



The Impact of Digital Marketing and Product Quality on Purchase Decisions Mediated by Brand Awareness on Vaccine Products at PT "K" Farma Group

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Abstract

This research aims to determine the impact of digital marketing and product quality on purchasing decisions of vaccine products in the PT "K" Farma Group, with brand awareness serving as a mediating factor. Especially after we have gone through the era of the Covid-19 pandemic where now we are increasingly aware of the importance of vaccines for the people. Primary data was collected using questionnaire and total sample were 82. This study used a descriptive quantitative research design. The data analysis technique uses SEM-PLS (*structural equation modeling-partial least squares*). This research employs data analysis technique by structural equation modeling-partial least square. Results indicated that Product and brand awareness had a significant direct positive effect on purchasing decisions, while digital marketing had a direct positive but not significant effect on purchasing decisions. Mediating Effect of Brand Awareness on Digital Marketing, Product Quality and Relationship with Purchase Decision. The study results suggest that brand awareness and perceived product quality of vaccine products to enhance purchase decisions can be proven in company "K" Pharma. Digital marketing is important but without brand awareness, the results will not be significant.

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INTRODUCTION

The vaccine business inquired to take after improvements and changes in order to remain competitive. One of the business challenges that must be faced is being able to survive and success. This can be seen from the increase of consumer purchase.

Digital marketing provides a variety of innovative communication strategies designed to connect with and engage both consumers and businesses online, thereby facilitating the achievement of their objectives. In contrast to traditional media outlets like television, print, or cinema, this approach presents numerous potential advantages

"Kenapa harus vaksin" is a digital marketing platform developed by the PT "K" Farma Group to influence the vaccination rate (VCR) in Indonesia. In general, Indonesian people know about vaccination from Health Care Professionals (Doctors/HCPs). *"Kenapa harus vaksin"* tries to educate layman about the importance of vaccination (preventive action) so that people's awareness can be easily obtained through social media.

Product quality is an important factor for consumers to determine product selection. Good product quality is a positive indicator for consumers to increase their awareness and interest to the product. Increasing brand awareness is crucial for becoming top of mind among consumers. With digital marketing, we help a product to have a big chance of being more widely known. Digital marketing that focuses on brand awareness can increase consumer decisions to buy a product. High product quality tends to create customer satisfaction. This explains the relationship between product quality, brand awareness and the decision to purchase a product which creates loyalty from consumers.

Vaccine companies have a big opportunity to increase the marketing of vaccine products through digital marketing. This is why the author is interested in conducting this research. Researchers conducted pre-research into the phenomena that occurred at PT "K" Farma Group and identified problems that existed within PT "K" Farma Group. This pre-research involved observing and conducting interviews with employees of the company and their family members.

LITERATURE REVIEW

Digital marketing

Marketing and the digital world have a very strong connection. If someone starts exploring marketing business via the internet then they can easily be found by customers. Digital marketing has the ability to reach millions of customers globally and locally. The goals contained in digital marketing include aspects such as increase market share, increase sales revenue and reducing costs. While the benefits are enables real-time customer service, generates high sales and maintains marketers' position against competitors.

Important factors that influence digital marketing consist of some indicators such as accessibility, Interactivity, entertainment, trust and irritation. According to Wijayanti et al., (2023), Zahra & Sulaeman (2023), Putri & Marlien (2022), Ekasari & Mandasari (2021), Putri & Sulistyowati (2021), Masitha & Eka Bonita (2019) reported that their research findings indicate a positive and significant impact of digital marketing on purchasing decisions.

Product quality

Product quality is a critical factor in ensuring a company's competitiveness in the market. a reciprocal relationship between a company and its consumers is invaluable for understanding consumer needs and expectations. This mutual relationship benefits both parties: companies gain insights that help them improve products and services, while consumers feel valued and heard. Product quality is a comprehensive and nuanced concept. The assessment of a product's quality is based on its ability to satisfy or surpass the requirements and anticipations of the consumer, whether these are articulated explicitly or inferred implicitly. Quality is a complex notion that includes a range of characteristics and aspects (Kotler et al., 2024).

Dimensions is one of important factor in product quality. Dimensions consist of some parameters such as performance, reliability, features, conformity, durability, service ability, aesthetics, and perceived quality.

