



The Influence of Digital Marketing and Brand Awareness on Consumer Purchase Decisions



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Article Info	Abstract
<p>Article History: Submission: 2025-10-31 Accepted: 2026-02-21 Published: 2026-02-28</p> <p>Keywords: Digital marketing, Brand awareness, Purchase decision, Frozen fruit products, Consumer behavior.</p>	<p>The rapid development of digital technology has transformed marketing practices, particularly in competitive sectors such as the food industry. However, prior studies report inconsistent findings regarding the influence of digital marketing and brand awareness on purchase decisions, highlighting the need for evidence in specific local contexts. This study examines the effects of digital marketing and brand awareness on consumer purchase decisions at PT Bali Food Industry, a frozen fruit producer in Bali. A quantitative approach was employed using purposive sampling, resulting in 176 valid respondents who had seen the company's advertisements and purchased its products. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using multiple linear regression with SPSS, following reliability and classical assumption tests. The results indicate that digital marketing positively and significantly affects purchase decisions ($B = 0.239$; $\beta = 0.382$; $t = 6.064$; $p < 0.001$) and that brand awareness also has a positive and significant effect ($B = 0.387$; $\beta = 0.426$; $t = 6.763$; $p < 0.001$). Simultaneously, both variables significantly influence purchase decisions ($F = 85.418$; $p < 0.001$), explaining 49.5% of the variance ($R^2 = 0.495$). These findings suggest that optimizing digital marketing and strengthening brand awareness can meaningfully enhance consumer purchase decisions.</p>

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I. INTRODUCTION

The development of globalization and the digital era has significantly transformed the business landscape, including the food and beverage sector, which is recognized as one of the most competitive industries (Lestari, 2024). Consumers no longer purchase products solely to fulfill basic needs, but also to satisfy personal desires and lifestyle preferences. In this context, effective marketing strategies are essential to influence consumer purchasing decisions (Azizah, 2024). The purchasing decision process involves several stages, beginning with need recognition, followed by information search and evaluation of alternatives, and concluding with post-purchase behavior, in which consumers are actively engaged at each stage (Marlius & Jovanka, 2023; Widjanarko & Saputra, 2023).

Advancements in digital technology have driven a shift from traditional marketing toward digital marketing, as companies are now able to reach broader audiences without spatial and temporal limitations while simultaneously establishing rapid two-way interactions. Digital channels also enable more measurable marketing communication, as consumer interaction footprints can be observed through metrics such as impressions, engagement, and conversions. In the Indonesian context, the high adoption of internet and social media usage further strengthens the urgency of digital marketing strategies for businesses. According to DataReportal (2025), Indonesia had 212 million internet users and 143 million social media user identities at the beginning of 2025, highlighting the scale of the "attention market" that can be influenced through digital marketing strategies. Therefore, digital marketing constitutes an important factor that

warrants examination in relation to consumer purchasing decisions within specific industry contexts.

According to Nurdiansyah (2025), digital marketing refers to marketing strategies that utilize digital platforms to promote products or services, while Syahidah (2021) emphasizes that technological advancements have transformed communication patterns into what is referred to as screen-to-face marketing. In the food industry, digital marketing plays an important role in introducing products, building brand image, and enhancing customer loyalty. In addition, brand awareness is a vital factor influencing purchasing decisions. Brand awareness refers to consumers' ability to recognize or recall a particular brand within a specific product category (Dwiputri et al., 2024). Consumers tend to choose familiar brands due to the trust developed from previous positive experiences (Razak et al., 2024; Azaria et al., 2020).

