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**MANIFESTATION OF THE ASSAEL MODEL ON CONSUMER PURCHASE  
DECISIONS WITH MODERN LIFE STYLE AS AN INTERVENING  
VARIABLE ON THREE INTERNATIONAL FAST-FOOD BRANDS IN  
SOLORAYA**

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**Abstract**

This study aims to analyze and discuss the significant influence of brand awareness, brand association, and brand assets on lifestyle; the significant influence of brand awareness, brand association, and brand assets on brand loyalty; and the significant influence of brand awareness, brand association, and brand assets on brand loyalty mediated by lifestyle. The population in this study consists of all customers who have purchased international products, namely KFC and McDonald's, as well as national products, namely Restoran Taman Sari and Dapur Solo in Surakarta, with a sample of 200 respondents. Data were collected through the distribution of questionnaires. The sampling technique used in this research was non-probability sampling with a purposive sampling method. Data analysis was conducted using Smart PLS 3, which included the outer model tests comprising convergent validity, discriminant validity, composite reliability, Cronbach's alpha, and multicollinearity tests and the inner model tests comprising coefficient of determination, goodness of fit, effect size ( $f^2$ ) test, and hypothesis testing. The results of this study indicate that brand loyalty toward fast-food restaurants in Surakarta is significantly influenced by brand awareness, brand association, and brand assets, with lifestyle serving as a moderating variable that strengthens this relationship. These findings support the idea that shifts in contemporary lifestyles have an increasing impact on fast food consumption patterns. Practically, the results provide insights for fast-food restaurant operators on how to better tailor their marketing strategies to align with the lifestyle patterns of consumers.

**Keywords:** Brand Awareness, Brand Association, Brand Asset, Life Style, Brand Loyalty



## INTRODUCTION

In the era of globalization and rapid technological development, consumer consumption patterns have undergone significant changes. Modern lifestyles no longer focus on meeting basic needs but also reflect identity, prestige, and social values. This phenomenon has made consumer behavior a primary focus in marketing studies. In this context, the role of brands is crucial because they differentiate one product from another and reflect intangible values, such as emotions, beliefs, expectations, and customer perceptions of product quality (Lubis et al., 2020).

Evolving human needs require companies to have adaptive marketing management. According to Kotler and Keller (2021), the key to a company's success lies in its ability to create, communicate, and deliver superior customer value compared to competitors. Therefore, understanding consumer purchasing decisions is crucial for companies, especially in the highly dynamic and competitive fast food industry (Cyndia & Lafioré, 2022).

In consumer behavior theory, the Assael Model (Assael, 1998) explains the purchasing decision-making process based on the level of consumer involvement and differences between brands. This model classifies purchasing behavior into four main categories: complex buying behavior, dissonance-reducing behavior, habitual buying behavior, and variety-seeking behavior. This model is relevant in the context of this research because it illustrates how fast food consumers make decisions based on their experiences, brand perceptions, and lifestyles (Surapati & Mahsyar, 2020).

Furthermore, brand equity is a crucial factor influencing consumer purchasing decisions. Brand equity is the collection of brand assets and liabilities inherent in a product or service, which can increase or decrease the product's value for both the company and consumers. According to Shahrukh et al., (2023) a brand is an intangible asset capable of shaping positive consumer perceptions of a product's quality and credibility. Companies that successfully build strong brand equity will more easily foster customer loyalty.

One element of brand equity is brand association, which is everything that comes to mind when consumers associate a brand. According to Tran & Nguyen, (2022), brand association influences consumer purchasing behavior because it can shape differentiation, create positive perceptions, and serve as an emotional reason for consumers to choose a brand. This aligns with Pancić et al., (2023) argument that brand associations function as mental nodes that help consumers remember, evaluate, and compare products on the market.



