumption patterns of the Indonesian people, including the increasing interest in the tourism sector. Based on data from the Central Statistics Agency (2024), Juanda International Airport recorded 38,587 foreign tourist arrivals in August 2024, which is an increase of 51.04% percent from the same period the previous year. This surge reflects a positive trend in the recovery of the tourism sector in East Java. In line with the growth of the tourism industry, regional specialties are also attracting more attention, especially for the younger generation who are looking for an authentic experience.

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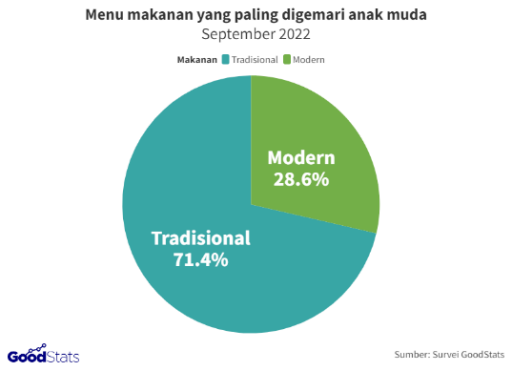


Figure 1 : Food Menu that young people like.

Based on figure 1 from the GoodStats survey (2022), which was conducted online via Google Forms between August 26 and September 6, 2022, there were 440 participants who contributed, with the majority coming from the island of Java (75.6%) and aged between 18 and 24 years old. The findings from the survey show that many young people prefer traditional foods over imported modern foods, as they consider them more varied, have better taste, and are more affordable. It emphasizes the importance of local food, including food from Surabaya, in the tourism and creative economy sectors. One of the typical foods that is experiencing rapid growth is Lapis Kukus Pahlawan Surabaya, which has become a favorite souvenir among domestic and international visitors.

As a legendary culinary product, Pahlawan Steamed coating has succeeded in building *strong brand awareness* through product quality and the typical image of the city of Surabaya. Based on reviews on the GoFood page Steamed coating Pahlawan Diponegoro Surabaya (2025), the majority of customers give a 5-star rating, indicating a high level of satisfaction. Most reviewers praised the soft taste of the cake, the variety of flavors, and the friendly service, although there were few complaints regarding the availability of the product at any given time.

However, in the midst of this positive reputation, around 10% of customers still submit complaints regarding the availability of products and services at certain times. This condition shows that there is a gap between high brand awareness and the actual customer experience. Thus, although the brand image of Steamed coating Pahlawan has been firmly established, the company needs to maintain consistency in service quality to match consumer expectations. This confirms that *brand awareness* alone is not enough, because consumers are now increasingly critical and selective in assessing products based on real experiences and digital reviews from other customers.

Competition in the souvenir industry in Surabaya is getting fiercer with the presence of new brands such as Amanda Brownies and Spikoe Resep Kuno. This condition encourages Steamed coating Pahlawan to conduct empirical research on the impact of *brand awareness* and *customer reviews* on purchase decisions, in order to retain existing customers while attracting new buyers. This phenomenon emphasizes the importance of studying the psychological aspects and consumer habits related to local products, as well as having different market characteristics compared to national products.

This phenomenon shows that Steamed coating Pahlawan Surabaya has managed to maintain its existence in the midst of fierce competition in the local restaurant industry, which is inseparable from the importance of brand awareness and customer reviews in shaping visitors' views and purchasing choices. Based on research by Nendrawati and Tantra (2024), increasing brand awareness through social media platforms can increase customer trust and encourage them to make repeat purchases. Furthermore, research by Manuaba and Wardana (2025) found that customer reviews act as a source of information that helps build trust before making a purchase, thus having a significant positive impact on consumer spending decisions.

Research by Wisesa (2021) examined Steamed coating Pahlawan in Surabaya and found that brand awareness and product quality influence each other. Tri Adi et al (2024) conducted a study on Carmel Bread and found that brand awareness has a significant positive impact on consumer purchasing decisions. Meanwhile, Risnawati et al. (2025) in their study on Ikimura Food restaurants found that online reviews and ratings from customers through the Gojek GoFood application have a significant impact, either separately or simultaneously, on consumers' purchasing decisions.

