

# Creating Purchasing Decisions Through the Role of Brand Awareness, Promotion and Distribution Channels (A Study on PALMIA Margarine Products in Ambon City)

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This study aims to determine the influence of brand awareness, promotion and distribution channels on Palmia margarine purchasing decisions in Ambon City. The method used was quantitative descriptive with a purposive sampling technique to 100 respondents who had purchased and consumed Palmia margarine. Data collection was carried out through questionnaires and analyzed using multiple linear regression. The results of the study at a significance level of 5% show that: (1) Brand Awareness has a positive and significant effect on Purchasing Decisions, as evidenced by the t-count value of 2.953 with a significance value of 0.004 smaller than 0.05 ( $0.004 < 0.05$ ), then (2) Promotion has a positive and significant effect on Purchasing Decisions, as evidenced by the t-count value of 3.437 with a significance value of 0.001 ( $0.001 < 0.05$ ) and (3) Distribution Channels have a positive and significant effect on Purchasing Decisions, as evidenced by the t-count value of 2.589 with a significance value of 0.011 ( $0.011 < 0.05$ ).

**Keywords:** Brand Awareness, Promotion, Distribution Channels, Purchasing Decisions

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## 1. Introduction

Basically, there are many factors that influence consumer behavior in purchasing decisions for goods and services, so studying and analyzing consumer behavior in purchasing decisions is important, because with good basic knowledge of consumer behavior, it will provide meaningful input for companies. (Salomon, 2002). Consumer behavior reflects why a consumer chooses and buys a product, especially if the product is a new product.

Today, the business world is evolving rapidly, pushing companies to compete to attract consumers through strategic marketing planning to build a positive public image. One sector experiencing significant growth is the processed food industry, as consumer awareness of the importance of nutritional value and the quality of the food they consume increases.

Therefore, in facing increasingly fierce competition, companies are required to make quick and accurate decisions to ensure sustainable business growth. Companies are required to maintain market share and win the competition. To achieve this, companies must understand their consumers' needs. Understanding how to attract consumers will contribute significantly to designing effective marketing strategies to maintain and increase market share.

To achieve competitive advantage, companies need not only to understand customer needs but also to build strong brand awareness. Brand awareness plays a crucial role in attracting customer attention and creating preference for a product or service. Brand awareness refers to the extent to which consumers remember and recognize a brand based on their experiences and the information they receive (Rosa Setiawati 2024).

Brand awareness is the ability to recognize and remember a brand from a particular product category and is a key dimension of brand equity (Keller 2013). Brand awareness is the ability of potential buyers or consumers to recognize and remember a brand (Firmansyah 2019) (in Sukiman and Abdul Salam 2021). The name, image/logo, and slogan used to market the product are part of this.

To build strong brand awareness, companies need to optimize various marketing elements, including the use of a catchy name, logo, and slogan. However, brand awareness alone is not enough; companies must also support it with an effective promotional strategy to increase brand recognition amidst fierce market competition. Promotion is part of the marketing mix. A company, in marketing its products, needs to design and disseminate information about the existence of a product. Firmansyah (2019:260) states that marketers conduct promotions to communicate information about their products and influence consumers to purchase them. Promotion is an effort to introduce products and services so that they become known and accepted by the public.

Effective promotions not only help increase brand awareness, but also contribute to encouraging product distribution to be wider and more accessible to consumers. With the right promotional strategy, demand for products will increase, so companies need to ensure that the distribution channels used are able to meet market needs. Good distribution channels will ensure that products that have been known to consumers through promotions can be easily found and purchased, thereby strengthening the brand's position in the market.

A distribution channel is a group of interdependent organizations that help make a product or service available for use or consumption by consumers or business users (Kotler 2008 in Ranti Agustiani 2022). Furthermore, distribution channels also play a role in creating a convenient shopping experience for consumers. With a variety of purchasing options, such as minimarkets, supermarkets, e-commerce, and traditional stalls, consumers can choose the purchasing method that best suits their preferences.