Furthermore, perceived quality is also a crucial determinant in shaping purchasing decisions and consumer loyalty. Astuti and Cahyadi (2022) explain that perceived quality is a customer's perception of product attributes they consider important. Positive quality perceptions can increase purchase intention and foster product loyalty (Stevi and Artina, 2022). Consumers with high quality perceptions are more likely to make repeat purchases and recommend the product to others. Lisa et al. (2020) emphasize that positive quality perceptions reduce perceived risk and increase brand trust

Brand loyalty is a key indicator of the success of a brand strategy. According to Sudarno et al. (2021), brand loyalty is a measure of customer attachment to a brand, which is one of the pillars in building brand equity. Loyal customers will continue to choose the same brand even when faced with various alternatives. Aditya and Tjokrosaputro (2020) add that brand loyalty provides demand stability and creates barriers for competitors to enter the same market. Thus, brand loyalty has direct implications for a company's long-term profitability.

In the culinary industry, particularly in fast food restaurants, competition is increasingly fierce between international and national brands. This study examines two international restaurants, KFC and McDonald's, and two national restaurants, Taman Sari and Dapur Solo, in the Solo Raya area. The location selection was based on the characteristics of Solo Raya as an area with unique cultural and economic dynamics and high culinary appeal. KFC and McDonald's represent a modern, practical, and global lifestyle, while Taman Sari and Dapur Solo reflect the traditional values and local flavors that define the national culinary identity.

The culinary scene in the Solo region is currently attracting national attention due to the diversity of flavors and unique presentations offered. By comparing national and international restaurants, this research is expected to uncover various interesting aspects of culture, globalization, service quality, and local consumer behavior. This research also seeks to contribute to strengthening national branding in the face of increasingly intense globalization. The selection of Solo Raya as the research location was based on several strategic reasons. The city is known as a center of culture and tourism, with a community open to modern trends while maintaining traditional values. Furthermore, Solo offers significant business and investment opportunities, including in the culinary sector, due to its strategic location, affordable prices, and high level of consumer convenience.



From a theoretical perspective, the research gap in this study lies in the limited number of studies examining the relationship between brand equity elements (brand awareness, brand association, perceived quality, and brand loyalty) while incorporating modern lifestyle as an intervening variable. Most previous research only highlights the direct influence of brand equity on brand loyalty without considering the influence of lifestyle as a psychological bridge connecting the two.

Therefore, the novelty of this study lies in two main aspects: first, the addition of the indicator "interest in lifestyle," which broadens the lifestyle dimension from previously only encompassing activities, interests, and opinions; second, the role of modern lifestyle as a mediating variable in a conceptual model based on the Assael Model, which is expected to provide new insights into how the dynamics of modern lifestyle shape fast food consumers' purchasing decisions in the era of globalization.

## **RESEARCH METHOD**

### **Research Type**

This research is a survey, which examines data or information on phenomena occurring in the field. This survey research uses an explanatory research style, which provides an explanation of causal relationships between variables through hypothesis testing. This research uses a quantitative approach. Quantitative research is research that obtains data in the form of numbers or qualitative data that is quantified (Sugiyono, 2017). This research is called quantitative research because the data collection in the study relates to numbers and uses statistical analysis.

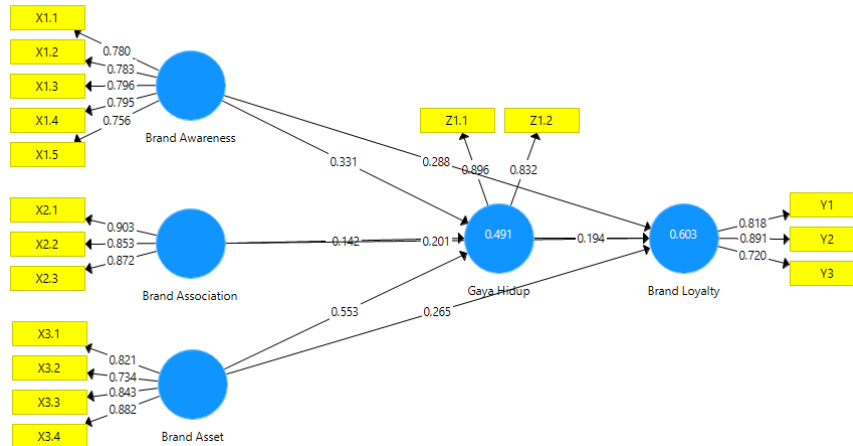
### **Population and Sample**

The population in this study consists of all buyers or those who have purchased international products, namely KFC and McDonald's, and national products, namely Taman Sari Restaurant and Dapur Solo in Surakarta. This study used 17 indicators, so using estimates based on the number of indicators, the sample size was  $17 \times 10 = 170$  samples. The minimum sample size selected for this study was 170 respondents. Furthermore, to obtain a proportional sample, the researcher rounded up the sample to 200 respondents.

