

The Effect of Digital Marketing and Sales Promotions on Consumer Purchasing Decisions Mediated by Brand Awareness

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Abstract

Purpose: To analyze the influence of digital marketing through social media on promoting fast instant spices and how sales promotion strategies affect consumer purchase decisions, mediated by brand image, specifically for Sasa House Japanese Curry products.

Methodology: This study employed a quantitative approach with purposive sampling. Questionnaires were distributed to 100 respondents who visited supermarkets in DKI Jakarta. Data analysis used Structural Equation Modeling (SEM) with SmartPLS.

Results: Digital Marketing (X1) significantly influences brand awareness (Z), with a t-value of 5.696 and a p-value of 0.000, confirming the hypothesis. Sales Promotion (X2) significantly impacts Purchase Decisions (Y), though the influence is weaker, with a t-value of 1.994 and a p-value of 0.046. Both Digital Marketing and Sales Promotion affect Consumer Purchase Decisions through Brand Awareness for Sasa House Japanese Curry.

Conclusions: Digital marketing strategies, particularly through social media, and sales promotions play important roles in shaping consumer purchase decisions for Sasa House Japanese Curry. Brand awareness mediates these processes, suggesting that strengthening the brand image could boost sales.

Limitations: The study is limited by the sample size of 100 respondents from DKI Jakarta, which may not represent the broader population. The influence of sales promotions was modest, indicating the need for further research on additional factors affecting purchase decisions.

Contribution: This research enhances understanding of how digital marketing and sales promotions influence consumer behavior, highlighting brand awareness as a mediator and offering valuable insights for marketers.

Keywords: Brand Awareness, Digital Marketing, Purchase Decision, Sales Promotion

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1. Introduction

Indonesia is widely recognized as one of the world's largest countries, ranking fourth in terms of population size after India, China, and the United States. According to population projection data from the Central Bureau of Statistics (Badan Pusat Statistik/BPS), Indonesia's population is estimated to reach approximately 283.49 million by 2025. Each year, Indonesia's population continues to grow, accompanied by an increase in the millennial generation, which in turn leads to rising consumer needs and desires for products. This presents significant opportunities for companies to innovate and respond

to diverse consumer demand. The instant seasoning industry plays a crucial role in fulfilling consumer needs.

Based on information from the Ministry of Industry in 2024, Indonesia's food sector has continued to demonstrate positive growth, contributing 6.5% to the national Gross Domestic Product (GDP). The instant seasoning industry in Indonesia has experienced substantial development in recent years, driven by lifestyle changes that prioritize convenience and efficiency in cooking. Instant seasonings play an important role and have become a preferred choice for many consumers because their use saves time and offers practicality. Dishes prepared with seasonings are perceived as more flavorful and aromatic than those prepared without seasonings.

One of the instant curry seasoning products available in the Indonesian market is Sasa House Japanese Curry, introduced in January 2024 by PT Sasa Housefoods Indonesia. PT Sasa Housefoods Indonesia is a joint venture between the Rodamas Group and the Japan-based House Foods Group. House Foods Group is widely known as a leading producer in the Japanese-style curry market, whereas Sasa Inti, a subsidiary of the Rodamas Group, possesses extensive networks within Indonesia's traditional trade sector. In this collaboration, House Foods holds 49% of the company's shares, whereas Sasa Inti holds 51%. This joint venture strategy integrates House Foods' expertise in developing authentic Japanese curry products with Sasa Inti's deep understanding of the local market and its well-established distribution networks.

PT Sasa Housefoods Indonesia is responsible for the sales and marketing of halal curry products under the Sasa House Foods brand, with a primary focus on traditional trade channels and modern retail outlets. The target market primarily consists of middle-class consumers in Indonesia. Given that Japanese curry has distinctive characteristics compared to commonly available products, consumers can recognize and differentiate specific brands that also possess unique attributes, logos, and brand messages. In this context, Sasa Japanese Curry seeks to build high brand awareness among consumers by utilizing innovative and relevant marketing strategies.

