


Influence of brand awareness, brand image, and digital marketing on purchase interest in pt duta global Indonesia

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Article Info	ABSTRACT
Keywords: Brand Awareness, Brand Image, Digital Marketing, Purchase Interest	Every company should strive to provide customers with products that meet countless consumer desires and are easily changed. Because not all products marketed meet consumer needs, consumers must make the right decisions in the purchasing process so that their needs are satisfied with the benefits of the products they buy. This research aims to determine the influence of brand awareness, brand image and digital marketing on purchasing interest at PT Duta Global Indonesia. This research design uses a research design and quantitative research methods. Data collection techniques by distributing questionnaires to 100 respondents. The results of this research show that Brand awareness, Brand image, and Digital marketing simultaneously have a positive and significant effect on purchasing interest at PT Duta Global Indonesia. The results of the coefficient of determination test show that the influence of Brand awareness, Brand image, and Digital marketing on purchasing interest at PT Duta Global Indonesia is 62.5 percent, while the rest is influenced by other variables not examined in this research.
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INTRODUCTION

Companies that want to obtain high profits with minimal costs must be able to compete in the business world thanks to advanced technological developments [1]. Marketing has the ability to provide consumer satisfaction with the products/services provided so that it can create a sense of comfort and a repeat purchase process [2]. Every company should strive to provide customers with products that satisfy consumers' countless, easily changeable desires. Because not all products marketed meet consumer needs, consumers must make the right decisions in the purchasing process so that their needs are satisfied with the benefits of the products they buy [3].

Increasing brand awareness is a mechanism for expanding the market [4]. Brand awareness is one of the most important elements for a company. Consumers tend to use known brands because consumers assume that these brands are safe for consumption. With the increasing level of brand awareness of a product, the product has reached a high level of awareness in the minds of consumers and can influence purchasing interest in the

product [5]. Brand awareness is important for business. Usually consumers buy well-known brands because when they buy well-known brands, they feel safe and avoid various risks of use, assuming that well-known brands are more trustworthy. Brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a particular product category [6]. If someone knows and understands a brand, they are naturally interested and intend to try buying that brand, unlike people who do not know the brand, people are naturally suspicious and may not want to buy products from that brand [7]. Based on expert opinions, it can be concluded that brand awareness is buyers' awareness or knowledge of a name or symbol associated with a particular company and product.

Brand image is almost the same as brand awareness which is a consumer's self-image as a consumer connecting himself with the brand. In this highly competitive area, brand image is very important to produce a well-positioned brand, the industry always plays a beneficial role [8]. According to Setiadi, brand image proves that the totality of views about a brand is also built from data on past experiences with that brand. The image of a brand is related to behavior in the form of trust and priority towards a brand [9]. Brand image is a collection of brands that have been built and embedded in the minds of customers. Customers who are accustomed to using a particular brand must be loyal to the brand. Brand image is consumer trust, intertwined with consumer memory which is reality, so that when marketing interactions do not match reality, reality is the norm and wins. In the end, the image will change for the better when consumers have experienced enough of the new reality [10]. Based on expert opinions, it can be concluded that brand image is a perception of a brand that is connected to brand associations that are embedded in consumers' memories of a company or its products.

The right digital marketing strategy can be used to reach targeted market segments so as to increase sales and profits. The increasing development of technology is also followed by the development of online media and electronic media. Online media is not only used to search for information, but can be used as a business platform or what is usually called e-commerce [11]. Changing conventional sales and shopping systems to online media can speed up and increase sales because it saves time and costs. The existence of e-commerce as an online sales medium can provide benefits for both marketers and consumers [12]. Digital marketing is a type of marketing activity that is used to promote a product or service and to find potential consumers with the help of digital media [13]. Digital marketing is a marketing effort that applies various types of digital media to make it easier to attract the attention of potential consumers widely in marketing the goods and services offered. According to [14], digital marketing is a marketing system that requires the help of social media in its marketing activities with the aim of making consumers interested. Based on expert opinions, it can be concluded that digital marketing is the activity of marketing products in the form of goods or services using digital-based media or technology.

Currently, buying interest is consumer behavior that shows the extent of their commitment to making a purchase, so building consumer buying interest is important because it can attract consumers to make purchasing decisions about a product which will ultimately bring profits to the company. Therefore, it is necessary to pay attention to what factors influence consumer buying interest. Consumers decide on appropriate behavior to achieve their goals. Consumer decision making to generate interest in buying is an interaction of the environment, cognitive and affective factors and behavioral functions. Consumer buying interest is the process of consumers making purchases. Consumers are transformed into key factors in the purchasing stage that producers consider. Purchase interest, namely consumer-customer decisions, creates a consumer model that allows managing all sources of information and making decisions in response to the products purchased [15]. Based on the opinions of experts, it is concluded that buying interest is the desire to own a product. Buying interest will arise if a consumer has been influenced by the quality and quality of a product, information about the product.

