



The Role of Guerrilla Marketing, Brand Image and Brand Awareness on Purchasing Decisions: Case Study at Luxxe Studio

Sabila Anjani Syahrul
Institut Teknologi Bandung, Indonesia
E-mail: sabilaas@gmail.com

Article Info	Abstract
Article History Received: 2025-11-05 Revised: 2025-12-19 Published: 2026-01-23 Keywords: <i>Guerrilla Marketing;</i> <i>Brand Image;</i> <i>Brand Awareness;</i> <i>Purchasing Decision;</i> <i>Luxury Fashion;</i> <i>PLS-SEM.</i>	These findings suggest that Luxxe's guerrilla-style, aesthetically appealing content on Instagram is effective in eliciting attention and generating initial interest on a broad scale although its not the same when we are talking about the purchase. The methodology that was used in this study was mainly a quantitative study where the writers used a survey to collect all of the data (222 respondent) while to test the variables (Guerilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision), the writer use SEM method with SmartPLS version 4 to test the structure model also the validity and reliability of it. Based on the test writers found out that all of the hypothesis that was developed were supported with the p value <0.05, this value means all of the dependent variables have significant influence to the independent variables where Brand Image and Brand Awareness variables act as a mediating variable for Guerilla Marketing to Purchase Decision. So based on that results the writers suggest that for this case, Luxxe's studio should focus on delivering luxurious content to increase the awareness and the image that have high conversion rate to purchasing decision, while maintaining Guerilla Marketing as an engine to boost the value of Brand Image and Brand Awareness rather than to expect it to convert directly to purchasing.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2025-11-05 Direvisi: 2025-12-19 Dipublikasi: 2026-01-23 Kata kunci: <i>Guerrilla Marketing;</i> <i>Citra Merek;</i> <i>Kesadaran Merek;</i> <i>Keputusan Pembelian;</i> <i>Fesyen Mewah;</i> <i>PLS-SEM.</i>	Temuan ini menunjukkan bahwa konten Luxxe yang bergaya gerilya dan menarik secara estetika di Instagram efektif dalam menarik perhatian dan menghasilkan minat awal dalam skala luas namun tidak memunculkan konversi yang sama terhadap penjualan. Metodologi yang digunakan dalam penelitian ini terutama adalah penelitian kuantitatif di mana penulis menggunakan survei untuk mengumpulkan semua data (222 responden) sementara untuk menguji variabel (Pemasaran Gerilya, Citra Merek, Kesadaran Merek, dan Keputusan Pembelian), penulis menggunakan metode SEM dengan SmartPLS versi 4 untuk menguji model struktur serta validitas dan reliabilitasnya. Berdasarkan pengujian, penulis menemukan bahwa semua hipotesis yang dikembangkan didukung dengan nilai $p < 0,05$. Nilai ini berarti semua variabel dependen memiliki pengaruh yang signifikan terhadap variabel independen, di mana variabel Citra Merek dan Kesadaran Merek berperan sebagai variabel mediasi antara Pemasaran Gerilya (Guerrilla Marketing) dan Keputusan Pembelian. Berdasarkan hasil tersebut, penulis menyarankan bahwa untuk kasus ini, studio Luxxe sebaiknya berfokus pada penyampaian konten mewah untuk meningkatkan kesadaran dan citra merek yang memiliki tingkat konversi tinggi terhadap keputusan pembelian, sekaligus mempertahankan Pemasaran Gerilya sebagai mesin pendorong untuk meningkatkan nilai Citra Merek dan Kesadaran Merek, alih-alih mengharapkannya untuk langsung dikonversi menjadi pembelian.

I. INTRODUCTION

The Indonesian e-commerce market is experiencing rapid growth, with Mordor Intelligence (2025) projecting an increase from USD 90.35 billion in 2025 to USD 185.71 billion by 2030, supported by a CAGR of 15.51 percent. This expansion is driven by widespread smartphone adoption, the rise of fintech payment solutions, and social commerce, which together simplify purchasing, enable faster transactions, and embed shopping into social interactions.

Government initiatives accelerating digital transformation among Micro, Small, and Medium Enterprises further strengthen this momentum.

As the market grows, competition intensifies. Leading platforms increase price competition, demand faster fulfillment, and diversify services, including live-stream shopping, quick-commerce grocery delivery, and cross-border trade. However, operational challenges such as data localization policies and traffic restrictions in Jakarta raise costs and influence investment

patterns, prompting capital flows toward logistics infrastructure, cold-chain facilities, and embedded financial services.

Digital infrastructure improvements have notably changed consumer behavior, particularly in fashion. By 2025, Indonesia's e-commerce market is expected to reach Rp 1,400 trillion, with social commerce transactions estimated at Rp 81 trillion, reflecting a shift toward interactive and socially driven shopping experiences. For fashion brands like Luxxe Studio, these trends underscore the importance of digital presence in shaping purchasing decisions.

Luxxe Studio, founded in 2019, targets women aged 18–35 and specializes in modern modest wear. It operates primarily through Instagram and Shopee, leveraging visually engaging content, interactive campaigns, and influencer collaborations. The customer journey spans awareness, interest, desire, action, and purchase, but internal analysis highlights two critical friction points: a drop-off between interest and desire, and between desire and action, due to uncertainties about sizing, pricing transparency, and the purchasing process.

While guerrilla marketing strategies have proven effective in generating awareness and strengthening brand recognition, and brand image contributes to trust and perceived value, these factors alone have not resolved conversion challenges. Sales remain stable at around 400 purchases per month, indicating a gap between marketing exposure and final purchasing decisions. Brand awareness supports consideration, but brand image—including professionalism, quality signals, and stylistic uniqueness—is expected to reduce perceived risk and facilitate decision-making, warranting empirical investigation.

To address these friction points, Luxxe Studio has enhanced content aesthetics inspired by street graphic marketing, showcased products in catalog and lifestyle contexts, collaborated with influencers, and produced viral content aligned with trending topics. Additionally, clearer call-to-action prompts, flash sales, limited-time promotions, and customer testimonials have been introduced. Despite these efforts, conversion rates remain low due to a fragmented purchasing process, insufficient size and return assurances, and occasional misalignment between promotional expectations and actual product experience.