## RESULTS AND DISCUSSION

### Measurement Model (Outer Model)

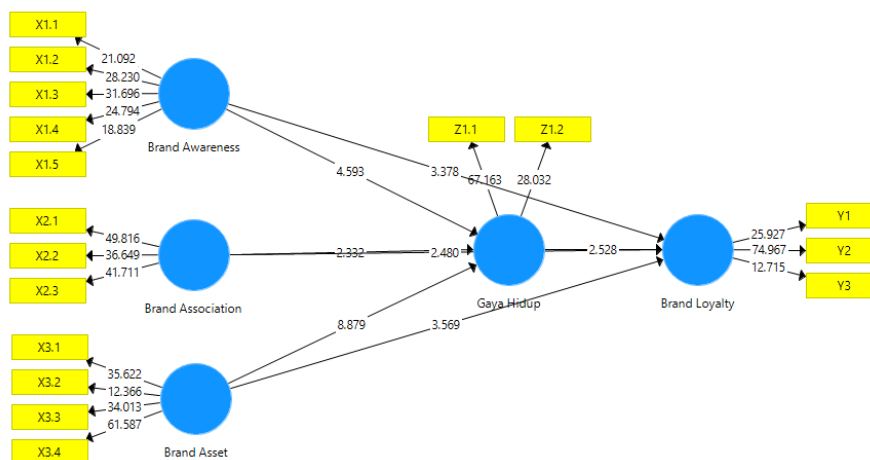
The measurement model (outer model) is used to specify the relationship between latent variables and their indicators. This testing includes validity, reliability, and multicollinearity analysis. The following are the results of the outer model analysis for this study:



**Figure 1.**  
**Outer Model**

### Measurement Model (Inner Model)

The Structural Model (Inner Model) is used to examine the influence of one latent variable on another. Testing the inner model includes analyzing the Coefficient of Determination (R<sup>2</sup>), Model Goodness of Fit, and Effect Size (f<sup>2</sup>). The results of the inner model analysis conducted through bootstrapping are as follows:



**Figure 2.**  
**Inner Model**



**Coefficient Determination (R<sup>2</sup>)**

The Coefficient of Determination (R<sup>2</sup>) indicates the model's ability to explain variations in the dependent variable. The correlation coefficient classifications are 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51-0.99 (strong correlation), and 1.00 (perfect correlation) (Ghozali, 2018: 27). The results of the R<sup>2</sup> analysis can be seen in the following table:

**Table 1.  
R-Square**

Model	R Square	R Square Adjusted
Brand Loyalty	0,603	0,595
Life Style	0,491	0,483

Source: Processed Primary Data, 2024

The R-Square table above is used to see the influence of brand awareness, brand association, and brand assets on lifestyle of 0.483, and the magnitude of the influence of brand awareness, brand association, and brand assets, lifestyle on brand loyalty of 0.595. Based on the data in the table above, it is known that the magnitude of the influence of the variables brand awareness, brand association, and brand assets on lifestyle is 0.483 or 48.3% and the influence of brand awareness, brand association, and brand assets, lifestyle on brand loyalty is 0.595 or 59.5%.

**Model Goodness of Fit Test**

To test the goodness of fit of the model in this study, the blindfolding procedure in SmartPLS 3.0 was used. The Q-Square analysis results are considered to have a good model if the value is >0.05 (Ghozali, 2018: 97). The results of the Q-Square analysis in this study can be seen in the following table:

**Table 2.  
Q-Square Analysis**

Model	Nilai
Q <sup>2</sup> (=1-SSE/SSO)	0,79,1

Source: Processed Primary Data, 2024

The analysis results obtained show that the Q-square value is 0.791, meaning that the level of model diversity shown by the independent variable in explaining the dependent variable is 0.791 or 79.1% and the remaining 20.94% is still influenced by other factors.



