



THE INFLUENCE OF BRAND EQUITY ON CONSUMER PURCHASING DECISIONS FOR GREENFIELDS FRESH MILK

Nisa Fitriyani and Nia Rosiana

Agribusiness Department, Faculty of Economy and Management, Universitas IPB (Institut Pertanian Bogor)

Correspondence author: niarosiana@apps.ipb.ac.id

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Abstract. The development of the dairy industry in Indonesia aligns with the growing demand for milk. Greenfields is a brand that has succeeded in becoming the market leader for fresh milk in Indonesia, but it is not yet able to be in the Top Brand Award. The research aims to identify consumer characteristics and analyze the influence of brand equity on consumer purchasing decisions for Greenfields Fresh Milk. The study was conducted in Jakarta. We used descriptive analysis and structural equation modeling partial least squares (SEM-PLS) to analyze the total research sample of 125 respondents. The results reveal that the majority of the consumers are women aged 18-25, residing in South Jakarta, and possessing a high school education. Most consumers are private employees with incomes from IDR 5,000,001-IDR 7,000,000 and expenditures on consumption from IDR 500,000-IDR 1,000,000 per month, with a frequency of consuming fresh milk 1-5 times per month. SEM-PLS analysis shows that brand equity has a significant positive effect on purchasing decisions. Based on the results, Greenfields can expand its target market to include children and conduct more intensive promotions.

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INTRODUCTION

The trend of fresh milk production in Indonesia tends to increase in the last five years. According to data (BPS, 2023), although there was a decrease in production in 2019 and 2021, this figure was not significant and it increased again when the latest data, namely in 2022, showed that fresh milk production reached 968 thousand tons. Fresh milk is pure milk that comes directly from the udders of healthy lactating livestock, is free from colostrum, its natural content is not reduced or added to anything, and does not receive any treatment except cooling (BSN, 2011).

According to (Kemenperin, 2021) the participation level in Indonesian milk consumption fluctuates and tends to stagnate, averaging 45.47 percent per year, with Jakarta is the city with the highest milk consumption rate each year, namely an average of 8 percent in the last five years (BPS, 2022). Consumption participation is the percentage of people who consume milk among the total

national population. Data on milk consumption participation of Indonesian people in several years can be seen in Table 1.

Table 1. Average consumption participation of milk

Year	Average Consumption Participation (%)
2018	46.77
2019	45.47
2020	45.79
2021	44.23
2022	45.12

Source: (Kemenperin, 2021)

The fresh milk industry in Indonesia continues to develop or increase (Kemenperin, 2021). There are 84 milk and derivative processing industries and 14 companies engaged in the domestic fresh milk industry. There has been an increase in demand for milk as seen from the level of milk demand of 3 percent in the period 2019 to 2022. The year 2022 had the highest level of demand in the last 4 years, reaching 4.42 million tons. The data on milk demand in Indonesia can be seen in Table 2.

Table 2. Data of milk needs in Indonesia

Year	Milk Needs (million tons)	Increase Percentage (%)
2019	4.33	-
2020	4.35	2
2021	4.38	3
2022	4.42	4
Average percentage (per year)		3

Source: (BPS, 2022)

The milk industry in Indonesia continues to grow and introduce other alternative products so that competition between brands occurs in the market. The purchase decision is a several-stage process carried out by consumers before deciding to make a purchase, where these stages consist of recognizing needs, searching for information, evaluating alternatives, purchasing, and results or evaluation (Engel, Blackwell, & Miniard, 1994). A brand can signal to consumers the origin of a product and protect both consumer and producer from competitors who attempt to provide a variety of seemingly identical products (Aaker, 1991). The brand becomes important for producers or industrial players because the unique characteristics of each company can be based on the creation of a distinctive brand (Nurjanah, 2017). A broad range of fresh milk products appearing on the market has created quite high competition between fresh milk producers so producers or companies operating in this industry must be able to achieve and maintain their brand's competitive advantage by creating a strong brand equity. Brand equity is formed from several categories of dimensions, namely brand awareness, brand loyalty, brand association, quality perception, and other assets (Aaker, 1991).