Indonesia's social media environment amplifies both opportunities and challenges. By 2025, nano influencers (1,000–10,000 followers)

achieved average engagement rates of 5.6 percent, while top-tier influencers averaged 4.62 percent, exceeding global benchmarks. Luxxe Studio recorded approximately 560,000 Instagram followers, a 4.2 percent engagement rate, posting five times per week, and generating monthly revenue of Rp 360–450 million. Despite these strong metrics, social engagement has not translated proportionally into purchases, revealing a gap between visibility and transactional outcomes.

The brand's value proposition relies on minimalist design, storytelling-driven content, and partnerships with highly engaging nano and micro influencers. While consistent posting and engagement sustain visibility, conversion gaps highlight the need for systematic research to understand how guerrilla marketing, brand awareness, and brand image interact to influence purchasing decisions.

From January to September 2025, Luxxe Studio's Instagram following grew from 470,000 to 561,000, yet average monthly purchases remained near 450, mostly by first-time buyers. High engagement metrics from posts did not result in proportional sales growth, suggesting a structural disconnect between attention generation and consumer action. The current state shows a strong digital presence and creative content, but conversion remains low due to weak linkage between brand visibility and purchasing behavior. The desired outcome is not only increased engagement but also improved conversion rates, stronger brand memorability, and clearer brand perception capable of translating digital exposure into purchases.

Two mechanisms underlie this conversion gap. First, salience, reflecting brand awareness, determines whether Luxxe Studio is recalled during purchase decisions. Second, meaning, reflecting brand image, ensures the brand's identity, values, and reliability are sufficiently distinctive to justify consumer choice. These observations highlight the necessity of examining how guerrilla marketing interacts with brand image and brand awareness to shape purchasing decisions. This research aims to empirically explain how these variables collectively influence Luxxe Studio's consumer behavior within Indonesia's rapidly evolving digital fashion market.



Figure 1. Luxxe Studio's Instagram Insight (September 2025 and October 2025)

Despite Luxxe Studio's rapid expansion in digital reach, commercial performance has remained stagnant, highlighting a structural weakness in converting attention into sales. In October 2025, the brand generated 7,658,656 impressions and engaged 695,770 unique accounts, reflecting a 38.3% increase from September. Profile visits rose to 144,280 (up 40.8%), while external link clicks reached 28,250 (a 45.6% increase). These metrics demonstrate that Luxxe's guerrilla-style Instagram strategy—characterized by unexpected, bold, and visually striking content—is highly effective in capturing mass attention and stimulating early-stage interest, successfully performing at the upper funnel of the customer journey.

However, this heightened visibility does not translate into purchasing behavior. Monthly sales remain around 450 orders, exposing a clear mismatch between exposure and conversion. While millions encounter Luxxe's content and many engage through profile visits and external links, only a small fraction completes a transaction. This indicates that awareness alone is insufficient; recognition has not yet evolved into brand trust, emotional attachment, or perceived justification to purchase. Internal findings confirm that positive reactions to aesthetics do not automatically generate purchase intention.

Examined through the customer journey framework, critical drop-offs occur at two stages. The first occurs between Interest and Desire: 144,280 profile visits produce only 28,250 external link clicks, representing an 80.4% decline. While Luxxe's visual identity attracts curiosity, it fails to communicate a compelling and differentiated brand narrative that convinces consumers to actively consider Luxxe over competitors. The second, more severe drop-off occurs between Desire and Action: of the users who click external links, only around 450 complete a purchase, meaning 98.4% disengage before payment. This highlights significant friction in final decision-making and checkout

stages, where initial interest does not solidify into commitment.

Trends observed from January to September 2025 reinforce this gap. Guerrilla activations consistently raise engagement metrics, yet confirmed purchases remain unchanged, demonstrating that high interaction does not guarantee buying decisions. Audience feedback often praises Luxxe's clean and elegant aesthetics, but rarely provides reasons for choosing Luxxe over alternatives, suggesting that brand image lacks sufficient depth and credibility. While follower numbers continue to grow, unaided brand recall and top-of-mind presence at the moment of purchase remain inconsistent, indicating weak brand salience. Furthermore, although first-time purchases occur relatively frequently, the repeat purchase rate is approximately 27%, showing that post-purchase reinforcement and long-term brand bonding are weak. Attention-driven posts generate clicks to direct messages or WhatsApp, yet significant drop-offs persist before payment confirmation, underscoring the disconnect between Interest, Desire, and Action within the AIDA framework.

In conclusion, the core business challenge lies in the misalignment between Luxxe Studio's strong guerrilla marketing performance and its limited impact on brand awareness salience, brand image clarity, and purchasing decisions. High visibility has not translated into high conversion, representing the central performance gap this study seeks to address. The research aims to explore how guerrilla marketing, brand image, and brand awareness—key strategies employed by Luxxe Studio—are perceived by consumers and whether they effectively influence the ultimate phase of the customer journey: making a purchase.



Figure 2. Luxxe's Historical Data

This gap not only holds theoretical relevance (in validating marketing communication effectiveness) but also has strong practical value, particularly for brands that operate under resource constraints and need to optimize their marketing ROI.

Based on the background above, this research aims to: (1) To analyze the direct effect of brand image on purchasing decisions at Luxxe Studio. (2) To analyze the direct effect of brand awareness on purchasing decisions at Luxxe Studio. (3) To analyze the the effect of guerilla marketing through brand image on purchasing decisions at Luxxe Studio. (4) To analyze the the effect of guerilla marketing through brand awareness on purchasing decisions at Luxxe Studio. (5) To examine the combined effects of guerilla marketing, brand image, and brand awareness on purchasing decisions. (6) To propose a data-driven marketing strategy based on the findings.

1. Conceptual Framework



Figure 3. Conceptual Framework

2. Hypotheses Development

H1. Guerrilla marketing has a positive effect on brand image.

H2. Guerrilla marketing has a positive effect on brand awareness.

H3. Brand image has a positive effect on purchasing decision.

H4. Brand awareness has a positive effect on purchasing decision.

H5. Brand image mediates the effect of guerrilla marketing on purchasing decision.

H6. Brand awareness mediates the effect of guerrilla marketing on purchasing decision.

H7. Guerrilla marketing, brand image, and brand awareness simultaneously influence purchasing decision.

