



The Influence of Digital Marketing and Brand Awareness on Increasing Brand Image and its Impact on Purchasing Decisions

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Abstract

The current beverage product that is trending in Solo city is cheese tea. This product is a blend of the and the cheese. And lucky cheese tea is one of the brands present in the city of Solo. This study aims to test and analyze whether there is an influence of digital marketing and brand awareness on increasing brand image and the impact on purchasing decisions of cheese tea products in solo cities. This research was conducted on Lucky Cheese Tea consumers spread across the city of Solo, with a total sample of 154 respondents. The research method uses a descriptive and verifiable approach. The analysis technique uses Structural Equation Modeling with SmartPLS 3.3.9 software. The findings in this study show that: digital marketing and brand awareness have a significant influence on brand image, while digital marketing, brand awareness and brand image have a significant influence on Purchasing Decisions. If digital marketing and brand awareness have been carried out optimally, it will be positively embedded in the eyes of consumers of the product and what needs to be done is to maintain a good brand image to achieve maximum purchasing decisions.

Keywords: *Digital marketing, brand awareness, brand image, purchase decision, partial least square path modeling*

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INTRODUCTION

Along with the rapid advancement of technology, internet users are very attached to people. Internet use can be done anywhere using a smartphone. According to the results of the APJII (Indonesian Internet Service Providers Association) survey in 2021 – 2022, the reason for using the internet to access social media is in the first position as much as 98.02% of the total 272 million Indonesians who are connected to the internet. Social media are quite different from traditional media that companies use to communicate with their customers through television, radio, magazine, newspaper and billboard etc. Social media marketing requires special care and different kinds of strategies to establish brand image, as well as brand loyalty And the rest of the Indonesian population uses the Internet to access public services, online transactions, and others (Tarabieh, 2017). The current use of social media marketing is very helpful for company marketing activities, where there are many e-commerce companies that carry out marketing strategies through social media such as Facebook, Youtube, Instagram, and others (Ramadhani et al., 2019). With so many internet users in Indonesia, culinary entrepreneurs have also begun to develop their culinary businesses, especially in the beverage sector and carry out massive promotions through

digital marketing. Marketers are faced with new challenges and opportunities within this digital age.

Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market (Yasmin et al., 2015). Culinary drinks that are currently trending are drinks with a mixture of cream cheese as the main topping (cheese tea). This is evidenced by the large number of drink enthusiasts to find out information about the cheese tea drink. Currently, the level of followers on one of the cheese tea social media, namely the cheese tea Instagram account, has increased significantly, namely as many as 500 followers every month. Cheese tea is one type of drink that is in great demand by all circles of Indonesian society. After conducting a Presurvey at one of the cheese tea outlets located at the Luwes Kartasura supermarket in Solo, Central Java. The results obtained from the survey were seen from the criteria for the drinks that are most in demand based on brand (brand awareness) by visitors, Cheese Tea is ranked first, which is as much as 40% of the total 30 respondents to Luwes Kartasura visitors. As for the criteria for the most popular drinks based on Quality, Price, and Taste (Brand Image) by visitors, cheese tea is ranked second as much as 20.20% of the total 30 respondents to Luwes Kartasura visitors. And what occupies the first place is the Tongji Tea drink and the rest are drinks with other brands or brands in the Supermarket. Based on the data above, the level of cheese tea sales is still experiencing ups and downs and is still far from meeting the sales targets that have been set. In this case, it is important for marketers or sellers to improve the way of promotion or advertising through digital marketing to increase the brand awareness and brand image of buyers to achieve purchasing decisions.

Research conducted by Fitrianna & Aurinawati (2020) found that marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence the purchasing decision of Monggo Chocolate products in Yogyakarta. Although each variable is the same, there is something that distinguishes it, namely in terms of the object of the study, the technical analysis, the number of respondents, and the absence of mediation variables. However, in contrast to the research conducted by Pebrianti et al. (2020) the results of the study showed that digital marketing does not have a significant effect on brand awareness, while e-WOM has a significant influence on brand awareness, this shows that the influence of e-WOM is still very effective in its use in the marketing world compared to the use of digital compared to the use of digital marketing as a promotional tool in today's era. e-WOM and brand awareness have a significant effect on purchasing decisions.