Brand equity needs to be given attention by the fresh milk industry in Indonesia, one of which is the Greenfields branded fresh milk. PT Greenfields Indonesia launched its first fresh milk product in 2000. Although it is still relatively new compared to other brands, Greenfields has been able to claim its brand as the market leader in Indonesia since 2017 in the fresh milk category with a market share of 54 percent. This claim is supported by market report data published by Euromonitor International (2019) that Greenfields is still the market leader for the fresh milk category in Indonesia with a market share of around 39.7 percent in 2019. In addition, in his official statement on (The Economics, 2023), the CEO of Greenfields Indonesia also reiterated that Greenfields remains the market leader in 2022

with a market share of more than 50 percent of the market in the fresh milk category. However, the research result from Frontier Consulting in Table 3 shows that even though Greenfields is the market leader, its brand is not yet included in the 5 main brands of the top brand index (Ultra Milk, Bear Brand, Frisian Flag, Indomilk, Milo) on the market.

Table 3. Brand index data of packaged liquid milk 2018-2022

Year	Top Brand Index (%)				
	Ultra Milk	Bear Brand	Frisian Flag	Indomilk	Milo
2018	40.60	8.80	15.10	18.50	7.60
2019	42.70	12.30	17.20	12.50	4.80
2020	31.80	14.30	21.90	14.50	5.30
2021	32.90	18.80	18.40	11.90	4.80
2022	36.00	18.20	15.50	11.00	5.20

Source: (Top Brand Award, 2022)

In this regard, it is necessary to strengthen the brand equity that is owned to maintain the market leader position, where this position is closely related to the level of sales or purchases of consumers who tend to choose products with brands that have been previously trusted and known. A brand becomes a medium for producers to differentiate their product from other alternative products, which will play a role in how consumers recognize and decide to purchase the product (Aaker, 1996). A strong brand equity can dominate the industrial market and become one of the company's assets so that the company can estimate the sustainability of a product or the company itself, therefore brand equity is an important matter for every producer or company (Nurjanah, 2017).

The existence of this gap where Greenfields has been the market leader in the fresh milk category since 2017 but has not been able to enter the top 5 brand category, makes this study important to see the characteristics of Greenfields fresh milk consumers and how much brand equity affects their purchasing decision. It is important to conduct a study because brand equity can influence consumer purchasing decisions, which will have an impact on the company's performance as a market leader.

Based on several previous studies, it is shown that brand awareness, perceived quality, brand associations, and consumer loyalty are dimensional variables of brand equity that can be studied. There are differences in the results of the previous studies. Studies by (R Aisyah, Mustafa, Hippy, & Sari, 2023) and (Nurjanah, 2017) show that all variables from the brand equity dimension have a significant positive effect on purchase decisions. Another study (Santoso & Najib, 2015) shows that simultaneously, brand equity has a significant effect on purchase decisions, but partially, only brand association and brand loyalty have a significant effect. Meanwhile, the study (Mayliani, 2023) shows that brand association has a positive effect and can increase purchase decision, but the variables of brand loyalty, brand awareness, and perceived quality have no effect on purchase decision. It contrasts with the study (Adinta, 2015), which shows that brand awareness, perceived quality, and brand loyalty have a positive effect on consumer purchase decision, while brand association has a negative effect on purchase decision. Furthermore, no previous research has discussed the influence of brand equity on purchase decision in the fresh milk category, especially the Greenfields brand. In relation to this, the research on the influence of brand equity on purchase decisions for Greenfields fresh milk becomes important to be studied. Based on that description, this study aims to (1) identify the characteristics of Greenfields fresh milk product consumers and (2) analyze the influence of brand equity on purchase decision of consumers of Greenfields fresh milk products.

METHOD

The research was conducted on respondents who were consumers of Greenfields fresh milk products in Jakarta, taking into account that Jakarta is a densely populated large city with the highest consumption of liquid milk each year, averaging 8 percent in the last five years. (BPS, 2022). The research employs both primary and secondary data. Primary data were obtained through distributing questionnaires to consumers of Greenfields fresh milk in the DKI Jakarta area. Secondary data were obtained from the results of literature studies sourced from books, previous research results in the form of both journals and articles, as well as official websites. The data were accessed from the Central Statistics Agency (BPS), Publications of the Ministry of Agriculture, the Directorate General of Animal Husbandry and Animal Health, the company website of PT Greenfields Dairy Indonesia, and other literature related to milk, especially fresh milk.

