

underscores the pre-eminence of indirect paths in facilitating brand success. Consequently, the results indicate that enterprises such as Tokopedia ought to prioritize strategies that directly augment Consumer Behaviour—such as enhancing app usability, increasing delivery reliability, and cultivating trust through secure transactions—rather than anticipating immediate brand expansion from discrete operational enhancements. This practical insight underscores the mediating function of Consumer Behaviour (M) and emphasizes its significance in connecting technological and logistical innovations to quantifiable brand growth results.

6. Conclusion

The results demonstrated that all variables in the research model met the validity and reliability criteria evaluated by the outer model assessment method. The reliability study indicates that the Cronbach's Alpha and Composite Reliability scores for all constructs exceed the 0.70 threshold, indicating strong internal consistency. The Average Variance Extracted (AVE) values for all constructions surpass 0.50, confirming that the latent variables adequately account for the bulk of the variance in their indicators.

The evaluation of the structural model indicates strong explanatory capability, with R-squared values of 0.982 for Brand Growth (Y1) and 0.979 for Consumer Behaviour (M), illustrating that variations in Technological Innovations (X1) and Logistical Strategies (X2) explain a significant portion of the variance in these dependent variables.

In hypothesis testing, Technological Innovations (X1) and Logistical Strategies (X2) demonstrated no statistically significant direct effect on Brand Growth (Y1), with path coefficients of 0.228 ($p = 0.088$) and 0.209 ($p = 0.218$), respectively. Both factors exert a considerable influence on Consumer Behaviour (M), with path coefficients of 0.520 for X1 ($p < 0.05$) and 0.474 for X2 ($p < 0.05$). Consumer Behaviour (M) exerts a statistically significant direct influence on Brand Growth (Y1), evidenced by a path coefficient of 0.326 ($p = 0.029$). The mediation analysis reveals strong indirect effects, with the pathways $X1 \rightarrow M \rightarrow Y1$ (path coefficient = 0.142, $p = 0.021$) and $X2 \rightarrow M \rightarrow Y1$ (path coefficient = 0.118, $p = 0.050$) demonstrating statistical significance. These findings confirm that Consumer Behaviour mediates the link between Technological Innovations, Logistical Strategies, and Brand Growth.

This research highlights the crucial function of Consumer Behaviour as a mediating variable that converts technological and logistical advancements into measurable brand growth. The results indicate that corporate strategies must prioritize activities that improve Consumer Behaviour—such as building trust, satisfaction, and engagement—via technological advancements and logistical enhancements. Consumer-centric strategies are essential for optimizing the influence of operational improvements on brand growth.

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