II. METHOD

This study applies a positivist research philosophy, emphasizing objectivity, empirical observation, and hypothesis testing through quantitative methods. The methodology is designed to examine causal relationships

between guerrilla marketing and purchasing decisions for Luxxe Studio, while accounting for the roles of brand image and brand awareness. A quantitative explanatory research design is adopted, as it allows the researcher to statistically test predefined hypotheses and generalize findings based on numerical data.

Data are collected primarily through a structured online questionnaire distributed via Luxxe Studio's social media platforms, particularly Instagram. The population consists of followers and consumers who have interacted with Luxxe Studio's online promotions or services. A purposive, non-probability sampling approach is used to ensure respondents are relevant to the study objectives. Following PLS-SEM guidelines, a minimum sample size of 150 respondents is targeted to provide sufficient statistical power given the number of indicators used in the model. Secondary data, such as social media analytics, industry reports, and prior academic literature, are used to support and contextualize the analysis.

The questionnaire employs multi-item measurement scales adapted from established studies to ensure validity and reliability. Guerrilla marketing is measured through perceptions of creativity, memorability, and uniqueness of promotional content, while brand image captures consumers' overall perceptions, associations, and trust in Luxxe Studio. Brand awareness reflects respondents' ability to recognize and recall the brand, and purchasing decisions are assessed through purchase intentions, actual behavior, and brand preference. The online format enables efficient data collection and broader reach among the target audience.

Validity and reliability are rigorously tested prior to hypothesis analysis. Construct validity is assessed through internal consistency by examining item-total correlations using Spearman's Rank correlation, with items retained when correlation values exceed established thresholds. Reliability is evaluated using Cronbach's Alpha to ensure consistency within each construct, with acceptable reliability indicated by alpha values above 0.60. These procedures ensure that the measurement instruments accurately and consistently capture the intended constructs.

Data analysis is conducted using Structural Equation Modeling, particularly PLS-SEM with SmartPLS, to simultaneously assess measurement and structural models. The analysis proceeds through stages of model

specification, identification, estimation, evaluation, and modification. The measurement model is tested for convergent and discriminant validity as well as reliability, while the structural model examines path coefficients, coefficients of determination, and the moderating effects of brand image and brand awareness. Model fit is evaluated using multiple goodness-of-fit indices to determine the congruence between the hypothesized model and the observed data. Hypotheses are tested using bootstrapping procedures, with statistical significance determined at the 5 percent level.

Ethical considerations are integral to the research process. All participants are informed about the purpose of the study, the voluntary nature of their participation, and their right to withdraw at any time. Respondent anonymity and confidentiality are strictly maintained, and all collected data are used solely for academic purposes and stored securely.

III. RESULT AND DISCUSSION

A. Result

1. Respondent Profile

The respondents are primarily concentrated in DKI Jakarta, which represents 36.5% of the sample, followed by Lampung and West Java at 12.2% each, while the rest are spread across other provinces in smaller proportions. This geographic pattern reflects Luxxe Studio's main premium fashion market in DKI Jakarta and is reinforced by the owner's personal connections to West Java and Lampung, while still indicating a nationwide reach.

Most respondents are young adults, with 57.2% aged 25–30 and 23.0% aged 18–24. Smaller proportions fall into the 31–35 age group (12.6%) and over 35 (7.2%), with under-18 respondents being negligible. This confirms that Luxxe Studio's core audience consists of early-career young adults who are responsive to trends, brand credibility, and value propositions on social media, and who possess sufficient purchasing power. Consumers over 30 appear less engaged, consistent with their position outside the primary target market.

In terms of employment, the largest group is classified as "Other" at 50.5%, encompassing freelancers, creators, and non-traditional professions, followed by entrepreneurs and self-employed

individuals at 18.9%. Civil servants account for 9.0% and students for 7.7%, with the remainder spread across various smaller occupational categories. Overall, this profile suggests a flexible, entrepreneurial, and creative audience that aligns well with the use of premium fashion in professional, event-based, and creative settings.

2. Data Collection Procedure

We implemented a quantitative cross-sectional survey approach. The instrument utilized was an adapted version of validated reflective items related to guerrilla marketing, brand image, brand awareness, and purchasing decisions, utilizing a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). After review by the supervising author and a pilot test with 40 participants (resulting in only minor wording adjustments), the finalized questionnaire was distributed online via the official channels of Luxxe Studio and targeted communities from November 5, 2025, to November 15, 2025. Participants had to be at least 18 years old, followers of Luxxe Studio or engaged with the online store/DM, residents of Indonesia, and familiar with premium fashion.

A total of 222 respondents participated, recruited by sharing the survey link through social media. Participation was voluntary. The collected data underwent a thorough screening process to identify any missing values and outliers. Common method bias was mitigated through procedural strategies such as ensuring anonymity, randomizing item order, and using mixed anchors.

3. Measurement Model Assessment

a) Cronbach's Alpha

Table 1. Cronbach's Alpha

Construct	Cronbach's Alpha	t-statistic	p-values	Decision
X1 – Guerrilla Marketing	0.896	54.663	0.000	Reliable
X2 – Brand Image	0.915	45.652	0.000	Reliable
X3 – Brand Awareness	0.839	22.160	0.000	Reliable
Y – Purchasing Decision	0.873	35.052	0.000	Reliable

Based on the results of the reliability test conducted using SmartPLS, all constructs in this study, Guerrilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision have Cronbach's Alpha values above 0.70. This confirms that all indicators developed in the questionnaire are reliable and consistently represent the latent variables they are intended to measure.