What distinguishes this research is the object of the study, there is no mediation variable but the independent variable there are 2 variables, namely brand awareness and purchasing decisions as well as technical analysis used. In addition, there is also a study conducted by Kinanti & Imran (2021) found that digital marketing has a significant influence on brand awareness. What distinguishes this study is the object of study, the number of variables studied, the number of respondents, and the technical analysis. Another previous research conducted by Amelfdi & Ardyan (2020) found that brand awareness does not have a significant influence on purchasing decisions but for brand image and product quality has a significant influence on purchasing decisions. What distinguishes it from this study is the object of the study, the number of respondents, and the analysis technique.

In accordance with the description above, this study is intended to obtain information about the influence of digital marketing and brand awareness on increasing brand image and the impact on purchasing decisions of cheese tea products in the city of Solo with a case study at lucky cheese tea outlets.

METHOD

This research method uses descriptive and verifiable methods. Data collection technique by distributing questionnaires by filling out google forms online to 154 respondents

interested in cheese tea drinks from August 2022 to September 2022. The variables in this study were 4 variables, namely (1) Digital Marketing, (2) Brand Awareness, (3) Brand Image, & (4) Purchasing Decisions. The Likert scale 1-5 was used in this study which was divided into 5, namely (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. The analysis technique used in this study is Structural Equation Modeling (SEM) using the SmartPls 3.3.9 software program.

RESULTS AND DISCUSSION

Demography

This research was conducted by distributing questionnaires as many as 154 respondents who were cheese tea consumers where many cheese tea enthusiasts were spread in Solo. Because of the promotional media of cheese tea through the internet, many consumers are interested in the promos provided by cheese tea. Solo is a city located in the province of Central Java which has the second largest number of internet users, namely 87.26% after West Java as much as 97.14%.

Descriptive

Descriptive analysis is carried out to provide an overview related to research variables with the results presented in table 1.

Table 1. Statistics Descriptive

Item	Minimum	Maximum	Mean	SD
Digit al Marketing				
DM1	1	5	4.09	0.87
DM2	1	5	3.91	0.99
DM3	2	5	4.10	0.78
DM4	2	5	4.10	0.83
DM5	2	5	4.27	0.79
DM6	2	5	4.22	0.80
DM7	3	5	4.40	0.74
DM8	2	5	4.24	0.79
Average			4.17	0.83
Bran d Awareness				
BA1	1	5	3.73	1.07
BA2	2	5	4.21	0.76
BA3	2	5	4.29	0.77
BA4	1	5	4.11	0.93
BA5	2	5	4.18	0.86
BA6	2	5	4.14	0.82

BA7	1	5	3.91	0.95
BA8	2	5	4.23	0.80
Average			4.10	0.87
Br and Image				
BI1	2	5	4.35	0.79
BI2	1	5	4.01	0.92
BI3	2	5	3.93	0.94
BI4	2	5	3.79	0.96
BI5	2	5	4.11	0.80
BI6	2	5	4.31	0.77
BI7	2	5	4.25	0.79
BI8	2	5	4.14	0.80
Average			4.11	0.85
Buying Decision				
BD1	2	5	4.18	0.84
BD2	1	5	3.95	0.93
BD3	2	5	4.32	0.75
BD4	2	5	4.29	0.76
BD5	2	5	4.21	0.76
BD6	2	5	4.25	0.76
BD7	1	5	4.02	1.02
BD8	1	5	4.08	0.92
BD9	1	5	3.86	1.00
BD10	1	5	3.89	1.03
BD11	1	5	3.95	0.96
BD12	1	5	3.73	1.10
BD13	2	5	4.23	0.81
BD14	1	5	3.64	1.18
Average			4.04	0.92

The results of the analysis found that in general respondents gave positive values to each item in each research variable. The digital marketing variable has an average value of 4.17, the brand awareness variable with an average of 4.10, the brand image variable is 4.11

and the purchase decision variable has an average of 4.04. All variables are included in the assessment in the high category.