### Hypothesis Testing

#### Direct Effect Test

This path coefficient test will show how strong the independent variable's influence is on the dependent variable. Based on the inner model diagram shown in Figure 4.2, and also in the path coefficient table, it can explain the influence from the largest to the smallest.

**Table 3. Results of the Direct Effect Test (Path Coefficient)**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Brand Asset -> Brand Loyalty	0,291	3,674	0,000
Brand Asset -> Lifestyle	0,547	9,315	0,000
Brand Association -> Brand Loyalty	0,207	2,640	0,009
Brand Association -> Lifestyle	0,128	2,009	0,045
Brand Awareness -> Brand Loyalty	0,274	3,403	0,001
Brand Awareness -> Lifestyle	0,326	4,688	0,000
Gaya Hidup -> Brand Loyalty	0,164	1,995	0,047

Source: Processed Primary Data, 2024

It can be explained that the brand asset variable has the greatest influence on lifestyle, with a value of 9.315. The second-highest influence is brand awareness on lifestyle, with a value of 4.688. The third-highest influence is brand asset on brand loyalty, with a value of 3.674. The fourth-highest influence is brand awareness on brand loyalty, with a value of 3.403. The fifth-highest influence is brand association on brand loyalty, with a value of 2.640. The smallest influence is brand association on lifestyle, with a value of 2.009, and finally, lifestyle on brand loyalty, with a value of 1.995. Based on these results, it can be concluded that the overall model in this variable has a positive path coefficient. This is because the higher the path coefficient, the stronger the influence or relationship between the independent and dependent variables.

To determine significance, the p-value is used, with the analysis results obtained: t-table value of 1.96 according to Ghozali (2018).

#### Model 1 (Influence of Independent Variables on Lifestyle)

a) Partially, the resulting value of the brand awareness variable towards lifestyle with a t statistic of 4.688 with a p value of 0.000 can be explained by the t statistic value of  $4.688 > t \text{ table } 1.96$  or p value of  $0.000 < 0.05$ , so statistically  $H_0$  is rejected or  $H_a$  is accepted, meaning the brand awareness variable has a significant effect on lifestyle.

b) Partially, the resulting value of the brand association variable towards lifestyle with a t statistic of 2.009 with a p value of 0.045 can be explained by the t statistic



value of  $2.009 > t$  table 1.96 or  $p$  value of  $0.045 < 0.05$ , so statistically  $H_0$  is rejected or  $H_a$  is accepted, meaning the brand association variable has a significant effect on lifestyle.

c) Partially, the resulting value of the product brand asset variable on lifestyle with a  $t$  statistic of 9.315 with a  $p$  value of 0.000 can be explained by the  $t$  statistic value of  $9.315 > t$  table 1.96 or  $p$  value of  $0.000 < 0.05$ , so statistically  $H_0$  is rejected or  $H_a$  is accepted, meaning that the brand asset variable has a significant effect on lifestyle.

### **Model 2 (The Effect of Independent Variables on Brand Loyalty)**

a) Partially, the resulting value for the brand awareness variable on brand loyalty, with a  $t$ -statistic of 3.403 with a  $p$ -value of 0.001, can be explained by the  $t$ -statistic of  $3.403 > t$ -table 1.96, or a  $p$ -value of  $0.001 < 0.05$ . Therefore,  $H_0$  is statistically rejected or  $H_a$  is accepted, meaning that the brand awareness variable has a significant effect on brand loyalty.

b) Partially, the resulting value for the brand association variable on brand loyalty, with a  $t$ -statistic of 2.640 with a  $p$ -value of 0.009, can be explained by the  $t$ -statistic of  $2.640 > t$ -table 1.96, or a  $p$ -value of  $0.009 < 0.05$ . Therefore,  $H_0$  is statistically rejected or  $H_a$  is accepted, meaning that the brand association variable has a significant effect on brand loyalty.