According Anggraini et al., (2023), along with Yani & Purwati (2022), Ekasari & Mandasari (2021), Sastrawati et al., (2020), and Rizan et al., (2017) have indicated through their research that product quality exerts a positive and significant impact on purchasing decisions. Conversely, Fandiyanto et al., (2022) emphasized findings from their study that suggest product quality has a positive yet non-significant impact on purchasing decisions.

Brand awareness

Customer recognition or recall of a brand's association with a specific product is known as brand awareness. brand awareness is a crucial aspect of marketing as it represents the extent to which consumers are familiar with a brand and can recall or recognize it among a product category. High brand awareness means that consumers can easily identify the brand under various conditions and associate it with a particular product or service. (Aaker, 2018).

Various stages of brand awareness include unawareness, brand recognition, brand recall, and top-of-mind awareness. As per Yacub & Mustajab (2020) and Fitrianna & Aurinawati (2020) found in their study that digital marketing and product quality play a crucial role in enhancing brand awareness.

Vaccine

Vaccine comes from the Latin words *vacca* (cow) and *vaccinia* (cowpox). Vaccination is a procedure to increase the level of immunity, providing protective immunity by inducing a memory response against certain pathogens/toxins using nonvirulent/nontoxic antigen substances. The objective of administering vaccines through immunization is to grant immunity to infants, youngsters, and grown-ups by introducing vaccines into the system, prompting the body to produce antibodies that safeguard against specific illnesses.

Purchasing decisions

Consumer purchasing decisions for a product are primarily influenced related to consumer behavior. Understanding consumer behavior is crucial for companies as it provides insights into what drives customers to make purchasing decisions. Since companies cannot directly know what is in a consumer's mind at various stages of the purchasing process, they must rely on research and analysis to infer these motivations. The tendency for brand and price to have an impact on customer purchasing decisions indicates that management of the company should take into account components of consumer behavior, especially the purchasing decision making process. According to the research of P Sutrisno et al., (2023), Fitrianna & Aurinawati (2020), brand awareness has a positive and significant effect on purchasing decisions. In term of digital marketing, product quality mediated by brand awareness by Upadana & Pramudana (2020) and Sidi (2023), has a positive and significant effect on purchasing decisions.

Framework of thoughts

This research uses four variables , including the Digital Marketing (DM) variable, the independent variable Product Quality (KPR), the mediating variable Brand Awareness (BA), and the dependent variable Purchasing Decision (KP).

The framework of thought involves analyzing the relationship between the independent variables (DM and KPR) and the mediating variable (BA) on the dependent variable (KP), which is purchasing decisions (KP).

As a result, the following hypothesis is proposed: (a) H1: The impact of digital marketing on purchasing decisions is significant; (b) H2: The impact of product quality on purchasing decisions is significant; (c) H3: Digital marketing has a significant impact on brand awareness; (c) H4: Product quality has a significant impact on brand awareness; (d) H5: Brand awareness has a significant impact on purchasing decisions; (e) H6: Brand awareness can act as a mediator for the influence of digital marketing on purchasing decisions; (f) H7: Brand awareness can act as a mediator for the influence of product quality on purchasing decisions.

RESEARCH METHODS

The study was carried out at PT "K" Farma Group situated in Jakarta, spanning from December 2023 to January 2024. The research employed a non-probability sampling method, specifically utilizing judgmental sampling or purposive sampling. Judgment sampling is a method of selecting a sample where the researcher uses their own judgment to choose the sample subjects (Cooper & Schindler, 2014). The sample consists of employees in the pharmaceutical sector in Indonesia, encompassing all levels of positions ranging from staff to senior managers.

The aim is to examine causal relationships in order to determine the impact of independent variables, which include digital marketing and product quality, on the dependent variable of purchasing decisions, with an intervening variable as outlined by Cooper and Schindler (2014).

RESULTS AND DISCUSSION

The research entailed the collection of data via online questionnaires, aimed at achieving a representative sample of participants. A total of 50 questionnaire responses were analyzed. The gender distribution was equitable, comprising 50% male and 50% female respondents. In terms of age demographics, individuals aged 20 to 30 represented 10%, those aged 31 to 40 accounted for 42%, while the 41 to 50 age group constituted 35%. Participants over the age of 50 made up the remaining 11%. Concerning employment types, 90% were private employees, and 10% were self-employed.