Previous studies have reported varying findings regarding the relationship between digital marketing, brand awareness, and purchasing decisions. Several studies indicate a positive and significant influence (Andrianti & Oetardjo, 2022; Widagdo & Sudiyono, 2023; Septiani & Warganegara, 2025; Mustakim & Priyono, 2024), while other studies present different results. For example, Sastra Millennium (2021) and Alfian et al. (2024) found that digital marketing or brand awareness does not always have a significant effect on purchasing decisions. These differing findings demonstrate the need for further analysis within specific local contexts. One example of the implementation of such strategies is PT Bali Food Industry, located in Denpasar, Bali. The company has utilized various digital channels (such as instant

messaging applications, short-video platforms, food delivery services, and online marketplaces) to reach consumers. However, internal sales records for the 2024–2025 period indicate fluctuating trends, including declines during certain months, suggesting the need to evaluate the effectiveness of the digital strategies implemented. Furthermore, consumer feedback traces on online sales channels reveal the presence of low ratings (1–3 stars), indicating potential issues related to customer experience and their possible impact on repeat purchasing decisions. On the local B2B side, preliminary findings from market observations show that not all business actors (restaurants and cafés) recognize the company's brand, suggesting that brand awareness has not yet been strongly established within certain target segments. Thus, this context provides a more verifiable empirical basis—based on sales records and review traces—to examine the relationship between digital marketing and purchasing decisions.

These conditions indicate that digital communication and brand strength have not been fully optimized in reaching target markets and strengthening consumer confidence to make purchasing decisions. Therefore, this study focuses on statistically analyzing the relationship and influence of digital marketing and brand awareness on consumer purchasing decisions within the context of the company under study. To support the theoretical argumentation, this research employs the Theory of Planned Behavior (TPB) proposed by Icek Ajzen as a conceptual lens to explain the possible mechanisms underlying this relationship, such as how exposure to digital marketing and the level of brand awareness may shape attitudes, social considerations, and perceived ease, which are subsequently reflected in purchasing decisions. However, this study does not position TPB as a fully tested structural model, as its core constructs (attitude, subjective norms, perceived behavioral control, and intention) are not directly measured in the research instrument. Within this framework, the contribution of this study lies in enriching empirical evidence in the local context of frozen fruit products while providing practical implications regarding brand-strengthening priorities that are most relevant to purchasing decisions.

II. METHOD

This research was conducted in the Province of Bali, with PT Bali Food Industry a company producing frozen fruit products—as the research object. The selection of this location was based on the high level of social media usage in Bali, making it relevant to examine the influence of digital marketing and brand awareness on purchasing decisions. The observed phenomena included sales fluctuations and a low level of customer satisfaction, as indicated by reviews with ratings of 1–3 stars, as well as limited consumer awareness of the company's brand. The population of this study consisted of all consumers who had purchased products from PT Bali Food Industry in Bali. However, the exact population size could not be determined. Therefore, this study employed a non-probability sampling technique using purposive sampling, with the following criteria: (1) consumers who had seen the company's digital advertisements or promotional

content on digital platforms, and (2) consumers who had purchased the company's products.

The determination of the sample size referred to the sample adequacy guidelines for multiple linear regression, which recommend $N \geq 50 + 8m$ for overall model testing (multiple correlation) and $N \geq 104 + m$ for testing individual regression coefficients, where m represents the number of predictors. In this study, $m = 2$; therefore, the minimum required sample size ranged from 66 to 106 respondents. This research involved 176 respondents, indicating that the sample size was adequate. The data were primary in nature and were collected through an online questionnaire (Google Form) using a Likert scale.

Data analysis was performed using SPSS software. The procedures included validity testing, reliability testing, normality testing, and classical assumption tests (normality, multicollinearity, and heteroscedasticity). The analytical technique applied was multiple linear regression to examine the influence of digital marketing and brand awareness on purchasing decisions. Hypothesis testing included the t-test, F-test, and coefficient of determination (R^2) to assess the partial and simultaneous effects among variables, with a significance level of 0.05.