A purchasing decision is a consumer's action in determining whether to buy a product or not (Kotler 2011). In the decision-making process, consumers not only stop at the consumption stage but also evaluate their user experience. This post-consumption evaluation results in satisfaction or dissatisfaction with the product that has been consumed. If consumers are satisfied, they are more likely to buy and reuse the product, while dissatisfaction can reduce the likelihood of repeat purchases.

Margarine is one product with a significant market share in the processed food category. It is widely used in various dishes and processed products, making it an essential ingredient in everyday life for Indonesians. Competition in the Indonesian margarine market is fierce, with many brands vying for consumer attention.

Palmia is a well-known brand of margarine primarily containing vegetable oil (palm and its fractions) in Indonesia and widely used in everyday cooking and baking. It is manufactured by PT SMART

Tbk (Sinar Mas Agro Resources and Technology Tbk), part of Sinarmas Agribusiness and Food, an integrated agribusiness company specializing in palm oil and its derivatives.

Since its launch in the early 2000s, Palmia has been dedicated to meeting Indonesian consumers' need for high-quality margarine with flavors tailored to local tastes. Palmia boasts a distinctive buttery aroma, soft texture, and savory flavor, perfect for a variety of dishes and cakes.

To meet various consumer needs, Palmia is present in several product variants, including; Palmia Serbaguna Margarine, Royal Palmia Butter Margarine. Palmia's presence in the Indonesian market is intended to be a quality margarine alternative that can compete with other major brands. However, in recent years, Palmia's position in the market has experienced serious challenges in terms of brand awareness, promotion, and product distribution.

## **2. Literature Review and Problem Statement**

### **Brand Awareness**

Brand awareness is the initial aspect of a company introducing its product to consumers and the market. It also determines whether a brand can survive in the market. When consumers become familiar with a brand associated with a particular category, they are motivated to recognize, try, and maintain that brand as their preferred choice. Consumers can recognize a particular brand through promotions, advertising, or taglines that help the product become easily recognizable.

According to (Kotler and Keller, 2009:197) brand awareness is the ability to identify (recognize or remember) a brand in a category in sufficient detail to make a purchase. According to Firmansyah (2019:85) brand awareness is the ability of a customer to remember a particular brand or advertisement spontaneously or after being designed with a key.

Brand awareness or brand awareness shows the ability of consumers or potential buyers to remember (recognize) or recognize (recall) that a brand is part of a certain product category. Brand awareness is a general goal of marketing communications, the existence of high brand awareness is expected whenever the need for a category arises, the brand will be brought back to memory which will then be used as a consideration for various alternatives in decision making. Brand awareness shows consumer knowledge of the existence of a product brand (Firmansyah, 2019:86)

### **Promotion**

Promotion is an activity aimed at improving the quality of a product or service. According to Fandy Tjiptono, promotion is a form of marketing communication aimed at influencing, conveying messages, convincing, and expanding a company's market reach. Meanwhile, according to Philip Kotler and Kevin Lane Keller (2018), promotion encompasses all forms of communication used to provide information, persuade, and expand the target market for products offered by organizations, individuals, or households.

According to Kotler and Armstrong (2001), promotion is an effort to convey the benefits of a product and convince customers to make a purchase. Kotler (1997) also defines promotion as an activity carried out by a company to communicate the advantages of its product and encourage consumers to be interested in buying. Promotion is one of the main elements in the marketing mix that plays an important role in a product, service, or business success. (Frisca P 2002).

Promotion can be defined as an effort aimed at providing information, offering, persuading, or introducing a product or service to potential customers to encourage them to purchase. In today's digital  
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age, promotions are often conducted online, such as through websites or social media. Marketing products using the internet or digital platforms has become a common strategy in the business world.

When conducting promotions, product or service owners generally have specific goals. Some promotional goals include the following:

1. Attracting Consumer Interest
2. Building Brand Identity (Branding)
3. Compete with Competitors
4. Increase profits
5. Attracting New Customers
6. Disseminating Information

Overall, promotions are designed to help businesses thrive by increasing sales. Through effective promotional strategies, companies can maximize profits and expand their market reach.