This study used a non-probability sampling method, a purposive sampling technique. The sample criteria were a minimum age of 17 years, residing in the Jakarta area, and having purchased Greenfields fresh milk products at least once last month. The minimum number of samples required in this study is 115 respondents. This number is obtained from the total results of the predetermined indicators (23 indicators) and then multiplied by five. The calculation of the minimum number of samples in this study is based on the opinion of (Bentler & Chou, 1987) Which states that the minimum number of samples in the study to be processed using SEM-PLS is five to ten times the number of indicators formulated in the model, thus reducing bias in sampling. 125 respondents who met the criteria were successfully collected as samples in the research.

Primary data was collected through the direct distribution of questionnaires in several shopping centers with open areas around Jakarta. The research questionnaire has one type of question, namely closed questions. Data collection in this study was measured using a Likert scale of 1 to 5.

Before distributing the questionnaire, a preliminary test was conducted on the questionnaire by conducting a pretest on 30 respondents (random Greenfields fresh milk consumers) to see to what extent the prepared instrument was well understood and was capable of measuring what was to be measured so that the research results had high validity and reliability and could be scientifically justified (Nurjanah, 2017). The result of the pretest found several statements that were invalid and therefore needed to be removed from the questionnaire.

The research employs descriptive analysis to answer the first objective of the study, namely, to identify the characteristics of Greenfields fresh milk consumers. Descriptive analysis organizes, summarizes, and presents the collected data in an informative way, using tables, graphs, diagrams, and others (Lind et al., 2012). The consumer characteristics analyzed include gender, residence, age, occupation, education, income, consumption expenditure, and monthly milk consumption.

The Likert scale in research is employed to measure latent variables from the brand equity dimension that cannot be measured directly. The Likert scale used has a scale range of 1 to 5 with the consideration that it can be more precise and more effortless in mapping respondent choices. (Tanujaya, B., Prahmana, R. C. ., & Mumu, J., 2022). The assessment mapping for each scale is presented in Table 4.

Table 4. Likert scale

Scale	Explanation
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Source: (Tanujaya, B., Prahmana, R. C. ., & Mumu, J., 2022)

After the data had been collected, the average value was calculated to determine the measure of central tendency and variance of the respondent data. Thereafter the results of the average are mapped into a range scale by considering interval information. The calculation of the average and interval range scale is as follows:

$$Average = \frac{\sum xi}{n}$$

Based on formula (1), $\sum xi$ is the sum of Likert scale values and n is the number of respondents. Then the result of the average is mapped into a scale range with the following interval:

$$Interval = \frac{\text{the highest scale} - \text{the lowest scale}}{\text{number of scales}} = \frac{5 - 1}{5} = 0,8$$

The scale range used in the analysis of the four brand equity variables is as follows:

- 1,00 – 1,80 = very poor
- 1,80 – 2,60 = poor
- 2,60 – 3,40 = good enough
- 3,40 – 4,20 = good
- 4,20 – 5,00 = very good

In this study, the Structural Equation Modeling - Partial Least Square (SEM-PLS) test is based on (Hair et al., 2021). It is to analyze the influence of brand equity on purchasing decisions and to determine the level of importance and performance of brand equity dimensions. SEM-PLS testing uses the second-order latent variable method where there are latent variables formed from dimensions or other latent variables, namely exogenous variables derived from brand equity formed from four dimensions (brand awareness, brand association, perceived quality, and brand loyalty) directly related to endogenous variables, namely purchasing decisions. Both types of variables are processed and analyzed using the second-order latent variable method with the help of SmartPLS 3.0 software. The stages of data processing and analysis used through the SEM-PLS method are:

1. Outer Model Test (Measurement Model Evaluation)

The outer model test was carried out to measure the validity and reliability of the model studied. This test is also called the outer relation or measurement model because the results can describe or define the characteristics of the relationship between latent variables and various indicator variables (Irwan & Adam, 2020). The stages of testing the outer model in this study are:

a. Convergent Validity Test

This testing stage is carried out to test the validity of the correlation value between the constructed variable and the latent variable. The correlation can be deemed valid if it has a loading factor value of more than 0.70 (Irwan & Adam, 2020). If there is a loading factor value in the correlation that is below 0.70, then the indicator deletion (dropping) stage is carried out, and then re-analysis can be carried out. After seeing the loading factor value, the variables that meet the minimum loading factor requirements are then calculated for the Average Variance Extracted (AVE) value. The minimum AVE value that can be said to be valid is above 0.50 (Hair et al., 2021). The convergent validity test is considered fulfilled if the loading factor and AVE values of all indicators are above the standard.

