



## The Influence of the 5A Customer Path on Online Purchasing Decisions (Case Study: 3SECOND Kuningan)

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### ABSTRACT

The purpose of this study is to analyze the influence of variables in the Customer Path 5A concept (Aware, Appeal, Ask, Act, and Advocate) on Online Purchasing Decision among users of 3SECOND products through multiple linear regression analysis. Quantitative research was used to collect data through the distribution of questionnaires. This study involved 150 respondents, selected using the Hair et al 2021 method (6x25) to take samples. Criteria relevant to the research objectives were used to select respondents. Data were collected using a questionnaire with a Likert scale (1-5). Based on the results of the study, it can be concluded that the 5A Customer Path (Aware, Appeal, Ask, Act, and Advocate) has a significant influence on the online purchasing decisions of 3SECOND products in Kuningan. Each stage in the 5A model plays a role in shaping perceptions, interest, interaction, purchasing decisions, and consumer loyalty to the 3SECOND brand.

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## **INTRODUCTION**

The advent of the digital industrial era 4.0 has driven globalization to create fair transformation. Marketing 4.0 is a phase characterized by deep and comprehensive systems in the marketing process, covering all aspects of the consumer journey with a focus on people. Marketing 4.0 enables marketers to adapt to the digital economy, which includes key elements of the Customer Path 5A framework that can help create effective interactions between companies and consumers. The Customer Path 5A consists of Aware, Appeal, Ask, Act, and Advocate. In the initial stages of interaction between companies and consumers, digital marketing plays a key role in creating awareness and interest. As time progresses and consumers seek closer relationships with companies, the role of digital marketing becomes increasingly important (Kotler, 2020).

With the advancement of technology and the convenience offered by the internet, buying and selling activities are now widely conducted online. In Indonesia, online shopping transactions in 2024 are predicted to reach Rp. 487 trillion, an increase from Rp. 453 trillion in 2023. According to data from the Ministry of Trade (Kemendag), the number of users of online shopping platforms is projected to increase by 11.9% from 58.63 million last year to 65.65 million in 2024. One of the websites that serves as a platform for business activities and transactions between consumers and merchants is a marketplace. In Indonesia, there are many types of marketplaces that are quite well-known, both from local applications and those originating from abroad. However, the most well-known among the public is Shopee. Shopee is an online marketplace application that simplifies the buying and selling process using mobile devices in a simple and fast manner (Aziz et al., 2021).

Advances in technology and the internet have changed consumer shopping behavior, especially with the rise of online purchasing. Online purchasing decisions are influenced by various factors such as price, customer reviews, product quality, customer service, and transaction security. Consumers generally search for information before making a purchase by checking product descriptions, reviews, and testimonials from other users (Kartika & Ganarsih, 2019).

The object used in this study is 3SECOND. 3SECOND is a local brand that has a significant market share in Indonesia. 3SECOND is one of the leading clothing brands, especially among young people. 3SECOND is based in Bandung, West Java. 3SECOND began expanding into online sales by launching their official website, [3second.co.id](http://3second.co.id), in early 2018. This move signifies their commitment to expanding their market reach through digital platforms.

The latest data from 2024 shows that 3SECOND now has more than 500 branches throughout Indonesia. This development demonstrates 3SECOND's dedication to reaching more customers and strengthening its position as one of the leading fashion brands in Indonesia (Nadiya & Wahyuningsih, 2020). 3SECOND products feature trendy and stylish designs made from comfortable materials with a variety of styles. This makes 3SECOND stand out as a brand capable of competing with other competitors.

As a tip for choosing a quality fashion brand, it is recommended to look for a reputable brand and pay attention to product descriptions before making a purchase (Safitri & Basiya, 2022).

## **THEORETICAL REVIEW**

### ***Customer Path 5A***

Customer Path refers to the process that consumers go through when choosing a brand or product (Mas'adi et al., 2022). In the initial stage of the 5A Customer Path, Aware consumers have the primary ability to passively receive information about various brands based on previous experiences, marketing communications, and/or recommendations from others (Safitri & Basiya, 2022). Consumers begin to recognize brands through various channels that introduce them to the brand, such as advertisements (Kusumasari & Sanica, 2022).