### **Distribution**

According to Laksana (2008:123) distribution channels are a series of organizations involved in all activities used to distribute products and their owner status from producers to consumers. This understanding shows that companies can use institutions or intermediaries to distribute their products to end consumers. Meanwhile, according to Tjiptono in (Permana, 2019), distribution channels are a series of organizational participation that perform all the functions needed to deliver products or services from sellers to end buyers. Distribution channels for goods are channels used by producers to distribute goods from producers to consumers or industrial users.

According to Ebert and Griffin (2000:252) there are eight main distribution channels based on the members who participate in delivering products to target consumers, namely:

1. *Direct distribution of consumer products*;The company delivers its products to end consumers without intermediaries, using internal sales personnel.
2. *Retail distribution of consumer products*;The company distributes its products through retail sellers.
3. *Wholesale distribution of consumer products*;The company distributes its products through wholesale stores for resale to end consumers.
4. *Distribution through sales agents or brokers*;Companies distribute their products through sales agents or brokers who represent manufacturers who sell them to wholesalers, retailers, or both.
5. *Distribution by agents to consumers and businesses*;The company distributes its products through sales agents as sales intermediaries who distribute to consumers and business consumers.
6. *Direct distribution of industrial products*;The company distributes its products directly from the factories of industrial buyers.
7. *Wholesale distribution of industrial products*;Wholesale stores act as intermediaries between factories and end consumers.
8. *Wholesale distribution of business products*;Wholesale stores function to sell products to retail consumers and small to medium-sized companies.

### **Buying decision**

Achieving business goals is indicated by a high number of customers purchasing or transacting with the product, so that demand for the product reflects consumer behavior patterns. One stage in consumer

behavior is the purchasing decision-making process. Consumers are faced with various options to determine the purchase of a product based on predetermined choices.

Purchasing decisions are a process that involves combining information to evaluate several alternative choices and choose one of them (Peter and Olson, 2000:162). According to (Kotler and Armstrong, 2008;181). In general, consumers tend to make purchasing decisions based on their preferences for certain brands.

The success of a business is marked by the high number of customers who make purchases or transactions with the product, so that demand for the product reflects consumer behavior tendencies. One of the stages in consumer behavior is making purchasing decisions. Consumers face various choices to determine the purchase of a product based on predetermined options. Several important things related to marketing strategies are carrying out good promotions, creating consumer brand awareness and maximizing distribution channels for purchasing decisions.

According to Kotler, Philip and Gerry Armstrong (2014) there are 5 stages in the consumer purchasing process.

1. *Need recognition*(problem recognition)
2. *Information Search*(information search)
3. *Evaluation of alternatives*( Alternative Evaluation )
4. *Purchase decision*( Buying decision)
5. *Post-purchase behavior*(Post Purchase Behavior)

Consumers can make decisions about how much of a product they will buy at any given time. Thompson (2016:57) identifies four indicators in purchasing decisions, namely:

1. According to needs; customers make purchases because the products offered match their needs and it is easy to find the items they need.
2. Has benefits; the product purchased is very meaningful and useful for consumers.
3. Accuracy in purchasing products; product prices are in accordance with product quality and in accordance with consumer desires.
4. Repeat purchases; a state where consumers are satisfied with previous transactions and intend to continue making transactions in the future.

### **3. Method**

#### **Types of research**

The approach in this research is included in quantitative research, the research model is a survey model using a questionnaire instrument with the aim of obtaining data on individual respondents' opinions.

#### **Population and Sample**

The population in this study was all consumers of Palmia margarine products in Ambon City. Because the population size could not be precisely determined, a non-probability sampling method was used, with a purposive sampling technique. The criteria used for sampling were consumers or customers who had made at least one purchase. The final sample size for this study was 100 respondents.

#### **Operational Definitions and Variables**

The research variables become the research objectives and are selected directly by the researcher for all matters relating to the research, and the information obtained is then studied and summarized.(Sugiyono,

2019). There are two variables used in this study, namely the dependent variable and the independent variable.