III. RESULTS AND DISCUSSION

A. Results

This section presents the results of the data analysis obtained from 176 research respondents. The analysis was conducted systematically, beginning with the testing of research instruments, followed by classical assumption tests, and concluding with hypothesis testing using multiple linear regression analysis. These tests were carried out to address the research problems and to determine the influence of digital marketing and brand awareness on consumer purchasing decisions, both partially and simultaneously. The detailed results of the study are presented as follows.

1. Reliability Test

The reliability test is used to measure the consistency of a questionnaire as an indicator of variables or constructs (Ghozali, 2021). A questionnaire is considered reliable if respondents' answers to the items are consistent or stable over time. A variable is deemed reliable if it yields a Cronbach's Alpha value of ≥ 0.6 (Ghozali, 2021).

Table 1. Results of Instrument Reliability Testing

No	Variables	Cronbach's Alpha	stat
1	Digital Marketing (X1)	0,875	Reliabel
2	Brand Awareness (X2)	0,734	Reliabel
3	Purchase Decision (Y)	0,718	Reliabel

Based on Table 1 above, it can be concluded that all instruments are reliable, as the Cronbach's Alpha values for each instrument exceed 0.6. Therefore, the instruments are considered suitable for use in conducting research and testing research hypotheses.

2. Multicollinearity Test

The multicollinearity test aims to ensure that there is no high correlation among the

independent variables in the research model. This test is important to confirm that each variable—namely digital marketing and brand awareness—contributes independently to consumer purchasing decisions. The indicators used in this test are the Tolerance value and the Variance Inflation Factor (VIF). The results of the multicollinearity test are presented in Table 2 below.

Table 2. Multicollinearity Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	3.653	.750	4.874	<.001		
	Brand Awareness	.387	.057	6.763	<.001	.732	1.367
	Digital Marketing	.239	.039	6.064	<.001	.732	1.367

a. Dependent Variable: Keputusan Pembelian Konsumen

Based on Table 2, it is shown that the VIF value for Variable X1 is 1.367 and for Variable X2 is 1.367. These values are below the critical VIF threshold of 10, indicating that no multicollinearity problem exists between the independent variables. Furthermore, the Tolerance value for Variable X1 is 0.732 and for Variable X2 is 0.732. These values are greater than the minimum tolerance threshold of 0.10. Therefore, it can be concluded that the regression model is free from multicollinearity.

3. Heteroscedasticity Test

After the model was declared free from multicollinearity, the next step was to conduct a heteroscedasticity test to ensure that the residual variance in the regression model is constant (homoscedasticity). This test aims to determine whether there is inequality in the variance of error terms across levels of the independent variables, which may affect the accuracy of the model estimation. In this study, heteroscedasticity testing was conducted using the Glejser test by examining the significance level of each independent variable. The results of the heteroscedasticity test are presented in the following table.

Table 3. Heteroscedasticity Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	2.203	.460	4.784	<.001		
	Brand Awareness	-.038	.035	-.093	-1.070	.286	
	Digital Marketing	-.035	.024	-.125	-1.433	.154	

a. Dependent Variable: ABS_RES

Based on Table 3, it is shown that each model has a significance value greater than 5% or 0.05. This indicates that the independent variables used in this study do not significantly affect the absolute error term. Therefore, the regression model is free from heteroskedasticity.

4. Coefficient of Determination (R²)

The coefficient of determination (R²) test aims to examine how far the independent variables,

namely digital marketing and brand awareness, are able to explain the variation in the dependent variable, purchase decision. The R² value reflects the proportion of the contribution of the two independent variables to changes in purchase decisions within the research model. The higher the R² value, the stronger the model's explanatory power in predicting the dependent variable. The results of the coefficient of determination test are presented in the following table.

Table 4. Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.495	.490	1.341

a. Predictors: (Constant), Digital Marketing, Brand Awareness
b. Dependent Variable: Keputusan Pembelian Konsumen

Based on Table 4, the R Square (R²) value is 0.495. This indicates that 49.5% of the variation in the Purchasing Decision variable can be explained by the Digital Marketing and Brand Awareness variables. The remaining 50.5% (100% – 49.5%) is explained by other variables not examined in this study.