b. Discriminant Validity Test

The discriminant validity testing stage can be done through several parameters, including the cross-loading value. The indicator of success in this test is that if the correlation value of a latent variable with its indicator is greater than the correlation value with other indicators, then it can be said to meet discriminant validity (Jogiyanto & Abdillah, 2009).

c. Construct a Reliability Test

Testing is carried out to measure the internal consistency of measuring instruments expected to be measured accurately. The reliability of the construct variable is calculated by looking at the composite reliability or Cronbach alpha value of each construct variable. The composite reliability or Cronbach alpha value is regarded as reliable if it reaches a minimum value of 0.70 (Hair, et al., 2021).

2. Inner Model Test (Evaluation of structural model)

This test determines how much influence the independent latent variable has on the dependent latent variable. The structural model is evaluated by calculating the *r-square* value to see the level of variation in changes in the independent latent variable toward the dependent latent variable. The higher the *r-square* value obtained, the better the research prediction model is. Furthermore, to determine the significance of the influence of independent latent variables on dependent latent variables, it is deduced from the value of *t-statistics* or *p-value*. If the value of *t-statistics* is more than 1.96 or the *p-value* is less than 0.05, then the independent latent variable can be said to have a significant effect on the dependent latent variable (Hair, et al., 2021).

3. Importance-Performance Matrix Analysis (IPMA)

This analysis is used to see the level of importance and performance of latent variables in a structural model. According to (Garson, 2016), the level of importance is seen in the total value of its effect where the latent variable is considered significant if the total value of the impact is equal to or greater than the average and is stated to have high performance if the value of the performance is greater than or equal to the average. Variables that have a high level of importance but have low-performance values are latent variables that are recommended to be improved. In the context of brand equity, this analysis is used to determine the level of an important high level of importance, but low-performance values are latent variables used and the performance of the dimensions that form it so that it can be known which dimensions need to be improved in creating brand equity.

The research hypothesis was tested using the bootstrapping method with a test indicator if the *t-statistics* is more than 1.96 or the *p-value* is less than 0.05, then the null hypothesis (H_0) in this study will be rejected. (Hair et al., 2021). The following are the hypotheses used in this study:

H_0 : Brand equity does not affect purchasing decisions

H_1 : Brand equity has a significant effect on buying decisions.

RESULT AND DISCUSSION

Respondent Characteristics

Based on Table 5, 67.2% of Greenfields' fresh milk is consumed by women and the rest by men. This dominance is known because women have more knowledge and awareness of the importance of consuming nutritious food and show higher concern regarding food safety and diet. (Rachmani, Apriantini, & D., 2022).

Table 5. Distribution of respondent gender

Gender	Number (persons)	Percentage (%)
Male	41	32.8
Female	84	67.2
Total	125	100

Source: Primary Data processed, 2024

The age category shows that the respondents in this study were mostly in the age range of 18-25 years (Table 6). This is a young age group that often does a lot of activities, and to support staying healthy, this age range tends to pay more attention to the nutritional content of what is consumed (Yunita, N., Ariyani, A. H. M., & Ihsannudin, I., 2024). Fresh milk is one of the choices for high nutritional intake supporting daily activities.

Table 6. Distribution of respondent age

Age (years)	Number (persons)	Percentage (%)
18 – 25	88	70.4
26 – 33	28	22.4
34 – 44	9	7.2
Total	125	100

Source: Primary Data processed, 2024

The majority of research respondents live in South Jakarta, followed by West Jakarta, because these two cities have a more excellent distribution of minimarkets and supermarkets. (Top Brand Award, 2022) which is the distribution location for Greenfields fresh milk products, compared to other cities or districts. In the category of the last level of education of respondents, most respondents have completed their education up to the Senior High School (SMA/Equivalent) level, so they are more critical in choosing products to consume. A higher level of education can help consumers select and evaluate products well so that the benefits obtained from consuming the product are more optimal. (Saffaya, 2023).