To expand its consumer reach, the company appointed PT Tumbakmas Niagasaki as its main distributor, responsible for distributing Sasa Japanese Curry products throughout Indonesia starting in early 2024. To introduce this new product to Indonesian consumers, PT Sasa Housefoods Indonesia has implemented various marketing strategies, including digital marketing and promotional activities. From the marketing side, the company has engaged in advertising through social media platforms, such as developing an official website (<https://sasa-housefoods.co.id/>) and utilizing Instagram and TikTok. This situation provides a strong foundation for the company to leverage digital platforms to enhance brand awareness for Sasa House Japanese Curry.

On the other hand, this product demonstrates strong potential to attract consumer attention, particularly among millennials and housewives, owing to its product quality, packaging, distinctive Japanese flavor, affordable pricing, and promotional strategies applied in marketing the product. Sales promotion strategies are critical for increasing short-term sales and encouraging consumers to try new products. Promotional activations, such as product tasting, bundling, discounts, and loyalty programs, are integral to sales promotion strategies implemented across various distribution channels, including modern retail outlets such as supermarkets and hypermarkets.

According to Kotler and Keller (2016), as cited in Pudrianisa, Pangestu, and Ahmad (2023), brand awareness refers to a consumer's ability to recognize or recall a brand when making a purchase decision. Brand awareness is associated with various aspects of a product, including how easily a brand can be remembered and recognized in different conditions. Building brand awareness for new products such as Sasa Japanese Curry is challenging, as the product must compete with brands that are already established in the market. Furthermore, introducing the concept of Japanese curry, which may not yet be familiar to a large segment of Indonesian consumers, adds another layer of complexity.

Human activities cannot be separated from buying and selling processes; prior to making a purchase, individuals tend to carefully consider their decisions. "A purchase decision is an action taken by an individual that directly determines the choice to buy a product offered by a seller." According to Kotler and Armstrong (2001), as cited in Hendrawan and Suarjana (2019), this stage represents the point in the consumer decision-making process at which the consumer ultimately makes a purchase.

This factor has become a primary focus for the marketing team of PT Sasa Housefoods Indonesia in designing promotional and marketing strategies aimed at attracting consumers to make purchase decisions for Sasa House Japanese Curry products. As stated by Tj (2020), promotional strategy is a determining factor influencing consumer purchasing decisions. Sales promotion objectives vary, including informing consumers about the company's available products, increasing purchase volumes, reducing brand switching among consumers, and encouraging consumers to try new products.

This indicates a potential discrepancy between the marketing strategies implemented and the desired market response. However, research examining the influence of digital marketing and sales promotion on consumer purchase decisions mediated by brand awareness, particularly in the context of instant seasoning products such as Japanese curry in the Indonesian market, is limited. Therefore, this study aims to analyze the influence of digital marketing and sales promotion on consumer purchase decisions mediated by brand awareness of Sasa House Japanese Curry products in the DKI Jakarta region.

2. Literature Review

2.1 Digital Marketing

Digital marketing is defined as a marketing strategy that utilizes digital technology, including social media platforms and web-based applications, to reach consumers effectively (Tabroni & Komarudin, 2021). Digital marketing can also reduce promotional costs and operate in real time, allowing businesses to immediately observe consumer interest and responses from the target market. Through this approach, companies can determine more engaging advertising content. Several social media platforms are commonly used, including Instagram, Facebook, and TikTok (Pudrianisa et al., 2023).

Digital marketing is considered a modern marketing method that requires relatively low costs and offers high potential returns on investment (ROI). Companies can employ various methods to enhance digital marketing strategies, such as Search Engine Optimization (SEO), pay-per-click (PPC) advertising, social media marketing, online video marketing, affiliate marketing, and email marketing (Luwiska, 2021). Currently, TikTok is one of the social media platforms most frequently used for digital marketing. TikTok offers various modern features that attract users, the majority of whom are adolescents and adults. These user groups represent highly potential target markets, making TikTok a particularly promising platform for marketing products (Ramadhan, Priatama, Az-Zuhaida, Akalili, & Kulau, 2021).