Partial Least Square Path Modeling

This study used structural equation model (SEM) analysis technique with Partial Least Square (PLS). PLS modeling consists of two stages. In the first stage, evaluate the validity and reliability of the measurement model by calculating the construct validity for validity evaluation and reporting Cronbach alpha, composite reliability, and extracted average variance (AVE) for reliability evaluation. The second step is structural analysis, which is to see the influence of the latent exogen variable on the endogenous latent variable according to the research hypothesis. To determine the signification rate, a bootstrap approach with 500 resampling is used (Hair Jr et al., 2021).

Validity and Reliability

The purpose of testing a measurement model or outer model test is so that the data collected through the questionnaire or field can be measured by each latent variable. Latent variables are variables that cannot be measured directly. To test the measurement model, 2 stages are carried out, namely:

For the validity test, we use two criteria, namely convergent validity, and discriminant validity.

Convergent validity measures how well an item describes the measured construct which is indicated by how high the correlation between the item and the construct is. Convergent Validity Test to measure the validity of indicators as a measure of variables that can be seen from the outer loading of each variable indicator. Evaluating the Loading Factor (FL) is a value generated by each indicator to measure variables. According to Ghazali & Latan (2015) that the acceptable value is ≥ 0.70 . However, according to Hair Jr et al. (2017) the value of a loading factor of less than 0.700 is still acceptable if the composite reliability value is still greater than 0.700. In this study we used a criterion of 0.600. Here is a picture of the value of the Loading Factor (FL) outer model

Table 2. Construct Validity

Indicators	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Image			
BI1 <- Brand Image	0.795	24.588	0.000
BI2 <- Brand Image	0.775	19.285	0.000
BI3 <- Brand Image	0.832	28.658	0.000
BI4 <- Brand Image	0.817	26.804	0.000
BI5 <- Brand Image	0.799	22.455	0.000
BI6 <- Brand Image	0.750	16.596	0.000
BI7 <- Brand Image	0.778	20.955	0.000
BI8 <- Brand Image	0.741	17.150	0.000

Brand Awareness			
BA1 <- Brand Awareness	0.732	16.917	0.000
BA2 <- Brand Awareness	0.762	19.422	0.000
BA3 <- Brand Awareness	0.630	9.902	0.000
BA4 <- Brand Awareness	0.687	12.028	0.000
BA5 <- Brand Awareness	0.809	25.846	0.000
BA6 <- Brand Awareness	0.758	22.358	0.000
BA7 <- Brand Awareness	0.712	13.270	0.000
BA8 <- Brand Awareness	0.728	16.993	0.000
Digital Marketing			
DM1 <- Digital Marketing	0.720	13.129	0.000
DM2 <- Digital Marketing	0.726	14.385	0.000
DM3 <- Digital Marketing	0.805	24.842	0.000
DM4 <- Digital Marketing	0.801	24.914	0.000
DM5 <- Digital Marketing	0.703	14.142	0.000
DM6 <- Digital Marketing	0.776	19.510	0.000
DM7 <- Digital Marketing	0.720	15.943	0.000
DM8 <- Digital Marketing	0.789	24.379	0.000
Buying Decision			
BD1 <- Buying Decision	0.762	19.369	0.000
BD2 <- Buying Decision	0.813	26.849	0.000
BD3 <- Buying Decision	0.779	20.920	0.000
BD4 <- Buying Decision	0.748	15.822	0.000
BD5 <- Buying Decision	0.811	25.461	0.000
BD6 <- Buying Decision	0.761	16.956	0.000

BD7 <- Buying Decision	0.756	18.713	0.000
BD8 <- Buying Decision	0.819	29.073	0.000
BD9 <- Buying Decision	0.835	32.715	0.000
BD10 <- Buying Decision	0.816	29.810	0.000
BD11 <- Buying Decision	0.607	8.851	0.000
BD12 <- Buying Decision	0.724	16.056	0.000
BD13 <- Buying Decision	0.647	10.827	0.000
BD14 <- Buying Decision	0.648	14.032	0.000

Based on the Loading Factor (FL) data described above, it is stated that all categories of items in each variable are declared valid, because all category items in each variable have a Loading Factor (FL) value of ≥ 0.600 .