### **Dependent Variable**

The bound variable or in other words the dependent variable becomes the variable that depends on the independent variable, and becomes the influence of changes in the independent variable.(Sugiyono, 2019)This study uses one dependent variable, namely purchasing decisions.

### **Independent Variable**

The independent variable or in other words the independent variable is a variable that does not depend on the dependent variable, and is the cause of changes in the dependent variable.(Sugiyono, 2019)This study has three independent variables, namely brand awareness, promotion and distribution channels.

### **Data Analysis Techniques**

The inferential statistical method aims to examine the influence of brand awareness, promotion, distribution channels, and purchasing decisions, as well as to test the hypotheses formulated in this study. The analytical model used is multiple linear regression analysis with the assistance of SPSS (Statistical Package for Social Science) software version 21.0.

### **Validity Test**

Validity testing shows the extent to which the measuring instrument is effective in carrying out measurements.(Agusty, 2006)The validity test in this study uses the Product Moment Person correlation formula, where the validity of the instrument can be determined by comparing the Product Moment Person correlation index with a significance level of 5%. This means that if the probability of the correlation result is less than 0.05, the instrument is declared invalid. Conversely, if the correlation result is greater than 0.05, the instrument is declared valid.

### **Reliability Test**

According to(Arikunto, 2002)The formula is used to find the reliability of instruments whose scores are not 1 or 0, for example questionnaires or descriptive questions. The formula is as follows;

$$r_{11} = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum \delta b^2}{\delta 1^2 t} \right)$$

Information :

$r_{11}$  = instrument reliability

$k$  = number of statement items or number of questions

$\sum \sigma^2 b$  = number of grain variants

$\sigma 1^2$  = varians total

An instrument can be said to be reliable if it has a reliability coefficient value greater than or equal to 0.6, meaning that if  $\alpha = 0.6$ , the instrument can be said to be reliable.

### **Hypothesis Testing**

The hypothesis test in this study uses the t test with a significance level of 5%. The testing criteria are; if  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is an influence of relationship marketing variables, satisfaction and trust on consumer loyalty. Another hypothesis test used in this study is also by comparing the probability  $p$  value (sig), where if the probability  $p$  value (sig)  $< 0.05$  (level of significance) then  $H_0$  is rejected and  $H_a$  is accepted, this shows that there is an influence of relationship marketing variables, satisfaction and consumer trust on consumer loyalty.

**4. Results and Discussion**

**Validity Test of Research Instruments**

Validity testing is a test to show the extent to which a measuring instrument is able to measure the validity or otherwise of a questionnaire. The validity test in this study uses the Pearson product moment correlation. A statement can be said to be valid if the calculated  $r$ -value  $>$   $r$ -table then it will be said to be valid but when the calculated  $r$ -value  $<$   $r$ -table then it is invalid. With a significance value of 0.05,  $r$ -table (0.195). Below are the results of the validity test of the brand awareness, promotion and distribution channel variables.

**Table 1. Results of the validity test of the brand awareness variable (x1)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	36,314	3,799		3,796	.034
Organizational culture	.408	.072	.189	2,268	.012

Source: Primary data, processed with SPSS

Based on table 1, the results of the validity test on the brand awareness variable with 4 statement items obtained  $r$ -calculation is greater than  $r$ -table so it can be said to be valid for the statement variable X1.

**Correlations**

		X1.1	X1.2	X1.3	X1.4	Kesadaran merek
X1.1	Pearson Correlation	1	,832**	,846**	,852**	,932**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,832**	1	,850**	,897**	,947**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	,846**	,850**	1	,873**	,944**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,852**	,897**	,873**	1	,959**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Kesadaran merek	Pearson Correlation	,932**	,947**	,944**	,959**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 2. Promotion variable validity test results (x2)**

**Correlations**

		X2.1	X2.2	X2.3	promosi
X2.1	Pearson Correlation	1	,641**	,852**	,925**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,641**	1	,631**	,842**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,852**	,631**	1	,925**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
promosi	Pearson Correlation	,925**	,842**	,925**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data, processed with SPSS

Based on table 2, the results of the validity test of the promotion variable with item 3 of the statement obtained r-calculation is greater than r-table so it can be said to be valid for the statement of variable X2.