c) Partially, the resulting value of the brand asset variable on brand loyalty with a  $t$  statistic of 3.674 with a  $p$  value of 0.000 can be explained by the  $t$  statistic value of  $3.674 > t$  table 1.96 or  $p$  value of  $0.000 < 0.05$ , then statistically  $H_0$  is rejected or  $H_a$  is accepted, meaning the brand asset variable has a significant effect on brand loyalty.

d) Partially, the resulting value of the lifestyle variable on brand loyalty with a  $t$  statistic of 1.995 with a  $p$  value of 0.047 can be explained by the  $t$  statistic value of  $1.995 > t$  table 1.96 or  $p$  value of  $0.047 < 0.05$ , then statistically  $H_0$  is rejected or  $H_a$  is accepted, meaning the lifestyle variable has a significant effect on brand loyalty.

### **Testing for Indirect Effects**

This analysis focuses on explaining the results of significant indirect effects or through mediation. The results obtained are:



**Table 4.**  
**Results of the Indirect Effect Analysis**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Brand Asset -> Life Style -> Brand Loyalty	0,107	2,424	0,016
Brand Association -> Life Style -> Brand Loyalty	0,028	1,940	0,042
Brand Awareness -> Lifestyle -> Brand Loyalty	0,064	2,384	0,018

Source: Processed Primary Data, 2024

The results of Table 4 above show that the t-statistic value is 2.384 and the p-value is 0.018, with a coefficient of 0.064 for brand awareness and brand loyalty through lifestyle. The t-statistic value of 2.384 is greater than the t-table value of 1.96, or a p-value of 0.018 <0.05, and the coefficient indicates a positive direction of 0.064, meaning that lifestyle can positively and significantly mediate the relationship between brand awareness and brand loyalty.

The t-statistic value of 1.940 and the p-value of 0.042, with a coefficient of 0.028 for brand association and brand loyalty through lifestyle, turns out that the t-statistic value of 1.940 is greater than the t-table value of 1.96, or a p-value of 0.042 <0.05, and the coefficient indicates a positive direction of 0.028, meaning that lifestyle positively and significantly mediates the relationship between brand association and brand loyalty. The t-statistic value is 2.424 and the p-value is 0.016, and the coefficient is 0.107 on brand assets towards brand loyalty through lifestyle. It turns out that the t-statistic value is 6.897> t-table 1.96 or p-value 0.016 <0.05, and the coefficient shows a positive direction of 0.107, meaning that lifestyle mediates positively and significantly between brand assets and brand loyalty.

**The influence of brand awareness on the lifestyle of national and international restaurant products**

The results of this study indicate that brand awareness has a positive and significant effect on lifestyle. This suggests that when someone is highly aware and familiar with a brand, consumers tend to have a positive perception of that brand, which then influences their shopping choices, which is ultimately reflected in their lifestyle (Kotler and Keller, 2019). Previous research by Navanti et al., (2024) and Moechammad Nasir (2025), (Alam & Subarjo, 2025), and Pebrianti & Yuwinda, (2021) found that brand awareness influences brand



loyalty. This is consistent with the results of the hypothesis test, which showed a t-statistic of 4.688, with a p-value of 0.000. This can be explained by a t-statistic of  $4.688 > t\text{-table } 1.96$ , or a p-value of  $0.000 < 0.05$ . Therefore, it can be concluded that brand awareness has a positive and significant effect on lifestyle. Therefore, the results of this study support previous research.

### **The Influence of Brand Association on the Lifestyle of National and International Restaurant Products**

Hypothesis testing results indicate that brand association has a positive and significant effect on lifestyle. According to Aaker (2020), brand association encompasses everything linked in consumers' minds to a brand, from product attributes and benefits to the associated image and lifestyle. Therefore, the stronger the brand association, the greater the brand loyalty. Previous research by Arnold, Melyona Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya Ning Tyas and Moehammad Nasir (2022) found that brand association influences brand loyalty. The results are supported by a t-statistic of  $2.009 > t\text{-table of } 1.96$ , or a p-value of  $0.045 < 0.05$ . Therefore, it can be concluded that brand association has a positive and significant effect on lifestyle. Therefore, these results support previous research.