Discriminant Validity to determine whether a reflective indicator is really a good gauge for its construct based on the principle that each indicator should be highly correlated to its construct alone. The gauges of different constructs should not be high correlated (Ghozali & Latan, 2015). In SmartPLS applications, discriminant validity tests use cross loadings and Fornell-Larcker Criterion or Heterotrait-Monotrait (HTMT) values (Henseler et al., 2015). However, this study will use the Fornell-Larcker Criterion test.

Fornell Larcker Criterion or HTMT

The goal is to assess the validity of discriminants, which compare the square root values of the Average Variance Extracted (AVE) of each construct with correlations between other constructs in the model (Henseler et al., 2015). Here's a table of Fornell Larcker Criterion values.

Table 3. Discriminant Reliability*

	Brand Awareness	Brand Image	Buying Decision	Digital Marketing
Brand Awareness	0.729			
Brand Image	0.869	0.786		
Buying Decision	0.793	0.827	0.755	
Digital Marketing	0.786	0.758	0.689	0.756

*) the main diagonal of the table above is the \sqrt{AVE}

Based on the table above, not all cross-correlation values between constructs are smaller than the value of \sqrt{AVE} . For example, for the correlation between brand image and brand awareness, the value is 0.869 greater than the \sqrt{AVE} i.e., 0.729. This shows that there is a strong similarity between brand image and brand awareness. This is certainly very reasonable because indeed between brand image and brand awareness have a high level of

similarity. So even though there are some cross correlation values that are greater than. discriminant validity is still acceptable. This is also supported by other indicators, namely through testing the heterotrait-monotrait ratio of correlations (HTMT). According to Roemer et al. (2021) HTMT values that are less than 0.90 indicate that the instrument used has good discriminant validity. Table 4 shows the HTMT values for each research variable:

Table 4. Discriminant Reliability*

	Brand Awareness	Brand Image	Buying Decision	Digital Marketing
Brand Awareness	0.729			
Brand Image	0.971	0.786		
Buying Decision	0.872	0.891	0.755	
Digital Marketing	0.889	0.839	0.746	0.756

*) the main diagonal of the table above is the \sqrt{AVE}

There is only one correlation whose value is greater than 0.90, namely brand image with brand awareness. So, it can be concluded that the discriminant validity is well fulfilled.

After the data obtained through the questionnaire has been tested valid all, the next step is an analysis of Construct Reliability. Construct Reliability is measuring the construct reliability of latent variables. Its value that is considered reliable must be above 0.70. Construct reliability is the same as Cronbach alpha. The most well-known criterion used to measure internal consistency is Cronbach's Alpha (CA), and other alternatives to CA can also use Composite Reliability (CR). Composite reliability (CR) values of 0.6 – 0.7 are considered to have good reliability Hair Jr et al. (2017), and the expected value of Cronbach's alpha (CA) is above 0.7 (Ghozali & Latan, 2015). The following table is the values of Cronbach's alpha (CA) and composite reliability (CR) in each variable. In addition to CA and CR, AVE is also used as a reference to evaluate the reliability of the instrument. According to Ghozali & Latan (2015) that the acceptable value is ≥ 0.50 . Here is a table of Average Variance Extracted (AVE) values.

Table 5. Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.873	0.900	0.532
Brand Image	0.912	0.928	0.619
Buying Decision	0.941	0.948	0.570
Digital Marketing	0.892	0.914	0.571

Based on the table above, all variables have Cronbach's Alpha (CA) value and Composite Reliability (CR) value > 0.7 and AVE > 0.50 , so it can be said that all these variables have been reliable.