5. t-Test (Partial Test)

After conducting the simultaneous test, the next step is the partial test (t-test) to determine the individual effect of each independent variable on the dependent variable. The t-test aims to examine the significance of the influence of digital marketing and brand awareness on consumer purchasing decisions separately. Decision-making is carried out by comparing the calculated t-value (t-count) with the critical t-value (t-table), or by examining the significance value (p-value) at a 5% significance level (α = 0.05). The results of the partial test are presented in the following table.

Table 5. t-Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
	(Constant)	3.653	.750	4.874	<.001		
	Brand Awareness	.387	.057	6.763	<.001	.732	1.367
	Digital Marketing	.239	.039	6.064	<.001	.732	1.367

a. Dependent Variable: Keputusan Pembelian Konsumen

a) The Effect of Digital Marketing on Consumer Purchasing Decisions

Based on Table 5 above, it can be explained that the calculated t-value (6.064) is greater than the critical t-value (1.65), with a significance level of 0.000 < 0.05. This indicates that the Digital Marketing variable has a positive and significant effect on Consumer Purchasing Decisions. The regression coefficient β₂ (Digital Marketing variable) of 0.239 indicates that improvements in Digital Marketing are associated with an increase in Consumer Purchasing Decisions. Therefore, the hypothesis proposed in this study is accepted.

b) The Effect of Brand Awareness on Consumer Purchasing Decisions

Based on Table 5 above, it can be explained that the calculated t-value (6.763) is greater than the critical t-value (1.65), with a significance level of $0.000 < 0.05$. This indicates that the Brand Awareness variable has a positive and significant effect on Consumer Purchasing Decisions. The regression coefficient β_1 (Brand Awareness variable) of 0.387 indicates that higher Brand Awareness leads to an increase in Consumer Purchasing Decisions. Therefore, the hypothesis proposed in this study is accepted.

6. F-Test (Simultaneous Test)

To determine whether the independent variables jointly influence the dependent variable, a simultaneous test (F-test) was conducted. This test aims to examine the significance of the collective influence of digital marketing and brand awareness on consumer purchasing decisions within the regression model used. Decision-making is carried out by comparing the calculated F-value (F-count) with the critical F-value (F-table), or by examining the significance value (p-value) at a 5% significance level ($\alpha = 0.05$). The results of the simultaneous test (F-test) are presented in the following table.

Table 6. F-Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	306.987	2	153.494	85.418	<.001 ^b
	Residual	312.674	174	1.797		
	Total	619.661	176			

a. Dependent Variable: Keputusan Pembelian Konsumen
b. Predictors: (Constant), Digital Marketing, Brand Awareness

Based on Table 6 above, the calculated F-value is 85.418 with a significance level of 0.001. The significance value is less than 0.05, indicating that Digital Marketing (X1) and Brand Awareness (X2) simultaneously influence Purchasing Decisions (Y) at the 5% significance level. As shown in the table, the significance value is 0.001. Since $\text{Sig.} = 0.001 < 0.05$, it can be concluded that Digital Marketing and Brand Awareness have a positive and significant simultaneous effect on Consumer Purchasing Decisions at PT Bali Food Industry.

B. Discussion

1. The Effect of Digital Marketing on Consumer Purchasing Decisions at PT Bali Food Industry

The statistical test results show a calculated t-value of 6.064 with a significance level of $0.001 < 0.05$, indicating that digital marketing has a positive and significant effect on consumer purchasing decisions at PT Bali Food Industry. Therefore, the first hypothesis is accepted. Based on the Theory of Planned Behavior (Ajzen, 1991), purchasing decisions are influenced by attitudes, subjective norms, and perceived behavioral control. Digital marketing plays an important role in shaping these three aspects through social media promotions, engaging content, and easily accessible product inform-

ation. An effective digital strategy can influence consumers' perceptions and willingness to purchase. Through various platforms such as Instagram, TikTok, and online marketplaces, the company can build emotional connections with consumers and enhance trust in the brand.