### **The Influence of Brand Assets on the Lifestyle of National and International Restaurant Products**

The results of the hypothesis test indicate that brand assets have a positive and significant effect on lifestyle. According to Aaker (2020), if brand assets demonstrate and enhance consumers' emotional well-being and provide confidence in the restaurant's loyalty, consumers will become more loyal and tend to integrate the brand into their daily lifestyle. Previous research by Arnold, Melyona Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), and Rahayu Prasetya Ning Tyas, and Moehammad Nasir (2022), Maharani & Purwanto, (2024) found that brand association influences brand loyalty. The results are supported by a t-statistic of  $9.315 > t\text{-table of } 1.96$ , or a p-value of  $0.000 < 0.05$ . Therefore, it can be concluded that brand assets have a positive and significant effect on lifestyle. Therefore, these results support previous research.

### **The Influence of Brand Awareness on Brand Loyalty in National and International Restaurants**

The results of the hypothesis test indicate that brand awareness has a positive and significant effect on brand loyalty. According to Keller's theory (2020), when consumers recognize and remember a brand, they tend to feel more



familiar with and trust that brand, which fosters confidence that will develop into preference and ultimately loyalty to the remembered brand. Previous research by Arnold Samin & Gede Sri Darma, (2024) and Niken Sandora (2023), Rahayu Prasetya Ning Tyas and Moechammad Nasir (2022), Sari et al., (2024) found that brand association influences brand loyalty. The results are supported by a t-statistic of  $3.403 > t\text{-table of } 1.96$ , or a p-value of  $0.001 < 0.05$ . Therefore, it can be concluded that brand awareness has a positive and significant effect on brand loyalty. Therefore, these results support previous research.

#### **The Influence of Brand Association on Brand Loyalty in National and International Restaurants**

The results of the hypothesis test indicate that brand association has a positive and significant effect on brand loyalty. According to Keller's theory (2020), brand association helps consumers recognize and perceive that the brand aligns with their values and lifestyle, making the brand easier to consider and integrate into brand loyalty. Previous research by Arnold, Melyona, Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya, Ning Tyas, and Fadli & Nasir, (2020) found that brand association influences brand loyalty. The results are supported by a t-statistic of  $2.640 > t\text{-table of } 1.96$ , or a p-value of  $0.009 < 0.05$ . Therefore, it can be concluded that brand association has a positive and significant effect on brand loyalty. Therefore, these results support previous research.

#### **The Influence of Brand Assets on Brand Loyalty in National and International Restaurants**

The results of the hypothesis test indicate that brand assets have a positive and significant effect on brand loyalty. According to Azzadina (2022), because brand assets are part of brand equity, which creates added value for a brand, when brand assets such as brand awareness, brand association, perceived quality, and brand image are strong, consumers will have more trust, like, and ultimately become loyal to that brand. Previous research by Arnold, Melyona Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya Ning Tyas and Moechammad Nasir (2022) found that brand association influences brand loyalty. The results are supported by a t-statistic of  $2.640 > t\text{-table of } 1.96$ , or a p-value of  $0.009 < 0.05$ . Therefore, it can be concluded that brand assets have a positive and significant effect on brand loyalty. Therefore, these results support previous research.

#### **The Influence of Lifestyle on Brand Loyalty for National and International Restaurant Products**

The results of the hypothesis test indicate that lifestyle variables have a



positive and significant effect on brand loyalty. According to Listya and Sunarta (2025), consumers prefer brands that reflect their identity and lifestyle because emotionally strong brands strengthen loyalty when consumers feel connected to the image they convey. Previous research by (Kurniawan et al., 2024) Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya, Ning Tyas, and Moehammad Nasir (2022) found that lifestyle influences brand loyalty. The results are supported by a t-statistic of  $0.995 > t\text{-table } 1.96$ , or a p-value of  $0.047 < 0.05$ . Therefore, it can be concluded that lifestyle has a positive and significant effect on brand loyalty. Therefore, these results support previous research.