The second stage, Appeal, is a process in which consumers process the messages they receive, forming short-term memories or reinforcing long-term memories, and directing their attention only to a limited number of specific brands (Kotler, 2020). Consumers generally make decisions about their interest in a brand, whether it is a brand they are new to or one they are already familiar with (Kusumasari & Sanica, 2022).

The third stage, Ask, is the stage where consumers are driven by their curiosity. At this stage, consumers actively seek further information from friends, family, the media, and/or directly from the brand concerned (Kotler, 2020). Consumers will actively seek information about the brand, both online by visiting websites relevant to the brand they are looking for, and through offline interactions with family members or friends who have used the product or service (Kusumasari & Sanica, 2022).

The fourth stage, Act, is a consumer process reinforced by the availability of information, in which consumers decide to purchase a particular brand and engage in deeper interactions through the process of purchasing, using, and/or servicing (Kotler, 2020). If the results of consumers' information search are positive, they will feel confident that the brand is right for them. As a result, consumers will make a purchase and use the brand (Kusumasari & Sanica, 2022).

The final stage, Advocate, is an ongoing process in which consumers develop high loyalty to the brand. This is reflected in good retention rates, repeat purchases, and ultimately advocacy toward others (Kotler, 2020). Consumers are willing to risk their personal reputation to recommend the brand, both spontaneously and non-spontaneously (Kusumasari & Sanica, 2022).

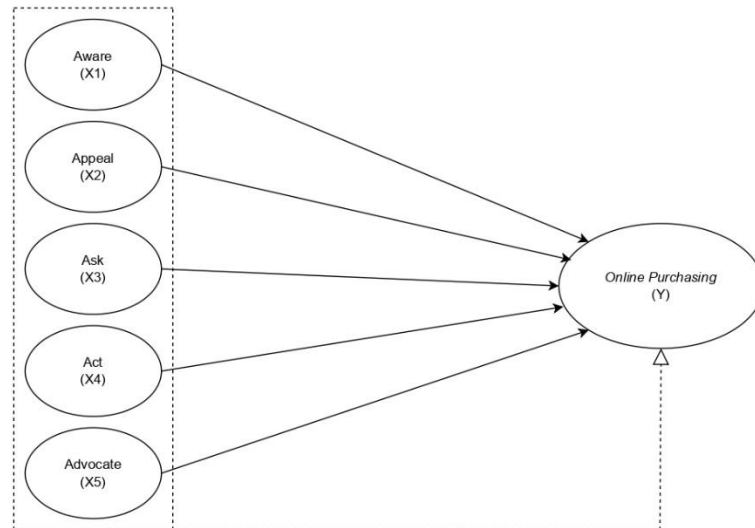
### ***Online Purchasing Decision***

After consumers complete the previous stages, they will develop a desire to make a decision to purchase a product. The decision to purchase can be interpreted as a consumer action that includes a series of individual activities in exchanging money to obtain goods or services (Rizal et al., 2021). A purchase decision can also be defined as the selection of the most desired brand among various available options, which is the consumer's action to decide whether to buy a product or not (Curatman et al., 2023). In the digital era, online purchases

occur when consumers decide to buy a product or service anywhere using only their mobile phones.

Online purchasing decision is identified as a process in online transactions that integrates knowledge to evaluate various behavioral alternatives and determine the most optimal choice. This process is influenced by a number of factors, including personal characteristics, service or vendor quality, website quality, attitudes in the purchasing process, intention to shop online, and decision-making mechanisms (Putri & Marlien, 2022).

### Research Framework



### Information

X<sup>1</sup> : Aware

X<sup>2</sup> : Appeal

X<sup>3</sup> : Ask

X<sup>4</sup> : Act

X<sup>5</sup> : Advocate

Y : Online Purchasing Decision

### Research Hypotheses

- H1: Aware influences Online Purchasing Decision.
- H2: Appeal influences Online Purchasing Decision.
- H3: Ask influences Online Purchasing Decision.
- H4: Act influences Online Purchasing Decision.
- H5: Advocate influences Online Purchasing Decision.
- H6: There is a significant influence between Awareness, Appeal, Interaction, Action, and Recommendation on Online Purchasing Decision 3SECOND in Kuningan.