Based on occupation, the majority of respondents have private employee status, which is known to have busy schedules and high working hours, averaging 42 hours per week. (BPS, 2023). This makes private employees need additional nutritional consumption, one of which is fresh milk which has high nutritional content. Furthermore, the majority of respondents have an income between IDR 5,000,001 - IDR 7,000,000 per month which is in line with previous findings, namely that the majority of respondents work as private employees in Jakarta with a Provincial Minimum Wage (UMP) of IDR 5,067,381 in 2024.

The majority of respondents have monthly food and beverage expenditures ranging from IDR 500,000 to IDR 1,000,000, and the distribution of fresh milk consumption frequency by the majority of respondents is 1-5 times. The amount of expenditure for food and beverage consumption, which tends to be dominated by the lower middle range, affects the frequency of consumers in consuming fresh milk, which is also dominated by the low range.

Brand Equity Analysis of Greenfields Fresh Milk

Descriptive Analysis of Brand Equity

This analysis was conducted by calculating the average of the respondents' Likert scale (Table 7). The results of this analysis indicate that the quality perception dimension has the highest value compared to other dimensions, with the category obtained being very good. These results indicate that overall, the quality perception of Greenfields fresh milk products is very good, so it can be said that Greenfields has succeeded in providing its best quality products to consumers.

Table 7. Brand equity variable scores

Brand Equity	$\bar{x}$	Category
Brand Awareness	3.89	Good
Brand Association	4.03	Good
Perceived Quality	4.29	Very good
Brand Loyalty	3.76	Good

Source: Primary Data processed, 2024

Structural Equation Modeling-Partial Least Square Analysis

1. Outer Model Test (Evaluation of Measurement Model)

This study uses the second-order latent variable method where the exogenous variables used are Brand Equity (EM) which is formed through its four dimensions, including Brand Awareness (KM) with three indicators (KM1, KM2, and KM3); Brand Association (AM) with four indicators (AM1, AM2, AM3, and AM5); Perceived Quality (PK) with five indicators (PK1, PK2, PK3, PK4, and PK5); and Brand Loyalty (LM) with five indicators (LM1, LM2, LM3, LM4, and LM5), in addition there is one endogenous variable, namely Purchase Decision (KP) with five indicators (KP1, KP2, KP3, KP4, and KP5). The results of the outer model analysis describe the relationship between latent variables and their indicators (Irwan and Adam, 2015). The test was conducted in two stages, namely stage 1, first order (lower order construct), and stage 2 (higher order construct), which in each stage includes convergent validity testing, discriminant validity testing, and construct reliability testing using composite reliability.

Stage 1 First Order (Lower Order Construct)

a. Convergent Validity Test

First-order testing focuses on the correlation of constructs that act as dimensions with their indicators. According to (Hair, et al., 2021), a convergent validity test is conducted by looking at the loading factor value and Average Variance Extracted (AVE). The correlation value is valid if the loading factor value exceeds 0.70 and the AVE value exceeds 0.50. In the initial testing stage, several indicators were below the standard loading factor value, namely the AM5, PK2, and LM3 indicators. Furthermore, retesting was carried out on other indicators that were known to show results that had met the standard loading factor value, and each variable had met the standard AVE value. The final results of this stage are attached in Figure 1.