A well-developed digital marketing strategy is essential to ensure that an organization's online marketing activities are implemented as planned, integrated with other marketing activities, and aligned with overall business objectives, as explained by Sharabati et al. (2024).

2.2 Sales Promotion

According to Nufus and Handayani (2022), promotion refers to activities carried out by companies to convince the public of the quality of products offered to specific market segments. Promotion is one of the activities that provides direct experience to consumers, allowing them to immediately perceive the benefits of the product (Selestio, Ferdinand, & Sukresna, 2016). Promotion aims to inform or offer products or services with the expectation of attracting potential buyers so that consumers are willing to purchase or use the products. In marketing activities, companies implement various promotional strategies through the promotional mix, which consists of key elements such as advertising, personal selling, sales promotion, and public relations (Abdetta & Zewdie, 2021).

Sales promotion is a marketing strategy that employs specific incentives to encourage immediate and effective product purchases. One of the most widely recognized forms of this strategy is sales

promotion, which stimulates consumers to take prompt purchasing actions, as stated by Rahmadi, Neviyani, and Wijaya (2025). Sales represent a crucial aspect of business development, as they serve as the primary source of company revenue. This process begins with a series of activities that include identifying customers, promoting products, and ultimately conducting transactions with buyers (Abbas & Minarti, 2022; Devi, Arafat, & Maliah, 2025).

2.3 Purchase Decision

A purchase decision refers to the process by which an individual or organization selects, evaluates, and ultimately decides to purchase a product or service to satisfy customer needs or desires. According to Tjiptono (2016:22), purchase decisions are integral to consumer buying behavior. Consumer behavior encompasses actions directly involved in obtaining and selecting products and services, including decision-making processes before and after these actions.

In the purchasing process, consumers go through a series of complex stages to evaluate various alternatives, influenced by multiple factors, including cultural, social, personal, and psychological aspects. (Santoso & Purwanti, 2014) argued that purchase intentions arising from company promotions can significantly influence purchase decisions. This is because attractive advertisements on social media can encourage consumers to make purchasing decisions (Azahra & Hadita, 2023).

2.4 Brand Awareness

According to Ramadayanti (2019), brand awareness refers to the level of knowledge or familiarity that consumers have with a particular brand. Brands provide substantial benefits to both producers and consumers. Brands offer added value to consumers by serving as a reference for quality and reliability. A strong, high-quality brand enables a company or product to gain a competitive advantage over competitors and become a preferred choice among consumers. Brand awareness is developed as part of marketing strategies to influence consumer purchasing decisions and facilitate the recognition of new products in the market (Boangmanalu & Indrawati, 2025; Ulfah, Ariza, & Rezeki, 2023).

2.5 Conceptual Framework

Brand awareness functions as a mediating variable influencing purchase decisions when digital marketing and sales promotion activities are effectively enhanced. Therefore, the research model for this study is illustrated in the figure below.