Previous studies have proven that *brand awareness* and customer reviews have a positive and significant effect on purchase decisions. *Brand awareness* has been proven to increase consumer trust, loyalty, and purchase intent for a product. *Customer reviews* also play a very important role in shaping consumers' views and convincing them before making a purchase. These two elements support each other in creating a good image and increasing the competitiveness of products, especially in the increasingly competitive local food industry. There has been no research that has examined these two factors simultaneously in the context of regional specialties, so further research is needed to address this gap.

This research is motivated by the existence of a problem. Therefore, the author seeks to explore how brand awareness and customer reviews can affect the purchase decision of Steamed coating Pahlawan Surabaya. This research was carried out to cover the gap in previous research that rarely included both factors at the same time in the local culinary realm. In addition, this research aims to provide real benefits for business actors when developing more accurate marketing tactics so that customer trust and loyalty in local products increases. In the end, this research was made to enrich scientific knowledge about consumer habits and regional food marketing approaches

2. Literature Review

This section must contain a state-of-the-art explanation. It can be explained in several ways. First, you can discuss several related papers, both about objects, methods, and their results. From there, you can explain and emphasize gaps or differences between your research and previous research. The second way is to combine theory with related literature and explain each theory in one sub-chapter.

Brand Awareness

Brand awareness is the ability of potential buyers to recognize and remember a brand in a certain product category (Hadi, 2021). Brand awareness is an important element in marketing strategies because it can increase brand presence, create a positive view of consumption on quality and reliability, and provide a competitive advantage that strengthens the brand's position in the market (Rohmawati & Ahmadi, 2024). Furthermore, Fenetta (2019) added that brand awareness is also formed through the information received, which encourages customers to associate, recognize, remember, and form an assessment of the brand.

Indicator Brand Awareness

To measure Brand Awareness, Keller (in Winadi, 2017) put forward several key indicators, including:

a. Recall: The level of ability a consumer to mention a brand when asked to mention a brand in a specific category.
b. Recognition: The level of ability of consumers to identify a brand through logos, symbols, or packaging in a specific product category.
c. Purchase: The level of consumer engagement that a brand puts on the list of considerations when buying.

d. Consumption: The level of consumer memory of a brand even though it is using a competitor's product or service.

Customer Reviews

Customer Review is a form of digital word-of-mouth interaction (e-WOM) in e-commerce, which contains information about the product in the form of assessments or experiences from customers who have made a purchase (Siti Noor Aisyah & Syaiko Rosyidi, 2023). In addition, *Customer Review* acts as a forum for buyers to evaluate other people's views on a product, company service, or information about manufacturers (Lestari et al., 2022) In addition, according to Herman et al. (2023) *Customer reviews* are considered assessments or recommendations based on product information, which are influenced by various factors and can appear in various forms.

Customer Review indicator

According to Lackermair et al. (2013) there are indicators in *Customer Review* , namely:

a. Awareness: Consumers are aware of the existence of product review features and use them as a first step before purchasing.
b. Frequency: Consumers routinely use product reviews as the main reference in the purchase decision-making process.
c. Comparison: Consumers actively read and compare reviews of different products before making a purchase choice.
d. Effect: The purchase decision of a product is strongly influenced directly by the reviews read or viewed.

Purchase Decision

Purchasing decisions are a manifestation of consumer behavior in determining, using, or consuming a product (Herman et al., 2023). Batee (2019) explained that purchasing decisions are understood as steps taken by consumers when deciding to acquire goods or services that suit their needs. In addition, the purchase decision is illustrated as the final stage in the decision-making process, where after going through a series of previous steps, the buyer finally makes the decision to buy something (Aprillia Darmansah & Sri Yanthy Yosepha, 2020).

Purchase Decision Indicators

According to Kotler & Armstrog (in Dedhy, 2017) there are indicators in Purchase Decisions, namely:

a. Purchase steadiness after knowing product information: The level of confidence of consumers to keep buying a product after obtaining sufficient information about the product.
b. Deciding to buy because of the most liked brands: The buying process based on preference for the most recognizable and trusted brands.
c. Buying because it suits wants and needs: Purchasing decisions that are driven by the suitability of the product with the expectations and needs of the consumer.
d. Buying on recommendation from someone else: Buying inspired by advice or recommendation from friends, family, or acquaintances.