**Table 3. Results of the validity test of the distribution channel variable (x3)**

		Correlations				
		X3.1	X3.2	X3.3	X3.4	saluran distribusi
X3.1	Pearson Correlation	1	,681**	,659**	,491**	,813**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X3.2	Pearson Correlation	,681**	1	,850**	,701**	,929**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X3.3	Pearson Correlation	,659**	,850**	1	,696**	,921**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X3.4	Pearson Correlation	,491**	,701**	,696**	1	,824**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
saluran distribusi	Pearson Correlation	,813**	,929**	,921**	,824**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data, processed with SPSS

Based on table 3, the results of the validity test of the distribution channel variable with 4 statement items obtained r-calculation is greater than r-table so it can be said to be valid for the statement of variable X3.

**Table 4 Validity Test Results Of The Purchase Decision Variable (Y)**

		Correlations					
		Y1	Y2	Y3	Y4	Y5	keputusan pembelian
Y1	Pearson Correlation	1	,897**	,879**	,902**	,835**	,951**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	,897**	1	,898**	,889**	,830**	,951**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	,879**	,898**	1	,880**	,867**	,952**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	,902**	,889**	,880**	1	,881**	,960**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	,835**	,830**	,867**	,881**	1	,931**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
keputusan pembelian	Pearson Correlation	,951**	,951**	,952**	,960**	,931**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data, processed with SPSS

Based on table 4, the results of the validity test for the Purchase Decision variable with 5 statement items, the calculated r is greater than the table r so it can be said to be valid for the Purchase Decision variable statement (Y).

**Reliability Test of Research Instruments**

Reliability testing is a test used to determine the extent to which measurement results can remain consistent if measurements are taken two or more times. on the same thing, using the same measuring instrument. An instrument is said to be reliable if the Cronbach's Alpha value is >0.60.

**Table 5. Reliability Test Results**

Variables	Cronbach's Alpha	Number of Statements	Information
Brand awareness (X1)	0.960	4	Reliable
Promotion (X2)	0.879	3	Reliable
Distribution channels (X3)	0.895	4	Reliable
Purchase decision (Y)	0.972	5	Reliable

Source: Primary Data, processed with SPSS

Based on the results in table 3.5 above, the Cronbach's Alpha value of each variable (X1) brand awareness, (X2) Promotion, (X3) Distribution channels and (Y) Purchase Decision is above the minimum limit of 0.60. then all statement items in this questionnaire are declared reliable. This means that the instrument used in this study has good internal consistency and is suitable for use in further analysis.

**Classical Assumption Analysis Test Results**

Before conducting panel data regression testing on the research hypothesis, it is necessary to first conduct a test to determine whether there are any violations of the classical assumptions. The best hypothesis testing results are those that do not violate the classical assumptions underlying the multiple linear regression model. The classical assumptions in this study include normality, multicollinearity, and heteroscedasticity tests.

**Normality Test**

A normality test is a test of a data set to determine whether it is normally distributed. Data can be considered good and valid when the data points are spread around the diagonal line. The normality test in this study was conducted on all independent and dependent variables. The research testing technique used was the One-Sample Kolmogorov Smirnov Test. By comparing the existing probabilities with a significance level of 0.05, if the significance value is >0.05, it is considered normal. The table below shows the normality test.

**Table 6. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test

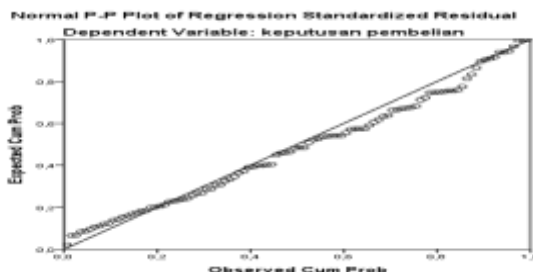
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Standard Deviation	4.15456836
Most Extreme Differences	Absolute	,087
	Positive	,087
	Negative	-,052
Kolmogorov-Smirnov Z		,869
Asymp. Sig. (2-tailed)		,437

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary data, processed with SPSS (2025)

Based on the normality test image, it shows that the results of the independent and dependent variables have a significance value (Asymp.Sig (2-tailed) of 0.437 which is greater than 0.05, so it can be concluded that the normality test for each research variable is normally distributed. The following is an additional test using the p-plot.