## METHODOLOGY

This study uses a quantitative approach to examine the relationship between Aware (X1), Appeal (X2), Ask (X3), Act (X4), Advocate (X5) and Online Purchasing Decision (Y). The population in this study were all consumers of 3SECOND products who had made purchases online. To ensure the accuracy of the research results, this study employs the sample selection method proposed by Hair et al. (2021). The commonly applied rule is "5-10 times," indicating that the sample size must be at least 5-10 times the number of statements or indicators. The number of respondents in this study is 150 (6x25).

Data were collected using a questionnaire with a Likert scale (1-5). The validity and reliability of the questionnaire were tested before data collection was conducted on a large scale. The questionnaire served as a data collection technique by presenting a set of written questions or statements to respondents to be answered (Ismail et al., 2022). The data analysis technique used was multiple linear regression analysis to determine the influence of each independent variable on the dependent variable. The analysis was conducted using SPSS. The tests were performed partially (t-test) and simultaneously (F-test), and supplemented with a coefficient of determination analysis ( $R^2$ ) to determine the magnitude of the influence of all independent variables on the dependent variable.

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$$

Explanation:

- Y = dependent variable (predicted)
- $X_1, X_2, X_3, X_4, X_5$  = independent variables (affecting Y)
- $\beta_0$  = constant or intercept (value of Y when all X = 0)
- $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  = regression coefficients for each X variable
- $\varepsilon$  = error or residual

## RESULTS AND DISCUSSION

### Validity Test

A validity test is conducted to measure whether a research instrument is truly capable of measuring the construct being used. To obtain questionnaire validity, efforts are focused on achieving content validity. This validity indicates the extent to which the differences obtained with the measurement instrument reflect the actual differences in the respondents being studied.

Variabel	Indikator	r Hitung	N	r Tabel ( $\alpha=0.05, n=150$ )	Keterangan
<b>Aware (X1)</b>	P1	0.800	150	0.159	Valid
	P2	0.860	150	0.159	Valid
	P3	0.877	150	0.159	Valid
	P4	0.841	150	0.159	Valid
<b>Appeal (X2)</b>	P5	0.872	150	0.159	Valid
	P6	0.853	150	0.159	Valid
	P7	0.882	150	0.159	Valid
	P8	0.822	150	0.159	Valid
<b>Ask (X3)</b>	P9	0.893	150	0.159	Valid
	P10	0.874	150	0.159	Valid
	P11	0.860	150	0.159	Valid
	P12	0.875	150	0.159	Valid
<b>Act (X4)</b>	P13	0.903	150	0.159	Valid
	P14	0.840	150	0.159	Valid
	P15	0.853	150	0.159	Valid
	P16	0.879	150	0.159	Valid
<b>Advocate (X5)</b>	P17	0.901	150	0.159	Valid
	P18	0.873	150	0.159	Valid
	P19	0.860	150	0.159	Valid

Variabel	Indikator	r Hitung	N	r Tabel ( $\alpha=0.05, n=150$ )	Keterangan
	P20	0.885	150	0.159	Valid
<b>Online Purchasing (Y)</b>	P21	0.757	150	0.159	Valid
	P22	0.771	150	0.159	Valid
	P23	0.798	150	0.159	Valid
	P24	0.771	150	0.159	Valid
	P25	0.768	150	0.159	Valid

Explanation:

- r calculated from the correlation between the indicator and the total variable score.
- r table based on significance  $\alpha = 0.05$  and  $n = 150 \rightarrow r \text{ table} \approx 0.159$
- All indicators have an r calculated value  $> r \text{ table}$ , so it can be concluded that all questionnaire items are valid.