Research Conceptual Framework

According to Riduwan (2023) cited by Widayat and Amirullah (2002), a conceptual framework is a theoretical picture that describes the relationship between a theory and various elements that are considered significant for the research topic. The conceptual framework in this study is prepared based on theoretical studies and previous research findings as follows:

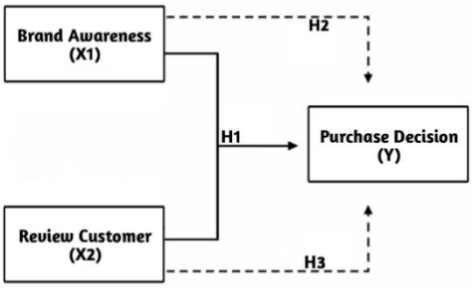


Figure 2. Conceptual framework of the research.

Description:

⋯⋯▶ : Partially

——▶ : Simultaneously

Hypothesis

A hypothesis is an initial conjecture about a problem that must be proven by gathering information and evidence from practice. Based on the problems that have been described, the formulation of the hypothesis in this study is as follows:

H1 : It is suspected that Brand Awareness and Customer Review have a simultaneous effect on the Purchase Decision of Steamed Layer of Heroes Surabaya.

H2 : It is suspected that Brand Awareness has a significant effect on the Decision to Buy Steamed Layer of Surabaya Heroes.

H3 : It is suspected that Customer Reviews have a significant effect on the Purchase Decision of Steamed Layer Hero Surabaya.

H4 : It is suspected that Customer Reviews have a dominant influence on the Purchase Decision of Steamed Layer of Heroes Surabaya.

3. Research Method

Types of Research

This study uses a quantitative method with a causal research approach, which aims to test hypotheses and explain the interaction between variables presented in the form of numbers and statistically analyzed. The purpose of this study is to determine the effect or causal relationship between independent and dependent variables. Therefore, a causal research approach is implemented. In this study, independent variables include *brand awareness* (X_1) and *customer reviews* (X_2), while dependent variables are purchase decisions (Y).

Research Location

This research was carried out at the official outlet of Steamed coating Pahlawan located on Diponegoro Street Number 73, Darmo Village, Wonokromo District, Surabaya City, East Java. This location was chosen because it is the main sales and marketing center for Steamed coating Pahlawan products.

Population

The population consists of all the people who are determined by the researcher to be the subjects in their study (Dr. Imam Machali, 2021). In this study, the population includes all customers who have transacted with Lapis Kukus Pahlawan Surabaya products, both direct purchases at official stores and through online platforms such as Shopee Food and Grab Food, but the exact number is unknown.

Sample

A sample is defined as a subset of the population that represents the overall characteristics of the group (Dr. Imam Machali, 2021). In this study, the sampling method used was a targeted technique, as the exact number of the population is unknown. The sample selection criteria for this study are individuals who have purchased Pahlawan Surabaya products at least once, either in person or online. The following Cochran formula is used to calculate sample sizes:

$$n = \frac{Z^2 \times p \times q}{e^2}$$

Description:
n= number of samples
Z= The confidence level of the sample required in the study (at α = 5% or the degree of confidence is determined to be 95% then z = 1.96)
p= 50% true chance = 0.5
q= 50% chance of error = 0.5
e= margin of error = 10% (0,1)
Thus obtained:

$$n = \frac{(1{,}96)^2 \times 0{,}5 \times 0{,}5}{(0{,}1)^2}$$

$$n = 96{,}04 = 96$$

Based on the results of the calculation using the formula that has been determined, a sample of 96 respondents was obtained.

Data Source

This study utilizes primary data collected directly from respondents through questionnaire instruments. The questionnaire was distributed to consumers of Steamed coating Pahlawan Surabaya, both offline buyers in stores and online through e-commerce platforms.

Data Collection Techniques

This study uses data collection techniques through questionnaires (surveys). Sugiyono (2013) defines a questionnaire as an information gathering tool in the form of a list of questions or statements answered by respondents based on their personal views and experiences. The questionnaire was compiled based on the indicators of research variables and distributed online through Google Forms to consumers of Lapis Kukus Pahlawan Surabaya, both direct buyers and through the marketplace.

Data Analysis Techniques

Data analysis in this study was carried out through several stages of testing, namely instrument tests, classical assumption tests, multiple linear regression analysis, and hypothesis tests.

Instrument Tests

Validity Tests

According to Ghozali (2021), the validity test aims to measure the level of accuracy of the questionnaire as a measuring tool. A questionnaire is declared valid if each question item accurately describes the concept to be measured. The test criterion is that if the value of r-count > r-table at the significance level (α = 0.05), then the instrument is valid, on the other hand, if r-count < r-table, the instrument is considered invalid.