The degree of influence that the exogenous variable has on the endogenous variable will be illustrated in the results of the path coefficient output. A p-value is <0.05, at a significance level of 5%, signifies that the findings are statistically significant. The results for the path coefficient and p-value are detailed in Tables 1.1 and 1.2 below.

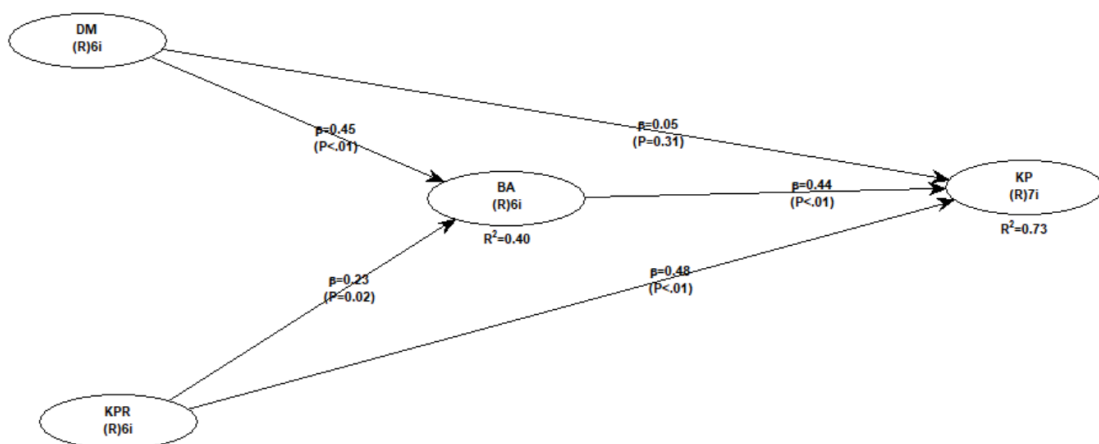


Figure 1Result WarpPls 7.0

Table 1. Direct effects

No.	Variable Exogen - Mediator - Endogen		Path coefficient (β)	<i>p-value</i>	Remarks
1.	DM	KP	0.05	0.31	Tidak signifikan
2.	DM	BA	0.45	<0.001	signifikan
3.	KPR	KP	0.48	<0.001	signifikan
4.	KPR	BA	0.23	0.02	signifikan
5.	BA	KP	0.44	<0.001	signifikan

Table 2. Indirect effects

No.	Variable Exogen - Mediator - Endogen	Path coefficient (β)	<i>p-value</i>	Remarks
1.	DM->BA->KP	0.198	0.004	Significant
2.	KPR->BA->KP	0.101	0.095	Significant

Table 3. Total effects

	<i>Total Effects</i>	P values
DM – BA-KP	0.251	0.008
KPR – BA-KP	0.581	<0.001

Analysis of the direct influence of digital marketing on purchasing decisions

Based on the results of testing the first hypothesis (H1), Digital marketing (DM) has a direct positive but not significant effect on Purchasing Decisions (KP) at α 5%. Digital marketing does have advantages related to accessibility, where information is easily conveyed in an interactive and interesting (entertaining) manner.

Digital marketing can increase brand exposure on various online platforms. Consumers can become more aware of the products offered, thereby influencing purchasing decisions. Digital marketing is a platform for conveying complete and easily accessible product information. Consumers can easily search for information, review and product specifications online.

Social media allows direct interaction between brands and consumers. Consumer comments, questions and feedback can be received and answered directly, creating engagement and influencing consumer attitudes towards the brand. Digital marketing can target ads to consumers who have previously shown interest, so that this can encourage consumers to return and make purchases.

Overall, digital marketing has a very big role in shaping consumer attitudes and behavior to determine purchasing decisions. By using smart digital marketing strategies, consumers can increase the likelihood of purchasing decisions.

This result is different from Martha et al., (2023) which states that digital marketing (DM) has a significant positive influence on purchasing decisions (KP) for food SMEs products. The factor that differentiates the results of this research is the type of product being marketed.

Analysis of the direct influence of product quality on purchasing decisions

Based on the results of testing the second hypothesis (H2), it is evident that product quality (KP) exerts a noteworthy and favorable direct impact on purchasing decisions (KP) at α 5%. The effectiveness of the expected benefits of the vaccine significantly impacts the quality of vaccine products. Additionally, the quality of these products can be improved through the integration of supplementary features within the vaccine.