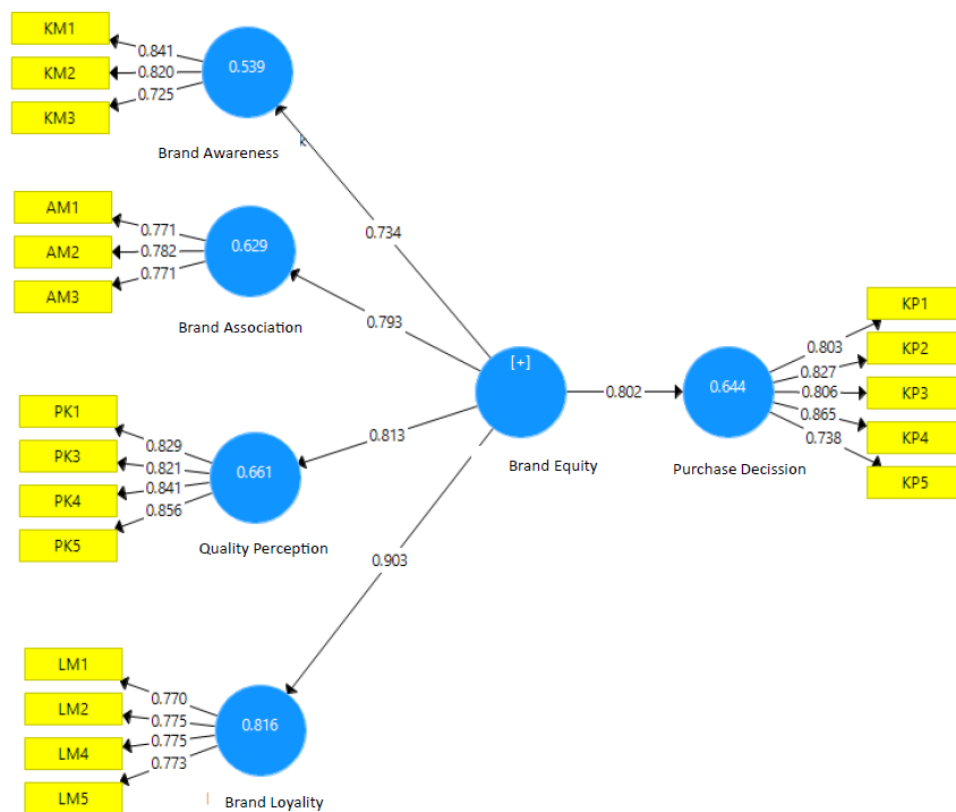
b. Discriminant Validity Test

In the first stage, testing is conducted by comparing the correlation of a variable on its indicator and the correlation between a variable and other indicators. The parameter used is the cross-loadings value where if the correlation value of a latent variable with its indicator is greater than the correlation value with other indicators, it has met the discriminant validity. The test results which are presented in Table 8 are known to have met the requirements for discriminant validity.

Table 8. Cross Loadings First Order Value

Dimension	KM	AM	PK	LM
KM1	0.841	0.437	0.360	0.552
KM2	0.820	0.631	0.352	0.559
KM3	0.725	0.334	0.198	0.334
AM1	0.499	0.771	0.345	0.528
AM2	0.553	0.782	0.353	0.461
AM3	0.331	0.777	0.414	0.455
PK1	0.258	0.281	0.829	0.401
PK3	0.239	0.333	0.821	0.439
PK4	0.439	0.510	0.841	0.670
PK5	0.334	0.414	0.856	0.545
LM1	0.456	0.527	0.568	0.770
LM2	0.483	0.399	0.531	0.775
LM4	0.413	0.379	0.444	0.784
LM5	0.564	0.605	0.426	0.773

Source: Primary Data processed, 2024

**Figure 1. Final Value of Loading Factor and AVE First Order**

Source: Research Data

c. Construct a Reliability Test

In the first order, reliability measured are the four dimensions that form brand equity using composite reliability values where the reliable value is at least 0.70 (Hair, et al., 2021). The results of the reliability test in Table 9 show that the measurement dimensions have met the composite reliability value standards.

Table 9. Composite Reliability First Order Value

Dimension	Composite Reliability
Brand Awareness	0.839
Brand Association	0.818
Perceived Quality	0.902
Brand Loyalty	0.856

Source: Primary Data processed, 2024

Stage 2 Second Order (Higher Order Construct)

a. Convergent Validity Test

The second-order convergent validity test focuses on the correlation between the construct as a dimension with its latent variables and the correlation among latent variables. At this stage, the loading factor value uses Latent Variable Scores (LVS) with a valid indicator if it has a loading factor value which is greater than 0.70 and an AVE value which is above 0.50. The results of the loading factor test are attached in Table 10.

Table 10. Loading Factor Second Order Value

Latent Variable	Loading Factor
Brand Awareness -> Brand Equity	0.734
Brand Association -> Brand Equity	0.793
Perceived Quality -> Brand Equity	0.813
Brand Loyalty -> Brand Equity	0.903
Brand Equity -> Purchase Decision	0.802

Source: Primary Data processed, 2024

Table 10 shows that each construct in the second-order test has met the standard loading factor value, which is above 0.70. Furthermore, the Average Variance Extracted (AVE) value test of each latent variable is carried out, with the results attached to Table 11 showing that the variables have met the standard AVE value, which is above 0.50. This means the four dimensions and latent variables used are valid and can be used for the next testing stage.