Reliability Tests

According to Ghozali (2021), reliability is an indicator used to assess how reliable a questionnaire is when participants give similar or fixed answers for a long period of time. The

instrument used to assess reliability is the Alpha Cronbach coefficient. In this study, the researcher also applied a value limit of 0.6, so that an instrument is considered reliable if the Cronbach alpha value ≥ 0.6, if the Cronbach alpha value < 0.6.

Classical Assumption Tests

Classical assumption tests are carried out to ensure that the multiple regression model applied is correct. According to Ghozali (2021), classical testing on research data involves several assumption tests, namely normality tests, heteroscedasticity tests, and multicollinearity tests.

Normality Tests

According to Ghozali (2021), normality tests are used to ensure that regression data is distributed normally. The assumption of normality is necessary for the regression coefficient to be significantly tested in statistical analysis.

Heteroscedasticity Tests

According to Ghozali (2021), the heteroscedasticity test aims to detect differences in residual variation between observations in the regression model. If the residual variance is constant, this condition is called homoscedasticity with the characteristic of randomly scattered residual points without pattern. Conversely, if the variance varies forming a conical or wavy pattern, it is called heteroscedasticity. This study used scatterplots and Glejser tests to verify the assumption of homoscedasticity.

Multicollinearity Tests

The multicollinearity test aims to ensure that there is no high correlation between independent variables in the regression model. According to Ghozali (2021), independent variables should ideally be orthogonal or not correlated with each other. The test criteria are: if the Tolerance value is ≤ 0.10 or VIF ≥ 10, it means that there is multicollinearity; while if the Tolerance > 0.10 and the VIF < 10, the assumption is fulfilled (there is no multicollinearity).

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique that functions to identify the impact of one or more independent variables (X) on bound variables (Y) (Ghozali, 2021). The analysis models applied are as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Description:
Y: Purchase Decision Variable
α: constant
β_1: Variable Regression Coefficient of Brand Awareness
X_1: variable brand awareness
β_2: Regression Coefficient of Customer Review Variables
X_2: customer review variable
E: Error Rate

Hypothesis Tests

Simultaneous Test (F Test)

The F test essentially assesses whether each independent variable has a simultaneous effect on the dependent variable (Ghozali, 2021). The criteria for its decision-making are as follows:

a. If the F_hitung > F_tabel and significance level < 0.05, then Ho is rejected and Ha is accepted.
b. If the F_hitung < F_tabel and significance level > 0.05, then Ho is accepted and Ha is rejected.

Partial Test (t-test)

The t-test is used to show how significant the individual influence of one independent variable is on the dependent variable (Ghozali, 2021). The decision-making criteria are as follows:

a. If the t_hitung > t_tabel and significance level < 0.05, then Ho is rejected and Ha is accepted. This means that there is a significant positive influence.
b. If the t_hitung < t_tabel and significance level > 0.05, then Ho is accepted and Ha is rejected. This means that there is no significant positive influence.

Coefficient Determination Test (R^2)

According to Ghozali (2021), the determination coefficient (R^2) measures the magnitude of the influence of independent variables on dependent variables.

4. Results and Discussion

Validity Test

Table 1. Validity Test Results

Variable	Question Items	r_{count}	r_{table}	Remarks
BRAND AWARENESS (X1)	X1.1	1,000	0,1689	Valid
	X1.2	0,380	0,1689	Valid
	X1.3	0,583	0,1689	Valid
	X1.4	0,415	0,1689	Valid
	X1.5	0,575	0,1689	Valid
	X1.6	0,407	0,1689	Valid
	X1.7	0,590	0,1689	Valid
	X1.8	0,445	0,1689	Valid
CUSTOMER REVIEW (X2)	X2.1	0,217	0,1689	Valid
	X2.2	0,312	0,1689	Valid
	X2.3	0,208	0,1689	Valid
	X2.4	0,343	0,1689	Valid
	X2.5	0,349	0,1689	Valid
	X2.6	0,393	0,1689	Valid
	X2.7	0,361	0,1689	Valid
	X2.8	0,349	0,1689	Valid
PURCHASE DECISION (Y)	Y.1	0,424	0,1689	Valid
	Y.2	0,372	0,1689	Valid
	Y.3	0,265	0,1689	Valid
	Y.4	0,439	0,1689	Valid
	Y.5	0,483	0,1689	Valid
	Y.6	0,477	0,1689	Valid
	Y.7	0,443	0,1689	Valid
	Y.8	0,400	0,1689	Valid

Based on the results of the validity test in the table above, all question items of *the Brand Awareness* (X_1), *Customer Review* (X_2), and Purchase Decision (Y) variables have *a r-count value > r-table* (0.1689). Thus, all items are declared valid and ready for use for the next reliability test.