**Figure 1. P-Plot Normality Test Results**

Based on Figure 1 above, the results of the normality test using the p-plot show that the points are spread around the diagonal line. Therefore, all variables in this study have a normal distribution.

**Multicollinearity Test**

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables, namely brand awareness (X1), promotion (X2), and distribution channels (X3). Multicollinearity can be identified from the tolerance and variance inflation factors (VIF) values. If the tolerance value is <0.1 or the variance inflation factor (VIF) is >10, then multicollinearity occurs. If the tolerance value is >0.01 and the variance inflation factor (VIF) is <10, then multicollinearity does not occur. The following table shows the results of the multicollinearity test.

**Table 7. Multicollinearity Test Results**

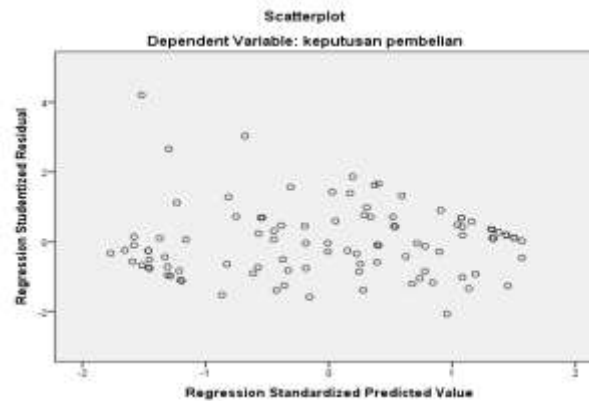
Model	Collinearity Statistics		Information
	Tolerance	VIF	
Brand Awareness (X1)	0.442	2,263	There is no multicollinearity
Promotion (X2)	0.374	2,67	There is no multicollinearity
Distribution Channel (X3)	0.349	2,869	There is no multicollinearity

Source: Primary data, processed with SPSS

Based on table 7 above, the Tolerance value of all variables is more than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. So it can be concluded that the research data does not experience multicollinearity between independent variables.

**Heteroscedasticity Test**

The heteroscedasticity test aims to detect the occurrence of different relevant values for each variant of the independent variables, namely brand awareness (X1), promotion (X2), and distribution channels (X3) in the regression model. The heteroscedasticity problem in this study was detected using a scatterplot, namely by plotting standardized predictors with the standardized residual model. If on the Y axis, then there is no heteroscedasticity. The following scatterplot results of the heteroscedasticity test obtained from SPSS output.



**Figure 2. Heteroscedasticity Test Results (Scatterplot)**

*Source: Primary data, processed with SPSS*

In Figure 2, the results of the heteroscedasticity test in the figure above show that the scatterplot does not form a particular pattern and the points are spread above and below the number 0 on the Y axis, so there is no heteroscedasticity.

### **Discussion of Research Results**

#### **The influence of brand awareness on purchasing decisions**

The brand awareness variable has a positive and significant effect on purchasing decisions. The brand awareness variable has a t-value obtained from the regression calculation of 2.953 with a significance value of 0.004. These results indicate that the higher a consumer's awareness of a product, the greater the likelihood of the consumer purchasing that product.

The results of this study are supported by previous research conducted by Sukiman, Abdul Salam (2021) with the title "Analysis of the influence of green marketing and brand awareness on consumer purchasing decisions for Aqua brand products", the results of this study state that there is an influence of brand awareness on purchasing decisions.

Similarly, the research conducted by Kevin Jonathan et al (2023), with the title "The influence of brand awareness and brand image on purchasing decisions for Mxue products in Malang City," the results of this study show the influence of brand awareness on purchasing decisions.