### Reliability Test

Reliability testing is intended to determine the level of consistency of instruments that measure concepts. Reliability is a prerequisite for achieving the validity of a questionnaire with a specific purpose. In measuring reliability, the Cronbach Alpha technique is used. If Cronbach's Alpha value is greater than 0.6, the respondents' answers to the questionnaire as a measuring instrument are considered reliable. If Cronbach's Alpha is less than 0.6, the respondents' answers to the questionnaire as a measuring instrument are considered unreliable.

No.	Variabel	Kode	Jumlah Item	Cronbach's Alpha	Jumlah Responden (N)	Keterangan
1.	<b>Aware</b>	X1	5	0.827	150	Reliabel
2.	<b>Appeal</b>	X2	5	0.831	150	Reliabel
3.	<b>Ask</b>	X3	5	0.835	150	Reliabel
4.	<b>Act</b>	X4	5	0.834	150	Reliabel
5.	<b>Advocate</b>	X5	5	0.837	150	Reliabel
6.	<b>Online Purchasing</b>	Y	6	0.799	150	Cukup reliabel

- Number of Respondents: 150
- Reliability:
- All variables have Cronbach's Alpha values > 0.7, indicating that the entire questionnaire instrument has good reliability.
- The variable with the highest reliability is Advocate (X5) with a value of 0.837.
- The dependent variable Online Purchasing (Y) is also reliable, although slightly lower (0.799).
- A questionnaire has interrelated questions on a scale and is considered reliable if *Cronbach Alpha*  $\geq$  0.700. Therefore, it can be concluded that all questions are reliable.

**Pearson Correlation Coefficients Among Variabels**

Variable	Online Purchasing	Aware	Appeal	Ask	Act	Advocate
Online Purchasing	1.000	.770	.787	.772	.797	.751
Aware	.770	1.000	.733	.682	.693	.696
Appeal	.787	.733	1.000	.726	.664	.766
Ask	.772	.682	.726	1.000	.766	.635
Act	.797	.693	.664	.766	1.000	.661
Advocate	.751	.696	.766	.635	.661	1.000

The table above provides information about the relationship between independent and dependent variables, with the following interpretation of the results:

1. The magnitude of the relationship between the variable Aware and online purchasing is 0.770. This value means that the two variables have a strong relationship. A positive correlation coefficient (0.770) means that if Aware increases, online purchasing will also increase.
2. The magnitude of the relationship between the Appeal variable and online purchasing is 0.787. This value indicates that the two variables have a strong relationship. The positive correlation coefficient (0.787) means that if Appeal increases, online purchasing will also increase.
3. The magnitude of the relationship between the variable Ask and online purchasing is 0.772. This value means that the two variables have a strong relationship. A positive correlation coefficient (0.772) means that if Ask increases, online purchasing will also increase.
4. The magnitude of the relationship between the variable Act and online purchasing is 0.797. This value means that the two variables have a strong relationship. The positive correlation coefficient (0.797) means that if Act increases, online purchasing will also increase.
5. The magnitude of the relationship between the advocate variable and online purchasing is 0.751. This value means that the two variables have a strong relationship. The positive correlation coefficient (0.751) means that if advocate increases, online purchasing will also increase.

**Multiple Linear Regression Analysis**  
*Multiple Linear*

Regression is a useful parametric statistical tool for analyzing and explaining the relationship between two or more different research factors. This tool works by utilizing observations from various observations in various fields (Saleha, 2016). In this study, Multiple Linear Regression is used as an analytical tool to evaluate the influence of independent variables (X1), namely Aware (X1), Appeal (X2), Ask (X3), Act (X4), and Advocate (X5) on the dependent variable (Y), namely Online Purchasing Decision, in the use of 3SECOND products in Kuningan

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	T	Sig.
(Constant)	2.012	0.744	-	2.702	0.008
Aware	0.210	0.070	0.188	2.984	0.003
Appeal	0.244	0.080	0.216	3.065	0.003
Ask	0.162	0.068	0.160	2.389	0.018
Act	0.289	0.063	0.298	4.571	0.000
Advocate	0.159	0.065	0.156	2.455	0.015