Reliability Test

Table 2. Reliability Test Results.

Variable	Cronbach's Alpha	Remarks
BRAND AWARENESS (X_1)	**0,867**	**Reliable**
CUSTOMER REVIEW (X_2)	**0,895**	**Reliable**
PURCHASE DECISION (Y)	**0,879**	**Reliable**

Based on the results of the reliability test in the table above, Cronbach's Alpha value for the Brand Awareness (X_1) variable is 0.867, Customer Review (X_2) is 0.895, and Purchase Decision (Y) is 0.879. Since all of these values are greater than 0.6, all variables are declared reliable and suitable for further analysis.

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.2708333
	Std. Deviation	3.02352390
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.081
Test Statistic		.083
Asymp. Sig. (2-tailed)		.107[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 3. Kolmogorov Smirnov Test *Normality Test Results.*

Based on the results of the Kolmogorov–Smirnov test, the Asymp. The Sig. (2-tailed) obtained was 0.107, which is greater than the significance level of $\alpha = 0.05$. Since $0.107 > 0.05$, it can be concluded that the residual data is normally distributed. Thus, the normality assumptions in the regression model are fulfilled and linear regression analysis can be continued without violating classical assumptions.

Heteroscedasticity Test

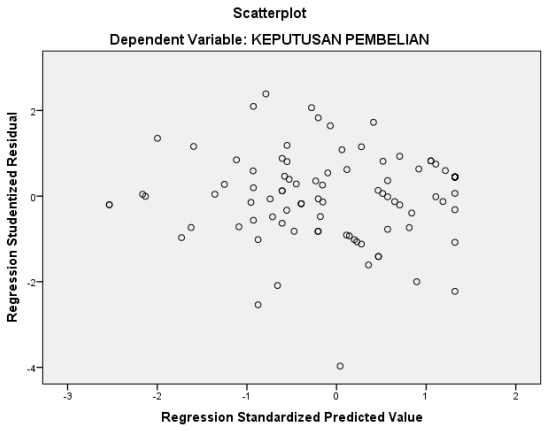


Figure 4. Chart Test Results in *Scatter Plots.*

The test showed data points were randomly dispersed without any specific patterns. This condition indicates the absence of heteroscedasticity, so the regression model meets the assumption of homoscedasticity and is ready for further analysis.

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	BRAND AWERNESS	.639	1.566
	REVIEW CUSTOMER	.639	1.566

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 5. Multicollinearity Test Results.

The results of the multicollinearity test showed that the Brand Awareness (X_1) variable had VIF = 1.566 (< 10) and Tolerance = 0.639 (> 0.10). Similarly, Customer Reviews (X_2) with VIF = 1.566 (< 10) and Tolerance = 0.639 (> 0.10). Both variables are free of multicollinearity so that regression models can be used.

Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.039	2.296		1.324	.189
	BRAND AWERNESS	.499	.077	.485	6.457	.000
	REVIEW CUSTOMER	.396	.070	.427	5.685	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 6. Multiple Linear Regression Analysis Test Results.

Based on the results of multiple linear regression analysis shown in the table, the following model equations are obtained:

$$\mathbf{Y = 3.039 + 0.499X_1 + 0.396X_2}$$

Multiple Linear Regression Model Interpretation:

a. Constant (α = 3.039) Indicates a base value of Purchase Decision (Y) of 3.039 when Brand Awareness (X_1) and Customer Review (X_2) are both zero (ceteris paribus).
b. Brand Awareness (β_1 = 0.499 - positive) Every 1 unit increase in Brand Awareness increases Purchase Decisions by 0.499 units, with constant Customer Reviews.
c. Customer Reviews (β_2 = 0.396 - positive) Every 1 unit increase in Customer Reviews increases Purchase Decisions by 0.396 units, with constant Brand Awareness.