In general, the direct influence of product quality on purchasing decisions is very significant in consumer behavior. Product quality plays an important role in shaping consumer perceptions of product value and can influence purchasing decisions. High product quality can build customer trust in the brand. Consumers tend to feel more satisfied and confident in the products they buy with quality that meets or exceeds expectations.

Product quality can also increase brand reputation, creating a positive image that can influence consumer purchasing decisions. Good product quality makes a major contribution to the perception of value. Consistent product quality can form consumer loyalty. Consumers who are satisfied with product quality tend to remain loyal to the brand and make repeat purchases.

High-quality products can also trigger impulsive purchasing decisions, especially if consumers see the added value or certain advantages provided by the product. Consumers tend to feel more confident and comfortable choosing products that are considered to have guaranteed quality.

These results are in accordance with research by Ekasari & Mandasari (2021) which states that product quality (KPR) has a significant positive influence on purchasing decisions (KP) for pixy lip cream.

Analysis of the direct influence of digital marketing on brand awareness

Based on the results of testing the third hypothesis (H3), digital marketing (DM) has a significant positive direct effect on brand awareness (BA) at α 5%.

High consumer awareness of the strength of a brand is able to recognize or remember it. Currently, there are still many consumers who are not aware of the brand on a product due to a lack of digital marketing activities. Therefore, companies must make efforts to attract more consumers, one of which is through digital marketing. Digital marketing is marketing via e-commerce to promote and sell products or services via the internet.

For people who do not yet know information about products, digital marketing can help build product recognition (brand recognition), while for people who previously knew about the product, digital marketing can help recall the product (brand recall). For people who have felt the effectiveness of the product, digital marketing can help make the product top of mind. Integrated and coordinated digital marketing can help companies build, maintain and increase brand awareness amidst intense competition in the digital realm. Digital marketing is the key to connecting brands with consumers and forming a strong impression in consumers' minds.

These results are in accordance with research by Upadana & Pramudana (2020) which states that digital marketing (DM) has a significant positive influence on brand awareness (BA) at Starbucks Coffee.

Analysis of the direct influence of product quality (KPR) on brand awareness (BA)

Based on the results of testing the fourth hypothesis (H4), product quality (KPR) has a significant positive direct effect on brand awareness (BA) at α 5%.

One of the important factors that needed to build brand awareness is product quality. High quality products can help build a positive image for the brand being marketed. Products must meet or even exceed customer expectations. Things that support the quality of vaccine products include the results of scientific research that are always up to date and innovations in vaccine products that can also take the form of additional protection in one vaccination.

The quality of a vaccine product is deeply intertwined with its reliability, which is prominently reflected in the protection obtained after vaccination, also known as efficacy. Apart from that, positive testimonials and reviews from consumers and health workers can also be an indicator of the quality of vaccine products which is concrete evidence of the quality of vaccine products.

Product quality reflects the value and vision of a product. Consumers who feel connected to the values of the product being marketed will be more loyal to the product brand. Product quality not only includes the physical product itself but also the customer experience even after using the product.

These results are in accordance with research by Tinaria (2022) which states that perceived quality and tagline have a significant influence on consumer brand awareness of Downy products in the community of Tampan District, Pekanbaru City.

Analysis of the direct influence of Brand Awareness (BA) on decisions purchase (KP)

Based on the findings from testing hypothesis four (H4), it is evident that brand awareness (BA) exerts a significant and positive direct impact on purchasing decisions (KP) at a 5% significance level.

Brand awareness plays a crucial role in shaping consumer purchasing decisions. When consumers are familiar with a brand, it can shape their preferences and beliefs, ultimately influencing their purchasing behavior.

Awareness of a brand can create consumer trust. Consumers tend to trust products that are already known and have a good reputation. When consumers have knowledge about a brand, they would like to consider that brand as their first choice. Brand awareness helps products to appear in consumers' minds when they need vaccine products.

High brand awareness can create a positive perception of quality. Consumers may associate brands with certain quality standards, which can make it easier for them to make purchasing decisions. Consumers who have a positive experience with a brand tend to be more loyal and willing to make repeat purchases.

Brand awareness provides a competitive advantage in the market. Products that are well known have a greater chance of attracting consumer attention than products that are not yet well known. Satisfaction resulting from using a product can create long-term memory, so that consumers can remember the product when they are in a purchasing situation (top of mind).