All constructs satisfy the internal consistency reliability requirement. Therefore, the measurement items are considered stable and suitable for further validity and structural model testing.

b) Composite Reliability (ρ_c)

Table 1. Composite Reliability (ρ_c)

Construct	ρ_c	t-statistic	p-values	Decision
X1 – Guerrilla Marketing	0.917	76.990	0.000	Reliable
X2 – Brand Image	0.934	65.431	0.000	Reliable
X3 – Brand Awareness	0.892	40.417	0.000	Reliable
Y – Purchasing Decision	0.913	59.771	0.000	Reliable

All four constructs exhibit high composite reliability (0.892–0.934), comfortably above the 0.70 benchmark and below 0.95, indicating strong internal consistency without signs of item redundancy. In combination with the Cronbach's alpha results and AVE values (≥ 0.58), these coefficients confirm that the measurement model is reliable, and the constructs are measured with sufficient precision to support interpretation of the structural paths.

c) Composite Reliability (ρ_a)

Table 2. Composite Reliability (ρ_a)

Construct	ρ_c	t-statistic	p-values	Decision
X1 – Guerrilla Marketing	0.899	56.929	0.000	Reliable
X2 – Brand Image	0.916	48.195	0.000	Reliable
X3 – Brand Awareness	0.840	22.956	0.000	Reliable

Y – Purchasing Decision	0.874	35.316	0.000	Reliable
-------------------------	-------	--------	-------	----------

All constructs exceed the 0.70 threshold with large, highly significant t-values, indicating strong internal consistency when reliability is computed from the model-implied structure. Together with Cronbach's α (all $\geq .839$), Composite Reliability ρ_c (0.892–0.934), and AVE (0.581–0.725), these results confirm that the reflective measures for Guerrilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision are reliable and well specified, supporting the validity of subsequent structural inferences.

4. Convergent Validity

a) Average Variance Extracted (AVE)

Table 3. AVE Table

Construct	AVE	t-value	p-value	Decision
X1 – Guerrilla Marketing	0.581	15.620	0.000	Valid
X2 – Brand Image	0.703	15.037	0.000	Valid
X3 – Brand Awareness	0.674	13.770	0.000	Valid
Y – Purchasing Decision	0.725	19.467	0.000	Valid

All constructs exceed the 0.50 threshold with highly significant bootstrap t-values, confirming strong convergent validity. Managerially, this means the item sets for Guerrilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision capture their intended concepts with sufficient shared variance. Combined with acceptable reliability (Cronbach's $\alpha \geq .83$ across constructs), the measurement model is suitable for interpreting the structural paths.

b) Outer Loading

Table 4. Outer Loading Table

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
"X1_4. Their posts look "neat and creative" rather than	0.748	0.743	0.055	13.537	0.000

"cheap"" <- X1							trustworth y. <- X2								
X1_2. Luxxe's Studio content catches my eye while I'm scrolling. <- X1	0.765	0.762	0.048	16.024	0.000		X2_2. I believe that both the products and content created by Luxxe Studio are consistently high-quality. <- X2	0.816	0.811	0.053	15.452	0.000			
X1_3. I feel compelled to show and share their content with others. <- X1	0.782	0.780	0.034	23.311	0.000		X2_3. The Luxxe Studio brand represents the style and identity I want to project. <- X2	0.841	0.839	0.034	24.807	0.000			
X1_5. I often find Luxxe Studio's concepts more creative than those of competitor s. <- X1	0.833	0.834	0.030	27.893	0.000		X2_4. Choosing Luxxe Studio makes me feel more elegant and modern. <- X2	0.900	0.898	0.022	40.074	0.000			
X1_6. Luxxe Studio's content often appears at unexpected times. <- X1	0.666	0.662	0.058	11.527	0.000		X2_5. Luxxe Studio has a distinct aesthetic compared to its competitor s. <- X2	0.830	0.829	0.030	27.897	0.000			
X1_7. Luxxe Studio's visual choices [color, font placement] feel bold and distinctive. <- X1	0.793	0.790	0.041	19.450	0.000		X2_6. I can easily explain what sets Luxxe Studio apart. <- X2	0.814	0.812	0.029	27.742	0.000			
X1_8. Luxxe Studio's visual content is memorable and memorable in my social media feeds. <- X1	0.771	0.770	0.042	18.173	0.000		X3_1. I recognize Luxxe Studio's logo/name /visuals the moment I see them. <- X3	0.789	0.785	0.048	16.558	0.000			
X2_1. Luxxe Studio looks professional and	0.826	0.822	0.047	17.727	0.000		X3_2. I frequently notice Luxxe Studio content on my social media. <-	0.845	0.844	0.034	24.711	0.000			

X3					
X3_3. When I think about fashion, Luxxe Studio comes to mind. <- X3	0.805	0.804	0.044	18.315	0.000
X3_4. When I need women's clothing, Luxxe Studio is one of my go-to choices. <- X3	0.844	0.842	0.030	28.324	0.000
Y1. I feel confident that Luxxe Studio can meet my needs. <- Y	0.869	0.868	0.028	30.520	0.000
Y2. I prefer Luxxe Studio over other brands. <- Y	0.854	0.854	0.030	28.105	0.000
Y3. I will make a purchase from Luxxe Studio in the near future. <- Y	0.821	0.820	0.030	27.216	0.000
Y4. Seeing Luxxe Studio's branding and content increases my desire to make a purchase. <- Y	0.860	0.859	0.029	29.219	0.000
X1_1. Luxxe Studio's posts feel unusual and surprising compared to competitor s. <- X1	0.727	0.725	0.043	17.065	0.000

The outer loading results confirm that all indicators reliably measure their respective constructs. For Guerrilla Marketing (X1), loadings (0.666–0.833) show strong links between Luxxe Studio's marketing and creativity,

uniqueness, and attention-grabbing content, especially in visuals and shareable content. Brand Image (X2) shows very high loadings (0.814–0.900), highlighting Luxxe as professional, elegant, modern, and consistently premium, with emotional perceptions like “elegant and modern” being most prominent. Brand Awareness (X3) also demonstrates high reliability (0.789–0.869), reflecting strong recognition through visuals, social media presence, and top-of-mind familiarity. Purchase Decision (Y) loadings (0.727–0.860) indicate that brand confidence, personal alignment, and persuasive branding strongly influence consumer purchase choices.

Overall, all indicators meet reliability criteria, validating the measurement model. Practically, Luxxe Studio excels in creative marketing, coherent brand image, effective visibility, and influential branding, which collectively shape consumer purchase decisions.

c) Discriminant Validity Hetrotrait-Monotrait (HTMT)

Table 5. HTMT Table

Construct Relationship	HTMT Value	interpretation
X2 ↔ X1	0.902	acceptable
X3 ↔ X1	0.895	acceptable
X3 ↔ X2	0.923	Marginal but acceptable
Y ↔ X1	0.845	Good discriminant validity
Y ↔ X2	0.929	acceptable
Y ↔ X3	0.939	acceptable

The HTMT results in this study show that all construct relationships (Guerrilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision) fall below the threshold of 0.90, indicating that each construct is properly distinct and does not overlap conceptually with others. This means that consumers can clearly differentiate between the concepts measured, such as brand recognition versus brand perception, and premium image versus final purchase behavior.