F Test (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1309.891	2	654.946	92.484	.000[b]
	Residual	658.599	93	7.082		
	Total	1968.490	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), REVIEW CUSTOMER , BRAND AWERNESS

Figure 7. F Test (Simultaneous).

The ANOVA test yielded an F-count of 92.484 with a p-value of 0.000 (< 0.05), which exceeded the F-table (3.09). This proves that Brand Awareness (X_1) and Customer Review (X_2) together have a significant effect on Purchase Decisions (Y).

t Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.039	2.296		1.324	.189
	BRAND AWERNESS	.499	.077	.485	6.457	.000
	REVIEW CUSTOMER	.396	.070	.427	5.685	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 8. Partial Test Results (t).

Based on the analysis of the t-test in the table above, the following findings were obtained:

a. Brand Awareness (X_1) has a t-count = 6.457 (sig. = 0.000). The t-calculated value > t-table (1.985) and sig. < 0.05, so H_0 is subtracted, H_1 is accepted. Brand awareness has a positive and partially significant effect on purchasing decisions (Y).
b. Customer Reviews (X_2) have t-count = 5.685 (sig. = 0.000). The t-calculated value > t-table (1.985) and sig. < 0.05, so H_0 is subtracted, H_2 is accepted. Customer reviews have a positive and partially significant effect on the purchase decision (Y).
c. Variable (H_4) dominance test, Standardized Beta Comparison shows Brand Awareness (0.485) > Customer Review (0.427). Brand Awareness has a dominant influence, so H_4 is rejected.

Coefficient Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816[a]	.665	.658	2.661

a. Predictors: (Constant), REVIEW CUSTOMER , BRAND AWERNESS

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 9. Coefficient Determination Test Result.

The Adjusted R^2 value = 0.658 (65.8%) indicates that Brand Awareness (X_1) and Customer Reviews (X_2) together explain 65.8% of the variation in Purchase Decision (Y). The remaining 34.2% were influenced by other factors outside of this research model. In addition, the correlation value of R (0.816) indicates a strong and positive relationship between the independent variable and the dependent variable.

5. Conclusion

Based on the research on the Influence of Brand Awareness and Customer Review on the Purchase Decision of Steamed Layer of Heroes Surabaya, several conclusions were obtained as follows:

Simultaneously, Brand Awareness (X1) and Customer Review (X2) together have a significant influence on Purchase Decisions (Y). This is evidenced by the results of the F test with an F value of 92.484 which is greater than the F of table 3.09 and a significance value of 0.000 < 0.05. Thus, the combination of the two makes a strong contribution in encouraging the purchase of this local culinary product in the midst of fierce competition for Surabaya souvenirs.

Brand Awareness (X1) has been proven to have a positive and significant effect on Purchase Decisions (Y). This condition can be seen from the t-value of 6.457 which is greater than the t table of 1.985 with a significance level of 0.000 < 0.05. In other words, the stronger the consumer's memory and closeness to the Lapis Kukus Pahlawan brand, the higher the consumer's tendency to make a purchase.

Customer Reviews (X2) also have a positive and significant effect on Purchase Decisions (Y). This is reflected in the t-value of 5.685 which exceeds the t table of 1.985 with a significance of 0.000 < 0.05. These findings show that positive reviews from customers are able to increase trust and encourage consumers to buy, both in stores and through online platforms.

A comparison of the Standardized Coefficients Beta score shows that Brand Awareness has a more dominant influence than Customer Reviews, with a Beta value of 0.485 which is higher than Beta of 0.427. Therefore, Brand Awareness is stated as the most powerful variable in influencing Purchase Decision (Y), so Hypothesis 4 (H4) which states that Customer Reviews are the most dominant variable is not proven and is rejected.

Based on the findings of the study on the influence of Brand Awareness and Customer Review on the Purchase Decision of Lapis Kukus Pahlawan Surabaya products, it is recommended that the company continue to increase brand awareness by implementing a consistent digital advertising strategy on various social media channels. This effort will help maintain the product's image as a typical souvenir from Surabaya and strengthen its place in the minds of consumers. Furthermore, companies must increase their responsibility in dealing with customer feedback by providing a prompt and professional response, while maintaining high quality of taste, high cleanliness, and sufficient stock availability to ensure customer satisfaction. For further research, it is recommended to add other variables such as brand trust, perception of quality, and customer satisfaction for a more in-depth analysis.

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