These results are in accordance with research by Supiyandi et al., (2022) which states that brand awareness has a positive and significant influence on decisions to purchase online goods via Shopee.

Analysis of the influence of digital marketing on purchasing decisions (KP) mediated by brand awareness (BA)

Based on the results of testing the sixth hypothesis (H6), it is evident that digital marketing (DM) has a notable positive direct impact on purchasing decisions (KP) at a significance level of α 5%, particularly when brand awareness (BA) acts as a mediator.

The influence of digital marketing on consumer purchasing choices is significant, especially when it is supported by strong brand awareness. Through various channels such as social media, online advertising, and content creation, digital marketing plays a crucial role in enhancing brand awareness. Regular and pertinent exposure enables consumers to identify their product preferences effectively.

For vaccine products, digital marketing without brand awareness will not significantly influence purchasing decisions. Significant results will only be obtained when consumers have clear information regarding the advantages and effectiveness of the vaccine, which then results in purchasing decisions.

The combination of digital marketing and brand awareness is interrelated to build emotional bonding in determining purchasing decisions. With a good strategy, companies can maximize the potential of digital marketing in creating positive experiences that direct

consumers towards desired purchasing decisions. These results are in accordance with research by Berliani & Rojuaniah (2023) which states that brand awareness positively mediates social media marketing on purchase decisions on Somethinc skincare products.

Analysis of the Effect of Product Quality (KPR) on Purchasing Decisions (KP) mediated by Brand Awareness (BA)

Based on the description of the results of testing the seventh hypothesis (H7) indicates that product quality (KP), when Brand Awareness (BA) acts as a mediator. This effect is observed at a significance level of α 5%.

Superior product quality plays a crucial role in establishing consumer confidence in a brand. Positive consumer experiences with a product contribute to building trust in the brand. Brand awareness plays a key role in communicating messages about product quality, and when consumers are well-acquainted with the brand, trust levels can rise, influencing their purchasing decisions.

Good product quality can increase the perception of value received by consumers. Brand awareness can mediate the way consumers perceive product value and form the belief that the product provides benefits commensurate with its value. Consumers tend to choose products that have a reputation for good quality. Enhanced brand recognition simplifies product identification and recall, facilitating consumer decision-making during the purchasing process.

Marketing that focuses on product quality can influence consumer perceptions. Brand awareness helps spread this message more widely, creating a connection between product quality and brand. Product quality and brand awareness work together to shape brand image and influence consumer purchasing decisions. Product quality and brand awareness are the keys to building strong relationships with consumers and maintaining a competitive advantage.

These results are in accordance with research by Suryaningtyas et al., (2022) which states that brand awareness positively mediates product quality on purchase decisions on Fast Food Franchise products.

CONCLUSIONS

The findings from the research analysis and subsequent discussion lead to the conclusion that digital marketing does not influence purchasing decisions. For vaccine products, purchasing decisions cannot only be influenced by digital marketing activity but must be accompanied by brand awareness. Secondly, the quality of the product has a positive and significant effect on purchasing decisions. The level of product quality directly impacts how consumers view the value of the product. The higher the product quality, the higher the customer's trust in the vaccine brand. Thirdly, digital marketing has a positive and significant effect on brand awareness. Digital

marketing is the key to connecting brands with consumers and forming a strong impression in consumers' minds. The quality of a product significantly and positively influences brand awareness.

Superior quality products contribute to the establishment of a favorable brand image. Additionally, brand awareness has a substantial and positive impact on consumer purchasing decisions. Awareness of a brand can foster consumer loyalty. Customers who have had a positive interaction with a brand are more likely to remain loyal and engage in repeat purchases. Moreover, brand awareness can serve as a mediator in the relationship between digital marketing efforts and purchasing decisions.

Brand awareness is essential in mediating the effects of product quality on consumer purchasing decisions. High-quality products instill trust in consumers regarding the brand. Furthermore, brand awareness plays a vital role in conveying information about product quality, thereby increasing trust levels and ultimately shaping purchasing decisions.

So, it is very important for companies to consistently build brand awareness among consumers. Apart from brand awareness, product quality also contributes to increasing purchasing decisions. Good product quality will influence consumer perceptions of the vaccine brand. Companies are required to consistently maintain product quality in order to maintain consumer trust.

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