Based on the table above, the regression equation explaining the effect of *Customer Path 5A* on *Online Purchasing Decision* is as follows:

$$Y = 2.012 + 0.210X_1 + 0.244X_2 + 0.162X_3 + 0.289X_4 + 0.159X_5$$

Explanation:

- Y : Online Purchasing Decision
- X1 : Aware
- X2 : Appeal
- X3 : Ask
- X4 : Act
- X5 : Advocate

The regression equation above shows that each variable can be interpreted as follows:

1. The table above shows a t-value of 2.702 with a significance value of  $0.003 \leq 0.05$ , so it can be concluded that consumer awareness (*Aware*) influences the *Online Purchasing Decision*.
2. The t-value is 3.065 with a significance level of  $0.003 \leq 0.05$ , so it can be concluded that Consumer Appeal (*Appeal*) influences *Online Purchasing Decisions*.

3. The t-value is 2.389 with a significance value of  $0.018 \leq 0.05$ , so it can be concluded that consumer demand and interaction (*Ask*) influence *Online Purchasing Decisions*.
4. The t-value is 4.571 with a significance value of  $0.000 \leq 0.05$ , so it can be concluded that consumer actions (*Act*) influence online purchasing decisions.
5. The t-value is 2.455 with a significance level of  $0.015 \leq 0.05$ , so it can be concluded that consumer recommendations (*Advocate*) influence *Online Purchasing Decisions*.

**T-Test  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.012	.744		2.702	.008
	Aware	.210	.070	.188	2.984	.003
	Appeal	.244	.080	.216	3.065	.003
	Ask	.162	.068	.160	2.389	.018
	Act	.289	.063	.298	4.571	.000
	Advocate	.159	.065	.156	2.455	.015

1. The table above shows a t-value of 2.702 with a significance value of  $0.003 \leq 0.05$ , so it can be concluded that *Aware* influences *Online Purchasing Decision*.
2. The t-value is 3.065 with a significance level of  $0.003 \leq 0.05$ , so it can be concluded that *Appeal* influences *Online Purchasing Decision*.
3. The t-value is 2.389 with a significance level of  $0.018 \leq 0.05$ , so it can be concluded that *Ask* influences *Online Purchasing Decision*.
4. The t-value is 4.571 with a significance level of  $0.000 \leq 0.05$ , so it can be concluded that *Act* influences *Online Purchasing Decision*.
5. The t-value is 2.455 with a significance level of  $0.015 \leq 0.05$ , so it can be concluded that *Advocate* influence *Online Purchasing Decisions*.

**F-Test  
ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1793.005	5	358.601	109.755	.000 <sup>b</sup>
	Residual	470.488	144	3.267		
	Total	2263.493	149			

The F value in the table above is 109.755 with a significance value of 0.000, sig value  $0.000 \leq 0.05$ , so this regression model is suitable for predicting *Online Purchasing*.

**Coefficient of Determination Test (R)  
 Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.890 <sup>a</sup>	.792	.785	1.80756	.792	109.755	5

The value obtained is 0.890, which is also known as the coefficient of determination. The coefficient of determination of 0.890 is equivalent to 89%. This value indicates that 89% of Online Purchasing Decisions are influenced by Aware, Appeal, Ask, Act, and Advocate, while 11% are influenced by other factors. The Standard Error of the Estimate is  $1.801 \leq 3.897$ , so it can be concluded that the predictor variables (Aware, Appeal, Ask, Act, and Advocate) are suitable as predictors for the dependent variable, Online Purchasing Decision.

**CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the study, it can be concluded that the 5A Customer Path (Aware, Appeal, Ask, Act, and Advocate) has a significant influence on the online purchasing decisions of 3SECOND products in Kuningan. Each stage in the 5A model plays a role in shaping perceptions, interest, interaction, purchasing decisions, and consumer loyalty to the 3SECOND brand. Overall, all stages of the 5A customer journey positively contribute to online purchase decisions, so companies need to strengthen every aspect of this model to improve sales conversion and customer loyalty.

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