Influence Modeling

In this second stage the goal is to test the influence between one latent variable and another latent variable. Testing is performed to see the path value to see if the influence is significant or not, judging from the t value and from the path value (the t value can be obtained by performing a bootstrapping process). Apart from being seen from the path value, it is also seen from the percentage of variants described, namely R^2 for dependent latent variables that are modeled to be influenced by independent latent variables (Hair Jr et al., 2017). The following figure is a diagram of the inner model path.

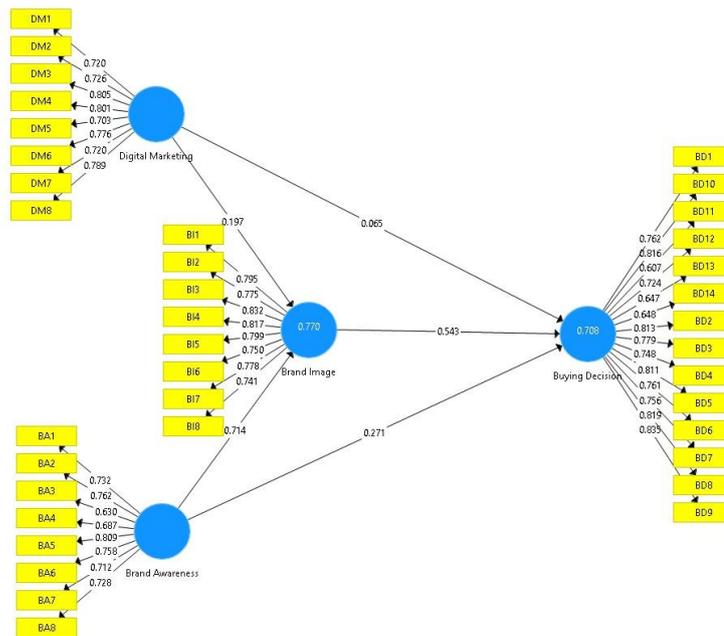


Figure 1. Research Path Diagram (standardized coefficient)

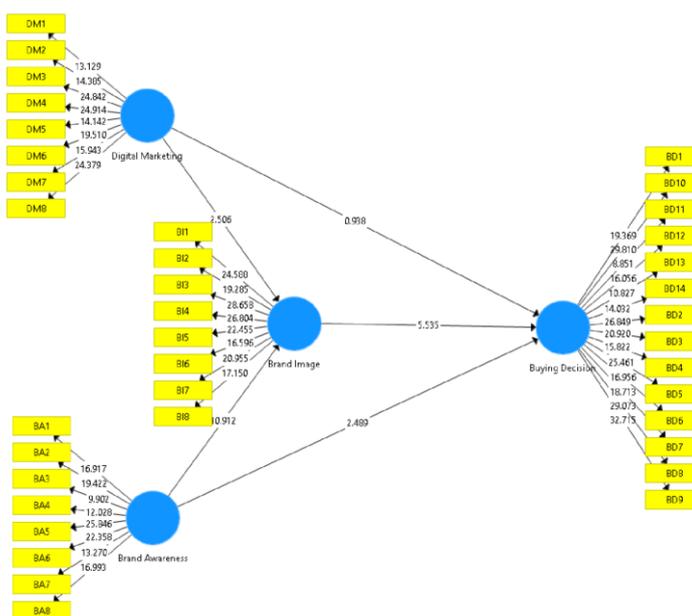


Figure 2. Research Path Diagram (T-statistics)

The results of the analysis found the influence of digital marketing variables of 0.197 standard deviations and the influence of brand awareness on brand image of 0.714 standard deviations. This result shows that brand awareness has a more dominant influence on brand image than digital marketing. Furthermore, digital marketing has an influence of 0.06 standard deviations on buying decisions, while brand awareness and brand image are relatively greater, namely 0.271 and 0.543, respectively. Furthermore, research hypothesis testing was carried out with the results shown in Table 6.