#### **The Effect of Promotion on Purchasing Decisions**

The promotion variable has a positive and significant effect on purchasing decisions. The brand awareness variable has a t-value obtained from the regression calculation of 3.437 with a significance value of 0.001. This indicates that the more effective the company's promotional strategy, the greater the likelihood of consumers making a purchasing decision.

The results of this study are supported by previous research conducted by Muhammad Taufiq (2022) with the title "The Influence of Product Quality, Price and Promotion on Purchasing Decisions of Lemonilo Brand Instant Noodles" The variables of product quality, price and promotion have a positive and significant influence on purchasing decisions. The results of this study indicate the influence of promotion on purchasing decisions.

Similarly, research conducted by Eko Wahyu Hidayat, Nurhasna Rahmawati (2023) with the title "The Influence of Product Quality, Price, Promotion and Brand Image on Purchasing Decisions for Sariwangi Tea Bags in Bogor City" which shows the influence of brand awareness on purchasing decisions.

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## The Influence of Distribution Channels on Purchasing Decisions

The distribution channel variable has a positive and significant effect on purchasing decisions. The distribution channel variable has a t-value obtained from the regression analysis of 2.589 with a significance value of 0.011. This indicates that effective distribution channels can increase consumers' likelihood of making a purchase.

The results of this study are supported by previous research conducted by Ni Kadek Supriyaningsih et, al (2024) with the title "The influence of distribution channels, product quality and brand image on rice purchasing decisions at Slip Pancar Sari in Pererenan Village" showing the influence of distribution channels on purchasing decisions.

Similarly, research conducted by Ranti Agustiani (2022) with the title "The influence of product quality, brand image and distribution channels on purchasing decisions for Sun Kara coconut milk in Kebumen Regency" shows the influence of distribution channels on purchasing decisions.

## 5. Conclusion

Based on research and discussions related to brand awareness, promotion and distribution channels on purchasing decisions for Palmia Margarine in Ambon City, the following conclusions are drawn:

1. The Brand Awareness variable (X1) has a positive and significant influence on the Purchase Decision variable (Y). Companies need to increase brand awareness, because the higher the level of consumer recognition and remembering of a product, the greater the likelihood of the consumer making a purchase.
2. The promotion variable (X2) has a positive and significant influence on the purchasing decision variable (Y). Companies need to increase the effectiveness of promotions, because the more attractive and targeted the promotion, the more consumers will be interested and encouraged to purchase the product.
3. The Distribution Channel variable (X3) has a positive and significant influence on the purchasing decision variable (Y). Companies need to expand and strengthen distribution channels, because the easier it is for consumers to access and obtain products, the greater the chance of the product being purchased.

## Suggestions

Based on the results and discussions that have been described and the conclusions obtained, the researcher has the following suggestions:

1. Companylt's necessary to increase brand awareness of Palmia margarine by consistently strengthening its brand communication strategy. This can be achieved by disseminating information across various media, maintaining easily recognizable packaging, and conducting promotional activities that emphasize the product's advantages and added value. This will encourage consumers who were initially neutral about considering Palmia as a margarine alternative to choose it as their primary brand.
2. Companies need to optimize their promotional strategies by aligning promotional timings with key moments, such as leading up to religious holidays or the holiday season. Furthermore, promotional media should be expanded to digital platforms like Instagram, Facebook, and TikTok to make product information more accessible and reach a wider market. Promotional messages must also be clearly structured, easy to understand, and engaging to effectively influence purchasing decisions.

3. The company must ensure the even availability of Palmia margarine throughout Ambon City, particularly in strategic locations easily accessible to consumers. Furthermore, it is crucial for the company to maintain product quality throughout the distribution process, ensuring packaging is in good condition, and providing complete and clear information on product labels. This will increase consumer trust, which in turn will encourage purchase and brand loyalty.
4. For further research, this study is expected to serve as a reference, support, guideline, and comparison tool, and is expected to add other variables that can be used as indicators in further research. This is because there are still variables that researchers have not yet discovered that still have a relationship with purchasing decisions.

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