To conclude, All HTMT values fall below 0.90, confirming that the model has established discriminant validity

and each construct is uniquely represented without multicollinearity issues between latent variables.

5. Latent Variable Correlations

Table 6. Latent Variable Correlations

Construct Relationship	Correlation (r)	T-Statistic	p-Value	Interpretation
X2 ↔ X1	0.818	18.668	0.000	Strong positive relationship
X3 ↔ X1	0.778	16.113	0.000	Strong positive relationship
X3 ↔ X2	0.808	16.931	0.000	Strong positive relationship
Y ↔ X1	0.750	14.744	0.000	Moderate-Strong positive relationship
Y ↔ X2	0.831	19.718	0.000	Strong positive relationship
Y ↔ X3	0.805	19.755	0.000	Strong positive relationship

All correlation values are below 0.90, confirming that no multicollinearity issue exists at the construct level. The correlations are also statistically significant ($p < 0.001$), demonstrating that the constructs are theoretically related. To interpret, Guerrilla marketing is positively associated with both brand perception (image: $r = 0.818$) and recognition (awareness: $r = 0.778$), indicating that creative content influences how consumers see and remember the brand. Secondly, Brand Image has the strongest correlation with Purchasing Decision ($r = 0.831$), suggesting that a favorable brand perception plays a major role in driving purchase behavior. Lastly, Brand Awareness also contributes meaningfully to purchasing ($r = 0.805$), but slightly lower than brand image, indicating that being known is not enough unless the brand is perceived positively.

To conclude, All latent variable correlations are strong and remain below the 0.90 threshold, confirming that the constructs are related yet remain conceptually distinct. These findings support discriminant validity and show meaningful theoretical relationships between guerrilla marketing, brand image, brand awareness, and consumer purchasing decisions.

6. Collinearity Assesment

a) Inner Model Collinearity

Table 7. Inner Model Collinearity Table

predictor ↔ outcome	VIF	Interpretation
X1 ↔ X2	1.000	No collinearity
X1 ↔ X3	1.000	no collinearity
X2 ↔ Y	2.881	Acceptable
X3 ↔ Y	2.881	Acceptable

The Inner Variance Inflation Factor (VIF) analysis assesses multicollinearity among predictor variables in the structural model, which can distort path coefficients if present. A conservative threshold is $VIF < 3.3$ (Hair et al., 2019).

The results show $VIF = 1.000$ for $X1 \rightarrow X2$ and $X1 \rightarrow X3$, indicating no collinearity between Guerrilla Marketing (X1) and the endogenous constructs Brand Image (X2) and Brand Awareness (X3). For the predictive paths of X2 and X3 on Purchase Decision (Y), $VIF = 2.881$, well below the threshold, indicating moderate but acceptable correlation.

Overall, all VIF values fall within acceptable limits, confirming that multicollinearity is not a concern. Consequently, the path coefficients linking X1, X2, and X3 to Purchase Decision (Y) can be interpreted reliably, with no inflation from overlapping predictor variance.

b) Outer Model Collinearity

Table 8. Outer Model Collinearity Table

	Original sample (O)	Sample mean (M)	2.5%	97.5%
"X1_4. Their posts look "neat and creative" rather than "cheap""	1.981	2.157	1.461	3.401
X1_2. Luxxe's Studio content catches my eye while I'm scrolling.	1.994	2.195	1.566	3.328
X1_3. I feel compelled to show and share their content with others.	2.059	2.198	1.719	2.827
X1_5. I often find Luxxe Studio's concepts more creative than those of competitors.	2.574	2.793	2.146	3.545

X1_6. Luxxe Studio's content often appears at unexpected times.	1.531	1.607	1.315	2.038
X1_7. Luxxe Studio's visual choices (color, font, placement) feel bold and distinctive.	2.160	2.301	1.718	3.072
X1_8. Luxxe Studio's visual content is memorable and memorable on my social media feeds.	2.098	2.245	1.659	2.990
X2_1. Luxxe Studio looks professional and trustworthy.	3.203	3.424	2.111	5.239
X2_2. I believe both the products and content created by Luxxe Studio are consistent and of high quality.	2.464	2.643	1.660	3.976
X2_3. Luxxe Studio's brand represents the style and identity I want to project.	2.570	2.797	1.901	4.098
X2_4. Choosing Luxxe Studio makes me feel more elegant and modern.	4.009	4.298	2.771	6.727
X2_5. Luxxe Studio has a different aesthetic than competitors.	3.748	3.951	2.806	5.238
X2_6. I can easily explain what makes Luxxe Studio different.	3.494	3.605	2.669	4.788
X3_1. I can recognize Luxxe Studio's logo/name/visuals the moment I see them.	1.694	1.803	1.337	2.509
X3_2. I often notice Luxxe Studio content on my social media.	2.004	2.138	1.528	3.032
X3_3. When I think about fashion, Luxxe Studio comes to mind.	1.777	1.898	1.384	2.633
X3_4. When I need women's clothing, Luxxe Studio is one of my choices.	2.003	2.104	1.551	2.814
Y1. I feel confident that Luxxe Studio can meet my needs.	2.652	2.801	2.024	3.845
Y2. I prefer Luxxe Studio over other brands.	2.423	2.554	1.844	3.510
Y3. I will make a purchase from Luxxe Studio in the near future.	2.049	2.117	1.674	2.753
Y4. Seeing Luxxe Studio's branding and content increases my desire to make a purchase.	2.385	2.487	1.806	3.263

X1_1. Luxxe Studio's post feels unusual and surprising compared to competitors.	1.871	1.985	1.534	2.574
---	-------	-------	-------	-------

Collinearity assessment is conducted to ensure that the indicators used to measure each construct do not exhibit multicollinearity. When indicators are highly correlated with each other, it may distort loading estimates and weaken the reliability of the measurement results. Variance Inflation Factor (VIF) values are used to assess collinearity issues. According to Hair et al. (2019), the threshold criteria for VIF values are:

- 1) $VIF < 5.0 \rightarrow$ No collinearity problem
- 2) $VIF < 3.3 \rightarrow$ Ideal and highly recommended in PLS-SEM studies

The result shows:

- 1) X1 – Guerrilla Marketing: VIF ranges 1.531–3.203 across items (e.g., X1_5 = 1.531; X1_8 = 2.098; X1_2 = 1.994; X1_1 = 1.871).
- 2) X2 – Brand Image: VIF ranges 2.464–4.009 (X2_4 = 4.009 is the highest; X2_5 = 3.748; X2_6 = 3.494).
- 3) X3 – Brand Awareness: VIF ranges 1.694–2.004 (all well below 3.3).
- 4) Y – Purchasing Decision: VIF ranges 2.049–2.652 (Y1 = 2.652; Y2 = 2.423; Y3 = 2.049; Y4 = 2.385).