Table 11. Average Variance Extracted (AVE) Second Order Value

Variable	Average Variance Extracted (AVE)
Brand Equity	0.542
Purchase Decision	0.654

Source: Primary Data processed, 2024

b. Discriminant Validity Test

In the second stage, testing compares the correlation between the latent variable and its indicator. The latent variable Brand Equity (EM) is known to be formed from its four dimensions, so the indicators used are all indicators that form the four dimensions. In contrast, the latent variable Purchase Decision (KP) uses its forming indicators. The parameters used in this test use the cross-loadings value, and the test result is that all correlation values of the latent variables with their indicators are more significant

than the correlation values with other indicators so that they have met the requirements for discriminant validity. The results of the cross-loading test for the second order are presented in Table 12.

Table 12. Cross Loadings second order value

Indicator	Brand Equity	Purchase Decision
AM1	0.773	0.517
AM2	0.718	0.453
AM3	0.693	0.447
KM1	0.724	0.558
KM2	0.776	0.490
KM3	0.682	0.512
LM1	0.735	0.597
LM2	0.687	0.597
LM4	0.694	0.549
LM5	0.724	0.661
PK1	0.681	0.437
PK3	0.702	0.427
PK4	0.796	0.658
PK5	0.711	0.486
KP1	0.590	0.803
KP2	0.605	0.827
KP3	0.671	0.806
KP4	0.677	0.865
KP5	0.562	0.738

Source: Primary Data processed, 2024

c. Construct a Reliability Test

Reliability testing on the second order that is measured is a latent variable using a composite reliability value where the reliable value is at least 0.70 (Hair, et al., 2021). Based on the results of the reliability test of each latent variable displayed in Table 13, it can be concluded that the research model has met the composite reliability value standards.

Table 13. Composite Reliability Second Order Value

Variable	Composite Reliability
Brand Equity	0.911
Purchase Decision	0.904

Source: Primary Data processed, 2024

2. Inner Model Test (Structural Model Evaluation)

The structural model is evaluated by looking at the r-square value of the endogenous variables and the path coefficients. The calculation result of the r-square value of the purchasing decision as an endogenous variable is 0.644. This means that 64.4 percent of the purchasing decision variable can be explained by its exogenous variables, namely brand equity, which is formed by its four dimensions, namely brand awareness, brand association, quality perception, and brand loyalty, while other variables outside the model used to explain the other 35.6 percent. The r-square value of 64.4 percent has a predictive power that is categorized as moderate. (Hair, et al., 2021).

Furthermore, a bootstrapping test is conducted to test the hypothesis and determine the significance of the influence of exogenous variables on endogenous variables in the study. Exogenous variables are considered to significantly influence endogenous variables if they have a t-statistic value of more than 1.96 or a p-value of less than 0.05 (significance level of 5 percent). The results of the

bootstrapping test show that the exogenous variable, namely brand equity, has a significant positive effect on purchasing decisions that act as endogenous variables. The results of the bootstrapping test are presented in Table 14.

Table 14. Bootstrapping Test Result

<i>Path Coefficients</i>	<i>Path</i>	<i>T Stats</i>	<i>P Value</i>	<i>Explanation</i>	<i>Hypothesis</i>
Brand Equity → Purchase Decision	0.802	3.488	0.000	Significant	Accepted

Source: Primary Data processed, 2024

3. Importance-Performance Matrix Analysis (IPMA)

IPMA is used to determine the level of importance and performance of the dimensions forming brand equity to determine which dimensions need to be improved in creating brand equity. According to (Garson, 2016), dimensions that have a high level of importance but have low-performance values are dimensions that are recommended to be improved. Based on Table 15, it is known that the most extensive and smallest total effects are on the brand equity dimensions, namely brand loyalty and brand awareness, and on the performance value of each dimension that forms brand equity from the highest to the lowest, namely the dimensions of brand association, quality perception, brand loyalty, and brand awareness. Based on the results, the brand loyalty dimension is known to have the highest level of importance. However, its performance is still quite low so Greenfields can focus on increasing brand loyalty to increase the equity of its fresh milk brand.