Based on the explanation of the problem identification above, the author has to limit the problem, with the aim of preventing discussion of research that is too broad and so that this research is more focused. This research uses three independent variables and one dependent variable. The independent variables of this research are brand awareness, brand image, and digital marketing. Meanwhile, the dependent variable of this research is purchase interest.

METHOD

The method in this researches is quantitative. This research includes several tests by distributing questionnaires with the aim of testing the effected of the dependents variable on the independents variable. The respondents who will be used as samples are PT Duta Global Indonesia consumers who made purchases in the 2023 period. The researcher decided to apply the non-probability sampling technique, namely purposive sampling, where the researcher determined the sampling by establishing special characteristics that were in accordance with the objectives of this study. In line with calculations by applying the Slovin formulas, the number of sample on this studies was 100 respondents.

RESULT AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	R Count	R table	Description
Brand Awareness (X1)	X1.1	0,579	0,196	Valid
	X1.2	0,638		
	X1.3	0,611		
	X1.4	0,708		
	X1.5	0,773		
	X1.6	0,736		

	X1.7	0,597		
	X1.8	0,698		
	X2.1	0,674		
	X2.2	0,738		
Brand Image (X2)	X2.3	0,759	0,196	Valid
	X2.4	0,806		
	X2.5	0,816		
	X2.6	0,799		
	X3.1	0,617		
	X3.2	0,775		
	X3.3	0,725	0,196	Valid
Digital Marketing (X3)	X3.4	0,819		
	X3.5	0,692		
	X3.6	0,667		
	Y.1	0,565		
	Y.2	0,709		
	Y.3	0,737		
Purchahse Interest (Y)	Y.4	0,733	0,196	Valid
	Y.5	0,702		
	Y.6	0,731		
	Y.7	0,625		
	Y.8	0,647		

It was found the overall statement for each variable was that r count $>$ r table (0.1966), it was concluded that all of the question items were classified as valid.

Table 2. Reliability Test Results

Reliability Statistics	Cronbach's Alpha	N of Items
Brand Awareness	0,822	8
Brand Image	0,860	6
Digital Marketing	0,811	6
Purchase Interest	0,833	8

In accordance with the test results above, it was concluded that each variable obtained a Cronbach Alpha values exceeding 0.60, so it could be stated that all variables in these studies were reliable.

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.22574559

		Unstandardized Residual
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.061
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on the table above, the Kolmogorov Smirnov test that was carried out found a percentage above 5% or 0.05, so the data is normally distributed because of the Asymp results. Sig is 0.200 > 0.05.

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error
1	.798a	.636	.625	2.260

It was found that brand awareness, brand image, and digital marketing affect purchase interest by 62.5 % which can be seen from Adjusted R Square, while the rest are affected by other variables not examined in this study.

Table 5. T Test Results

	Model	T	Sig.
1	(Constant)	2,567	,012
	Brand_Awareness	3,455	,001
	Brand_Image	2,272	,025
	Digital_Marketing	4,427	,000

Information:

1. Brand awareness (X1) with t count 3.455 > t table 1.985 (df = n-k = 100-4 = 96) and a sign of 0.012 < 0.05, it can be concluded that brand awareness has a positive and significant effect on buying interest.
2. Brand image (X2) with t count 2.272 > t table 1.985 (df = n-k = 100-4 = 96) and a sign of 0.025 < 0.05, it is partially concluded that brand image has a positive and significant effect on buying interest.
3. Digital marketing (X2) with t count 4.427 > t table 1.985 (df = n-k = 100-4 = 96) and a sign of 0.00 < 0.05, it can be concluded that digital marketing partially has a positive and significant effect on buying interest.

Table 6. F Test Results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	858.400	3	286.133	56.008	.000b
	Residual	490.440	96	5.109		
	Total	1348.840	99			

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It is known that brand awareness, brand image, digital marketing obtain an F count of 56.008 > F table of 2.70 with a significance of 0.000 <0.05. It is concluded that brand awareness, brand image, digital marketing simultaneously have a positive and significant effect on purchase interest.

CONCLUSION

Based on the results of the analysis and explanation that have been discussed, it is concluded that (1) Brand awareness has a positive and significant effect on purchasing interest at PT Duta Global Indonesia. (2) Brand image has a positive and significant effect on purchasing interest at PT Duta Global Indonesia. (3) Digital marketing has a positive and significant effect on purchasing interest at PT Duta Global Indonesia. (4) Brand awareness, brand image, and digital marketing simultaneously have a positive and significant effect on purchasing interest at PT Duta Global Indonesia.

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