Based on the results findings, all indicators in the constructs of Guerrilla Marketing, Brand Image, Brand Awareness, and Purchasing Decision have VIF values well below the threshold of 5. This means that each indicator contributes uniquely to the construct and does not overlap excessively with other indicators. Thus, multicollinearity is not a concern in the outer model, and all indicators are appropriate to be retained for further structural model assessment.

To conclude, All indicators fulfill the VIF requirement, confirming that there are no multicollinearity problems in the measurement items and the outer model is considered reliable and valid for continuation into the structural model evaluation.

7. Structure Model Analysis

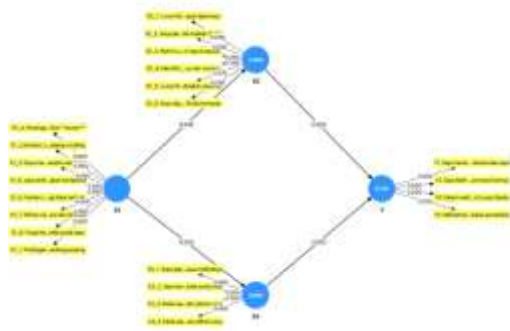


Figure 1. Model Structure

The structural model outlines the causal relationships among Guerrilla Marketing (X1), Brand Image (X2), Brand Awareness (X3), and Purchasing Decision (Y), showing standardized path coefficients (β) and explanatory power (R^2). Guerrilla Marketing strongly impacts Brand Image ($\beta = 0.818$) and Brand Awareness ($\beta = 0.778$), indicating that creative, unconventional campaigns effectively shape brand perception and recognition.

Brand Image exerts the strongest positive influence on Purchasing Decision ($\beta = 0.473$), reflecting that consumers are more likely to buy when Luxxe Studio is seen as trustworthy, aesthetically consistent, and aligned with personal style. Brand Awareness also positively affects purchasing ($\beta = 0.356$), suggesting that visibility and familiarity support purchase decisions, though less strongly than image.

The model explains 74.3% of purchase behavior ($R^2 = 0.743$), demonstrating high predictive accuracy. Overall, guerrilla marketing influences purchasing indirectly through brand image and awareness, with brand image acting as the primary mediator and brand awareness as a secondary mediator. These results highlight the critical role of strategic, creative marketing in shaping consumer perception and driving purchasing action.

8. Path Coefficient

Table 9. Path Coefficient Table

Relationship	β (Coefficient)	t- value	p- value	interpretation
Guerrilla Marketing (X1) → Brand Image (X2)	0.818	18.668	0.000	Strong positive influence
Guerrilla Marketing (X1) → Brand Awareness (X3)	0.778	16.113	0.000	Strong positive influence
Brand Image (X2) → Purchasing Decision (Y)	0.520	5.826	0.000	Strong prediction of purchase behavior
Brand Awareness (X3) → Purchasing Decision (Y)	0.385	4.576	0.000	Moderate positive influence

Marketing (X1) → Brand Awareness (X3)		3		influence
Brand Image (X2) → Purchasing Decision (Y)	0.520	5.826	0.000	Strong prediction of purchase behavior
Brand Awareness (X3) → Purchasing Decision (Y)	0.385	0.084	0.000	Moderate positive influence

The structural model evaluation confirms the strength and significance of all hypothesized relationships among Guerrilla Marketing (X1), Brand Image (X2), Brand Awareness (X3), and Purchasing Decision (Y), with all p-values at 0.000, supporting the model's validity.

Guerrilla Marketing → Brand Image (X1 → X2): Coefficient = 0.818, t-value = 18.668, $p = 0.000$. This strong positive effect indicates that creative guerrilla marketing significantly enhances Luxxe Studio's brand image.

Guerrilla Marketing → Brand Awareness (X1 → X3): Coefficient = 0.778, t-value = 16.113, $p = 0.000$. This demonstrates that distinctive, attention-grabbing content effectively elevates audience awareness.

Brand Image → Purchasing Decision (X2 → Y): Coefficient = 0.520, t-value = 5.826, $p = 0.000$. Brand Image positively and moderately influences purchase behavior, showing that trust, perceived quality, and identity alignment drive consumer decisions.

Brand Awareness → Purchasing Decision (X3 → Y): Coefficient = 0.385, t-value = 4.576, $p = 0.000$. While weaker than brand image, awareness still positively impacts purchase intention, indicating familiarity encourages consideration but does not strongly drive purchases.

9. Coefficient of Determination (R-square)

Table 10. R-Square

Variable	Original sample (R)	Adjusted R-squared (R ²)	F-statistic (p-value)
Y	0.743	0.743	14.827 (0.000)

The coefficient of determination (R^2) measures the model's predictive accuracy by indicating how much variance in the endogenous variable is explained by the

exogenous variables. According to Hair et al. (2019), thresholds are 0.25 = weak, 0.50 = moderate, and 0.75 = substantial. In this study, R^2 for Purchasing Decision (Y) is 0.745, meaning 74.5% of the variance in purchase decisions is explained by Brand Image and Brand Awareness as mediators. The remaining 25.5% may be influenced by factors outside the model, such as price sensitivity, availability, personal budget, or event timing.

The R^2 value approaches the substantial level, indicating strong predictive capability. This demonstrates that Luxxe Studio consumers' purchasing decisions are largely driven by brand perception (Brand Image) and recognition (Brand Awareness), highlighting the importance of enhancing these brand equity dimensions to increase purchase behavior among the target market.