#### **The Influence of Brand Awareness on Lifestyle-Mediated Brand Loyalty**

Based on the results of the hypothesis test, which showed that brand awareness has a positive and significant effect on lifestyle-mediated brand loyalty. According to theory (Aaker, 2020), brand awareness is an important dimension because it creates an emotional and cognitive connection with consumers, opening up opportunities for deeper loyalty. Previous research by Nur et al., (2024) Aep Sugihartono, and Niken Sandora (2023), (Moechamad Nasir, 2022) Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya, Ning Tyas, and Moehammad Nasir (2022) found that lifestyle influences brand loyalty. The results are supported by a t-statistic value of  $2.384 > t\text{-table } 1.96$ , or a p-value of  $0.018 < 0.05$ . Therefore, it can be concluded that brand awareness has a positive and significant effect on lifestyle-mediated brand loyalty. Therefore, these results support previous research.

#### **The Influence of Brand Association on Lifestyle Mediated Brand Loyalty**

Based on the results of the hypothesis test, which showed that brand association has a positive and significant effect on lifestyle-mediated brand loyalty. According to the theory of Severi and Ling (2020), consumers tend to be loyal because brands reflect their identity and lifestyle. If the brand association reflects a suitable lifestyle, that lifestyle can certainly serve as a foundation for consumers to remain loyal to that brand. Previous research by Arnold, Melyona Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya Ning Tyas and Moehammad Nasir (2022), Al-Fatwa et al., (2024) found that brand association has a positive and significant effect on brand loyalty through lifestyle. The results of the study were supported by a t-statistic of  $1.940$ , a p-value of  $0.042$ , and a coefficient of  $0.028$ . This demonstrates a positive and significant effect of brand association on brand loyalty through lifestyle. Therefore, the results of this study support previous



research.

### **The Influence of Brand Assets on Lifestyle-Mediated Brand Loyalty.**

Based on the results of the hypothesis test, which showed that brand assets have a positive and significant effect on lifestyle-mediated brand loyalty. According to Jamila & Siregar, (2022) brand assets form lifestyle associations that resonate with consumers and serve as a bridge between brand perception and loyalty. This occurs when consumers perceive the brand reflects who they are or aligns with their desired lifestyle. Previous research by Arnold, Melyona Zenia Rabbil, Aep Sugihartono, and Niken Sandora (2023), Lingga Binangkitsari and Sulistiono (2022), and Rahayu Prasetya Ning Tyas and Moehammad Nasir (2022) found that brand assets have a positive and significant effect on lifestyle-mediated brand loyalty. The results are supported by a t-statistic of 2.424, a p-value of 0.016, and a coefficient of 0.107. This demonstrates a positive and significant effect on lifestyle-mediated brand loyalty. Therefore, these results support previous research.

### **CONCLUSION**

Based on the results of the study on the manifestation of the Assael model on consumer purchasing decisions for three international fast food brands with modern lifestyle as an intervening variable in Soloraya, it can be concluded that all tested variables have a positive and significant effect. The results show that brand awareness, brand association, and brand assets have a significant influence on consumer lifestyle, where the higher the level of brand awareness, brand association, and brand asset value, the stronger the association with the lifestyle patterns of modern society. These three variables are also proven to have a positive and significant effect on brand loyalty, which indicates that consumers tend to be more loyal to brands they recognize, associate positively with, and consider high value. In addition, lifestyle has an important role in strengthening the relationship between brand variables and brand loyalty, and is able to positively and significantly mediate the influence of brand awareness, brand association, and brand assets on brand loyalty. Thus, this national study confirms that modern lifestyle is an important factor in building and strengthening consumer loyalty to restaurant and international brands in Soloraya.

### **Suggestion**

Based on the findings of this study, it is recommended that national and international restaurants in Soloraya continue to maintain customer satisfaction and trust in their products and services. Improvements in service quality, facility maintenance, and product innovation are necessary to ensure a pleasant and



memorable customer experience. Furthermore, marketing strategies should be more closely aligned with the lifestyles of modern consumers who prioritize convenience, speed, and quality. Future researchers are advised to expand this research by adding other variables, such as brand experience, perceived value, or customer engagement, given the numerous factors that can influence brand loyalty in the fast food restaurant industry.

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