These findings are consistent with the study by Andrianti and Oetardjo (2022), which found that digital marketing has a positive influence on purchasing decisions. This implies that the better the implementation of digital marketing strategies, the higher the likelihood that consumers will purchase the product. However, Sastra Millennium (2021) reported different findings, indicating that digital marketing does not always have a significant impact on purchasing decisions, depending on how effectively it is implemented in reaching the target market.

2. The Effect of Brand Awareness on Consumer Purchasing Decisions at PT Bali Food Industry

The statistical test results show a calculated t-value of 6.763 with a significance level of $0.001 < 0.05$, indicating that brand awareness has a positive and significant effect on consumer purchasing decisions. Therefore, the second hypothesis is accepted. According to the Theory of Planned Behavior (Ajzen, 1991), the level of brand awareness influences attitudes, social norms, and perceptions of ease in purchasing a product. Consumers who recognize and trust a brand tend to have greater confidence in making a purchase. This finding is consistent with Septiani and Warganegara (2025), who found that higher brand awareness leads to stronger purchase intentions and decisions.

Brand awareness enables consumers to quickly recognize products, fosters trust, and reduces perceived risk in decision-making. In the context of PT Bali Food Industry, enhancing brand awareness through consistent communication strategies can strengthen customer loyalty. However, Alfian et al. (2024) found different results, suggesting that brand awareness does not always influence purchasing decisions, indicating that product quality and customer experience remain essential supporting factors in determining brand success.

3. The Effect of Digital Marketing and Brand Awareness on Consumer Purchasing Decisions at PT Bali Food Industry

The results of the simultaneous test show a calculated F-value of 85.418 with a significance level of $0.001 < 0.05$, indicating that digital marketing and brand awareness jointly have a positive and significant effect on consumer purchasing decisions at PT Bali Food Industry. Therefore, the third hypothesis is accepted. Based on the Theory of Planned Behavior (Ajzen, 1991), purchasing decisions are formed through a combination of attitudes, subjective norms, and perceived behavioral control, in which digital marketing and brand awareness act as key antecedents influencing purchase intention. Digital marketing facilitates accessibility and

interaction, while brand awareness fosters trust and strengthens consumer loyalty.

These findings are in line with Septiani and Warganegara (2025), who emphasize that the combination of digital marketing strategies and strong brand awareness significantly enhances purchase intention. Therefore, PT Bali Food Industry should strengthen its presence on digital platforms, optimize creative promotional strategies, and build a consistent brand image. The synergy between effective digital promotion and strong brand awareness will enhance brand attractiveness, expand market reach, and sustainably increase consumer purchasing decisions.

IV. CONCLUSION

Digital marketing has a positive and significant effect on purchasing decisions ($B = 0.239$; $\beta = 0.382$; $p < 0.001$). Brand awareness also has a positive and significant effect on purchasing decisions ($B = 0.387$; $\beta = 0.426$; $p < 0.001$). Simultaneously, digital marketing and brand awareness explain 49.5% of the variance in purchasing decisions ($R^2 = 0.495$; Adjusted $R^2 = 0.490$). Within this model, the standardized coefficient of brand awareness ($\beta = 0.426$) is greater than that of digital marketing ($\beta = 0.382$), indicating that brand awareness has a relatively stronger contribution to purchasing decisions compared to digital marketing. These findings suggest that while both variables play important roles in influencing consumer purchasing decisions, strengthening brand awareness should be prioritized as a strategic focus. At the same time, optimizing digital marketing efforts remains essential to enhance consumer engagement and reinforce brand positioning. Overall, the integration of effective digital marketing strategies and strong brand awareness is crucial in increasing consumer purchasing decisions at PT Bali Food Industry.

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