Table 6. Direct Path Coefficients and Hypothesis Testing

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Keputusan
H1: Digital Marketing -> Brand Image	0.197	2.506	0.013	Accepted
H2: Brand Awareness -> Brand Image	0.714	10.912	0.000	Accepted
H3: Digital Marketing -> Buying Decision	0.065	0.938	0.349	Rejected
H4: Brand Awareness -> Buying Decision	0.271	2.489	0.013	Accepted
H5: Brand Image -> Buying Decision	0.543	5.535	0.000	Accepted

The results of hypothesis testing found one insignificant hypothesis, namely H3, the influence of digital marketing on buying decisions. This can be seen from the p value greater than 0.050. As for the other hypotheses, all are proven at a significance level of 5%.

In connection with this research involving mediation variables, in addition to direct influences, it also involves modeling the indirect influence of digital marketing and brand awareness variables on buying decisions through brand image. The result is displayed in table 7. The results of the analysis found that the influence of digital marketing on buying decisions through brand image was 0.107 standard deviations and the indirect influence of brand awareness on buying decisions was 0.387. These two indirect influences were found to be significant at a significance level of 5%

Table 7. Indirect Path Coefficients and Hypothesis testing

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Keputusan
H6 : Digital Marketing → Brand Image → Buying Decision	0.107	2.601	0.010	Accepted
H7 : Brand Awareness → Brand Image → Buying Decision	0.387	4.142	0.000	Accepted

The total direct and indirect influence of digital marketing and brand awareness variables on buying decisions is shown in Table 8.

Table 8. Total Effects

	Original Sample (O)	T Statistics ($ O/STDEV $)	P Values	Keputusan
Digital Marketing → Buying Decision	0.172	2.088	0.037	Accepted
Brand Awareness → Buying Decision	0.658	8.013	0.000	Accepted

To find out how well the research model tested can be carried out based on the analysis of the coefficient of determination (R^2). A coefficient of determination greater than 0.700 indicates a reliable model.

Table 9. Determination coefficients R^2

	R Square	R Square Adjusted
Brand Image	0.770	0.767
Buying Decision	0.708	0.703

The results of the analysis found for the model of the influence of digital marketing and brand awareness on brand image of 0.770 and the model of influence of digital marketing, brand awareness and brand image on buying decisions of 0.708. These two coefficients of determination are greater than 0.700 so both models are acceptable. In addition, the coefficient of determination also explains the magnitude of the diversity of the brand image which can be explained by the variables of digital marketing and brand awareness and the diversity of buying decisions which can be explained by the variables of digital marketing, brand awareness and brand image. Based on the results above, it can be concluded that 77.7% of the diversity of the brand image variable can be explained by the digital marketing and brand awareness variables. Meanwhile, 70.8% of the diversity of variable buying decisions can be explained by the variable variables of digital marketing, brand awareness and brand image simultaneously.

Discussion

Based on the results of the research above, not all cross-correlation values between constructs are smaller than the value of \sqrt{AVE} . for the correlation between brand image and brand awareness, the value is 0.869 greater than \sqrt{AVE} which is 0.729 which indicates that there is a strong similarity between brand image and brand awareness. This is of course very reasonable because indeed between brand image and brand awareness have a high level of similarity. These results are in accordance with research conducted by Tyasendy & Anggadwita (2016), it shows that from the analysis of customer brand awareness of brand image on Instagram in Wallts' business. Based on the research results, customer brand awareness has a significant effect on brand image