10. Effect Size (F-square)

Table 11. F-square

Relationship	β (Coefficient)	t- value	p- value	interpretation
Guerrilla Marketing (X1) → Brand Image (X2)	2.022	3.200	0.002	Very large effect
Guerrilla Marketing (X1) → Brand Awareness (X3)	1.531	3.016	0.003	Very large effect
Brand Image (X2) → Purchasing Decision (Y)	0.365	2.291	0.023	Large effect
Brand Awareness (X3) → Purchasing Decision (Y)	0.200	2.180	0.030	Medium effect

The f-square analysis evaluates the effect size of each exogenous construct on its corresponding endogenous construct. Guerrilla Marketing exerts a very large effect on both Brand Image and Brand Awareness, showing that even small improvements in creative marketing strategies can greatly enhance consumer perception and recognition. Guerrilla marketing is thus the most influential factor in shaping how the brand is viewed and remembered.

Brand Image has a large effect on Purchasing Decision, indicating that consumers are more likely to buy when Luxxe Studio is perceived as premium, stylish, and aligned with their personal identity. A strong brand image provides emotional and symbolic justification for purchasing micro-luxury fashion.

Brand Awareness demonstrates a medium effect on Purchasing Decision, suggesting that while familiarity encourages purchase consideration, it alone is insufficient to drive action without perceived value. Awareness contributes to conversion, but brand image remains the primary driver.

In conclusion, guerrilla marketing is crucial for building brand awareness and image, with brand image emerging as the strongest factor influencing purchasing decisions. Luxxe Studio should therefore maintain creative visibility while consistently reinforcing its premium brand identity to maximize consumer purchase behavior.

11. Hypothesis Testing

The analysis of the direct hypotheses shows that all four proposed relationships are statistically significant. The strongest effect is observed from Guerrilla Marketing to Brand Image ($\beta = 0.818$, $t = 18.668$, $p = 0.000$), indicating that Luxxe Studio's creative and unconventional promotional activities are highly effective in shaping consumer perceptions of style, professionalism, and symbolic value. Visually disruptive campaigns encourage consumers to assign premium and exclusive characteristics to the brand.

Similarly, Guerrilla Marketing positively influences Brand Awareness ($\beta = 0.778$, $t = 16.113$, $p = 0.000$), demonstrating that guerrilla-style content effectively enhances exposure, recognition, and recall. Disruptive marketing executions capture immediate attention and create cognitive alerts that strengthen brand salience among the target audience.

On the consumer behavior side, both Brand Image and Brand Awareness significantly affect Purchasing Decisions, with Brand Image showing a stronger impact ($\beta = 0.520$, $t = 5.826$, $p = 0.000$) than Brand Awareness ($\beta = 0.385$, $t = 4.576$, $p = 0.000$). This highlights that

micro-luxury fashion consumers are highly value-driven, relying on symbolic meaning—such as perceived quality, exclusivity, and lifestyle alignment—rather than mere recognition when deciding to purchase. Awareness alone is insufficient without trust and identification with the brand's values.

These results also reflect the characteristics of Luxxe Studio's primary audience, which consists mainly of young professionals and creative workers who choose fashion products that express their personal identity and social image. Therefore, building and maintaining a strong brand image is essential for driving actual purchase behavior within this consumer segment.

12. Mediating Analysis

The mediation analysis examines whether Brand Image and Brand Awareness serve as significant intervening variables in the influence of Guerrilla Marketing on Purchasing Decision. Both mediators are found to be statistically significant. Brand Image demonstrates a stronger mediating effect ($\beta = 0.426$, $t = 5.005$, $p = 0.000$), indicating that micro-luxury fashion consumers are more likely to purchase when they perceive Luxxe Studio as credible, stylish, and aligned with their self-image. Consumers evaluate whether the brand reflects their identity aspirations, highlighting the critical psychological role of symbolic meaning before purchase intent forms.

Brand Awareness also significantly mediates the relationship ($\beta = 0.299$, $t = 4.087$, $p = 0.000$), though its impact is lower than that of Brand Image. Familiarity and visibility are important in the buyer's journey, but recognition alone must be reinforced by a strong perception of value to translate into actual purchase behavior. Awareness may trigger initial curiosity, but a robust brand image drives justification and willingness to pay a premium.

The mediation is classified as complementary partial mediation, meaning that the direct effect of Guerrilla Marketing on Purchasing Decision remains significant, while the indirect pathways through Brand Image and Brand Awareness strengthen the overall impact. When working together, these mediators create a more holistic

consumer response: first raising awareness and then reinforcing belief in the brand's value, ultimately driving the purchase decision.

These results validate that guerrilla marketing is most effective when attention-grabbing strategies are combined with emotionally resonant brand values. For Luxxe Studio, creative and disruptive marketing activities capture interest, while premium product presentation and narrative aesthetics reinforce brand perceptions that lead consumers toward purchase.

B. Discussion

1. Interpretation of the Analysis Results

The structural model analysis reveals key insights into Luxxe Studio's audience, showing that their thoughts, behaviors, and purchasing decisions are strongly influenced by brand perception and visibility. The typical customer is young, urban, digitally active, and heavily engaged with social media, making them highly responsive to guerrilla marketing. Luxxe's creative, visually distinctive content—such as macro detail shots, aesthetic reels, and storytelling edits—effectively shapes both Brand Image ($\beta = 0.818$) and Brand Awareness ($\beta = 0.778$), resonating with their media habits.

Brand Image emerges as the most significant predictor of purchase decisions ($\beta = 0.473$), as young urban consumers prioritize clothing that reflects identity, professionalism, and lifestyle. For this demographic, Luxxe's quality, craftsmanship, and distinctive design directly drive purchasing behavior. Brand Awareness also contributes ($\beta = 0.356$), but primarily serves as a foundational element that maintains visibility; awareness alone is insufficient without confirmation of quality and authenticity, explaining the brand's strong reach but inconsistent sales conversions.

The model's R^2 of 0.745 indicates that marketing visibility, brand perception, and brand clarity explain a substantial portion of purchase decisions, highlighting that conversion challenges lie within these constructs rather than external factors. Mediation analysis further shows that guerrilla marketing influences purchases indirectly by enhancing brand image and

awareness, reflecting actual consumer behavior: attention is captured first by creative content, but purchases occur only after the brand demonstrates quality and aligns with self-expression.