Table 15. IPMA Calculation Results for Greenfields Fresh Milk

Brand Equity Dimension	Importance (total effect)	Performance
Brand Awareness	0.734	59.041
Brand Association	0.793	61.721
Perceived Quality	0.813	61.493
Brand Loyalty	0.903	60.147
Rata-rata	0.809	59.949

Source: Primary Data processed, 2024

Analysis of the Influence of Brand Equity on Consumer Purchasing Decision of Greenfields Fresh Milk

Based on the result of the analysis shows that brand equity has a significant positive effect on purchasing decisions. This means that the better the brand equity is, the stronger the consumer interest in purchasing Greenfields fresh milk products is. Brand equity is formed by four main dimensions: brand awareness, brand association, perceived quality, and brand loyalty. In this regard, brand loyalty has the highest importance value in forming the brand equity dimension. Loyal consumers will consistently choose Greenfields when they want to buy packaged fresh milk products. Consumers will also recommend Greenfields fresh milk to others voluntarily because they feel that the Greenfields brand is the best in the fresh milk category and there is a sense of satisfaction when consuming it. According to (Arista, Dolorosa, & Suharyani, 2021), consumer loyalty can be strengthened by improving product quality, which can be adjusted to consumer desires. The results of this study are in line with studies conducted by (Mandasari, 2022) and (Wiriawan, A., 2016) stating that brand equity has a significant favorable influence on consumer purchasing decisions.

Managerial Implication

The results of the analysis of the brand awareness dimension of Greenfields fresh milk products have an average score that is categorized as good. Even so, Greenfields' brand awareness dimension has a level of importance below average, which means it does not have too much influence in forming product brand equity. However, brand awareness still needs to be an essential concern for Greenfields with its position as a market leader in fresh milk to set strategies that can increase its brand awareness, especially in terms of brand recognition indicators for consumers so that it can become a brand with the "top of mind" category or the highest level of brand awareness dimension. Increasing brand awareness can be done by developing consistent marketing campaigns in various media including digital advertising, social media, or organizing offline events so that it can reach a wider audience.

The analysis of brand association for Greenfields Fresh Milk shows an average score categorized as good. However, the brand association dimensions of Greenfields have an importance level below average, meaning they do not significantly influence building the brand equity of the product. Nonetheless, this still requires attention from Greenfields to develop strategies that can improve the performance of its product attributes, thereby enhancing consumer association with Greenfields. The improvement of product association performance can be focused on product attribute performance indicators by conducting massive promotions through various methods and media to increase consumer knowledge and recall of the attributes of Greenfields Fresh Milk.

The analysis of the perception of the quality of Greenfields fresh milk shows an average score categorized as very good. In addition, it is also known that the quality perception dimension of Greenfields has an importance level above average, meaning this dimension is considered important and influences building the product's brand equity. Furthermore, the performance value of this dimension is also high, as it is above average. About this, the company can maintain its production standards, from the process of cow maintenance, fresh milk production, and packaging, to the marketing process.

The analysis results of brand loyalty for Greenfields Fresh Milk show an average score categorized as good. Brand loyalty also has the highest total effect value, meaning this dimension is very important in influencing the product's brand equity formation. However, this dimension has relatively low performance compared to other dimensions. Concerning this, brand loyalty needs to become the company's main focus, which needs to be improved or enhanced. Brand loyalty improvement can be achieved by understanding consumer desires through feedback, which the company can then meet through high standards and quality results. Evaluating all product attributes and regularly monitoring production standards can also increase consumer satisfaction with the product, thus boosting consumer loyalty to Greenfields Fresh Milk.

CONCLUSION

The characteristics of Greenfields milk consumers are predominantly working women of productive age scattered across Jakarta. Education level influences the purchase of products that have health benefits. The consumption level of fresh milk is still relatively low due to limited income levels (at or near the minimum wage).

Based on the average scores from the Likert scale of respondents, the brand equity analysis of Greenfields milk shows that the perception of quality has the highest value compared to other brand equity dimensions. Furthermore, the results of the effect test through SEM-PLS reveal that brand equity significantly influences consumer purchase decisions for Greenfields fresh milk. Concerning this, the IPMA analysis results suggest that Greenfields should focus on improving the brand loyalty dimension to strengthen the brand equity of its fresh milk products.

Some suggestions include expanding Greenfields' target market to the children's segment with a specially tailored formula to support children's growth and development. Additionally, it should carry out more intensive promotions for fresh milk products to introduce its products to a broader consumer audience.

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