The results of brand testing show that there is a more dominant influence on brand image than digital marketing. Furthermore, digital marketing has a standard deviation effect of 0.06 on purchasing decisions, while brand awareness and brand image are relatively larger, namely 0.271 and 0.543 respectively, it can be shown that brand awareness has a more dominant influence on brand image than digital marketing. From the tests carried out, it was found that the influence model of digital marketing and brand awareness on brand image was 0.770 and the influence model of digital marketing, brand awareness and brand image on

purchasing decisions was 0.708. Both of these coefficients of determination are greater than 0.700 so that both models are acceptable. Based on the results above, it can be concluded that 77.7% of the diversity of brand image variables can be explained by digital marketing and brand awareness variables. Meanwhile, 70.8% of the diversity of purchasing decision variables can be explained by the variables of digital marketing, brand awareness and brand image simultaneously. As for related research conducted by researchers such as those conducted by Ali & Novanza (2017), it turns out that brand image, brand awareness and price factors can have a positive impact on purchasing decisions for SME products from SMESCO Indonesia consumers so that they can achieve the company's success goals. The results Saputro (2018) showed that the value of T-statistics of Digital relationship Marketing and Brand Identity relation of 2.532. A value of the T statistic of Brand Ambassador and Brand Identity relation of 2.76. A value of the T statistic of Brand Identity an Purchase Intention relation of 47.446. So that though the implementation of digital marketing and brand ambassadors has had a good impact. The results of this Fitrianna & Aurinawati (2020) research show that marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence purchasing decisions for Chocolate Monggo products in Yogyakarta. The research results can be used to build an online marketing strategy so that it has a high impact in increasing consumer response using a three-variable approach (digital marketing, brand awareness, and brand image).

There are other studies similar to the focus of this research, the results Sudaryanto et al. (2019) showed that Brand image effect on purchasing decision, Price affects purchasing decisions, Promotion affects purchasing decisions, culture moderates the influence of brand image on purchasing decisions, culture moderates the influence of prices on purchasing decisions, and Culture moderates the influence of promotion on purchasing decisions of Basmallah FMCG. As for the research conducted by Dwiyanti et al. (2018) the research results show that perceived quality, brand name and brand awareness partially have a significant effect on purchasing decisions. Analysis of the coefficient of determination shows that 59.7% of purchasing decisions are influenced by perceived quality, brand name and brand awareness. The researcher Amron (2018) found out that price variable has the strongest influence on the consumer buying decision on Apple iOS smartphone. Otherwise, the researcher specifically found that feature variables have the weakest ability to influence purchasing decisions. Therefore, this study suggests to the management of the company to evaluate the price offered to be affordable by consumers. The way is the company's management can conduct periodic price evaluation as well as evaluating the target market.

CONCLUSION

This research examines the influence of digital marketing and brand awareness on cheese tea beverage products on one type of brand equity, namely brand image on consumers' purchasing decisions. The conclusion of the research that has been carried out is based on the results of research that has been carried out, the variables of digital marketing and brand awareness have a significant influence on the brand image of cheese tea beverage products. This means that the better the digital marketing and brand awareness that is implemented will increase the brand image that is embedded in the minds of cheese tea drink consumers. As for the variable digital marketing, brand awareness and brand image have a significant influence on the purchasing decision of cheese tea beverage products. Brand image is a mediation variable that connects the influence between digital marketing and brand awareness on purchasing decisions. This shows that the application of digital marketing and brand awareness greatly affects purchasing decisions if strengthened by a positive brand image embedded in cheese tea consumers.

There are several implications of this research is to continue to optimize the use of digital marketing in marketing products in this case, namely being more consistent in uploading content. In terms of brand awareness, it still optimizes in terms of service, as well

as maintaining quality and taste. If digital marketing and brand awareness have been carried out optimally, it will be positively embedded in the eyes of consumers of the product and what needs to be done is to maintain a good brand image to achieve maximum purchasing decisions. In addition, the use of digital marketing needs to be optimized again to reach a wide market share so that it can increase sales significantly.

Suggestions for further research to be able to add other variables that can influence purchasing decisions to get more in-depth research results.

RECOMMENDATION

Recommendation for this study is to maintain a good brand image to achieve maximum purchasing decisions.

ACKNOWLEDGMENT

This section can be written in case there are certain parties need to be acknowledged, such as research sponsors. The acknowledgment must be written in brief and clear. In addition, avoid hyperbole acknowledgment.

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