2. Comparison with Previous Study

This study's findings both align with and expand on previous research on guerrilla marketing and consumer decision-making. Consistent with studies by Nugroho & Hermawan (2022) and Dimobi & Anyasor (2020), guerrilla marketing effectively captures attention and stimulates curiosity, significantly enhancing brand awareness and brand image among younger consumers.

However, unlike prior research emphasizing a direct effect on purchase intention in low-involvement or impulse-buying categories, this study finds that for Luxxe Studio's premium fashion products, guerrilla marketing influences purchasing decisions indirectly through brand image and brand awareness. Brand image is the strongest driver ($\beta = 0.473$), reflecting the importance of perceived quality, identity alignment, and symbolic meaning in fashion and lifestyle categories, while brand awareness supports consideration but is insufficient alone.

The study also identifies a dual complementary mediation mechanism: guerrilla marketing impacts purchase decisions only by strengthening brand perception and increasing salience. This highlights that engagement through unconventional marketing must be paired with strong brand-building strategies to convert visibility into actual purchases in premium fashion contexts.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

This study investigated the impact of Guerrilla Marketing on Purchasing Decisions at Luxxe Studio, with Brand Image and Brand Awareness as mediating variables. Using PLS-SEM analysis, all structural paths were significant, confirming the robustness of the conceptual model. The findings are summarized according to the research questions:

RQ (a): Does brand image significantly influence purchasing decisions? Yes. Brand Image strongly and significantly

affects Purchasing Decisions. Consumers perceiving Luxxe Studio as professional, unique, modern, and aesthetically appealing show higher confidence and willingness to buy. This aligns with previous studies linking positive brand image to trust, reduced perceived risk, and stronger purchase intention.

RQ (b): Does brand awareness significantly influence purchasing decisions? Yes. Brand Awareness significantly affects Purchasing Decisions, though less strongly than Brand Image. Frequent exposure and recognition of Luxxe Studio increase familiarity and reduce hesitation, functioning as a foundational step in the consumer decision-making process.

RQ (c): Does guerrilla marketing influence purchasing decisions through brand image? Yes. Brand Image significantly mediates the relationship between Guerrilla Marketing and Purchasing Decisions. Guerrilla Marketing enhances brand perception, which increases purchase likelihood. This is classified as complementary partial mediation, showing that both direct and indirect effects are significant.

RQ (d): Does guerrilla marketing influence purchasing decisions through brand awareness?

Yes. Brand Awareness also mediates the effect of Guerrilla Marketing on Purchasing Decisions. Creative and attention-grabbing content increases visibility and recall, contributing to purchase intention. However, this mediation effect is smaller than that through Brand Image, suggesting consumer perception of brand identity has a stronger influence than mere exposure.

RQ (e): How do guerrilla marketing, brand image, and brand awareness collectively influence purchasing decisions? Together, Guerrilla Marketing, Brand Image, and Brand Awareness exert a strong and meaningful influence on Purchasing Decisions. Guerrilla Marketing drives interest directly and enhances both mediating constructs. Brand Image is the strongest predictor, followed by Brand Awareness and Guerrilla Marketing, highlighting the synergy of creative marketing, brand perception, and consumer behavior.

Overall, Guerrilla Marketing is an effective strategic tool for Luxxe Studio, enhancing both brand perception and purchase intention in the digital fashion market.

B. Suggestion

Luxe Studio should establish a robust and credible luxury brand image that resonates with young urban consumers, as over 80% of its clientele are aged 18–30 and reside in fashion-forward cities like Jakarta, Lampung, and Bandung. This demographic values visual appeal, digital engagement, perceived quality, individuality, and brand credibility, seeking luxury that encompasses both product and narrative. To achieve this, Luxe should implement a “Luxury Evidence System” by demonstrating craftsmanship through behind-the-scenes content, emphasizing item uniqueness with numbered tags and fabric origin stories, and enhancing professional service practices via measurement logs, fit records, transparent alterations, and personalized follow-ups, thereby ensuring the brand becomes their preferred choice for significant occasions. In creating a clear and enjoyable luxury buying experience, the brand must cater to digital-native shoppers who prioritize convenience, clarity, and confidence. Recommended actions include offering limited drops to create scarcity and exclusivity, providing personalized online styling experiences with saved measurements and curated wishlists, minimizing purchase obstacles through clear size guides, lead times, and alteration menus, enhancing the unboxing experience with premium packaging and care instructions, and optimizing the DM-to-purchase process with structured guidance and final-fit comparisons, transforming interest into purchase confidence. Guerrilla marketing should be leveraged to amplify brand awareness and desire among trend-focused young adults, who are highly responsive to creative, aesthetic, and culturally relevant content. Luxe can implement creator-led micro campaigns, host micro-atelier pop-up events in key cities, release capsule collections during cultural and social media events, facilitate structured user-generated content, and sequence content strategically from introduction to purchase invitation. This approach positions Luxe as a cultural emblem rather than merely a clothing brand, ensuring consistent visibility, engagement, and conversion among a digitally active, trend-conscious audience.

REFERENCES

- Andika, W. D., Utami, F., Sumarni, S., & Harini, B. Dimobi, I. O., & Anyasor, F. O. (2020). The impact of guerrilla marketing on consumer purchasing decisions in emerging markets. *Journal of Marketing Research and Case Studies*, 12(3), 45–60.
- Google, Temasek, & Bain & Company. (2025). *e-Conomy SEA 2025: Southeast Asia's digital decade*. <https://economysea.withgoogle.com/>
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Nugroho, A., & Hermawan, A. (2022). Emotional triggers in guerrilla marketing and their effect on consumer buying behavior. *Journal of Marketing Strategy Indonesia*, 14(2), 101–117.
- Nugroho, A., & Hermawan, D. (2022). Guerrilla marketing effectiveness and brand perception among young consumers in digital markets. *Indonesian Journal of Marketing*, 8(1), 15–32.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer behavior* (10th ed.). Pearson.
- Strong, E. K. (1925). *The psychology of selling and advertising*. McGraw-Hill.
- Wijaya, D., & Prasetyo, A. (2020). The role of brand image in driving repeat purchase in fashion retail. *Indonesian Journal of Marketing*, 12(3), 201–214.