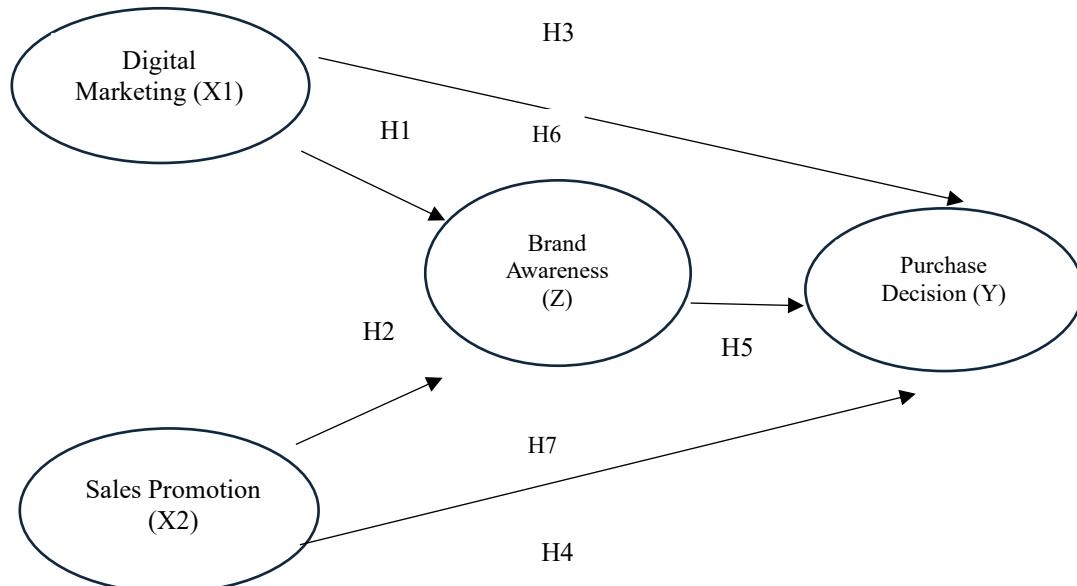


Figure 1. Research Conceptual Model
Source: Processed Data by the Researcher (2025)

2.6 Hypothesis Development

2.6.1 The Effect of Digital Marketing on Brand Awareness

The influence of digital marketing on brand awareness is consistent with previous research by Taurino and Handoyo (2023), titled “The Influence of Digital Marketing, Word of Mouth, and Brand Ambassadors on Brand Awareness and Its Impact on Purchase Intention.” The findings indicate that digital marketing positively and significantly affects brand awareness.

Similarly, a study by Kalbuadi, Saputra, and Hermanto (2022), titled “The Role of Social Media Marketing on Brand Awareness and Brand Commitment (A Study at Mataram University of Technology),” found that social media marketing significantly influences brand awareness. These results suggest that the more intensive the promotional activities on social media, the higher the level of brand awareness among prospective new students at Mataram University of Technology. Based on these findings, the first hypothesis of this study is as follows:

H1: Digital Marketing (X1) has a positive effect on Brand Awareness (Z).

2.6.2 The Effect of Sales Promotion on Brand Awareness

The effect of sales promotion on brand awareness aligns with prior research by Amba and Sisnuhadi (2021), which demonstrated that the more actively a company engages in promotional activities, the higher the level of awareness of the promoted brand. In their study, promotion was found to positively impact brand awareness.

Furthermore, Fariza, Nurhajijah, Puspita, and Nurbaeti (2023), in their study titled “The Effect of Price and Promotion on Brand Awareness at the MSME Mall in Cirebon City,” reported that promotion significantly affects brand awareness at the MSME Mall in Cirebon City. However, several aspects of promotional activities still require attention, particularly regarding individual sales performance within the MSME Mall. Based on these findings, the second hypothesis of this study is proposed as follows:

H2: Sales Promotion (X2) has a positive effect on Brand Awareness (Z).

2.6.3 The Effect of Digital Marketing on Purchase Decision

According to Wibowo and ita Luk (2024), in their study titled “The Effect of Digital Marketing, Electronic Word of Mouth (E-WOM), and Product Quality on Purchase Decisions at Bentani Hotel & Residence, Jakarta,” digital marketing had a positive and substantial effect on purchase decisions. The results indicate that digital marketing significantly influences purchase decisions, as effective digital marketing activities strongly affect consumers’ decisions to buy goods and services. The more effective the digital marketing strategy, the stronger the support for consumers in making purchasing decisions.

Thus, it can be concluded that digital marketing influences purchase decisions, serving as a key driver of consumer interest and ultimately leading to purchases. Based on these findings, the third hypothesis of this study is as follows:

H3: Digital Marketing (X1) has a positive effect on purchase decisions (Y).

2.6.4 The Effect of Sales Promotion on Purchase Decision

Based on the findings of Astuti and Angresta (2022) in their study titled “The Effect of Promotion on Purchase Decisions for Shopee Food in South Jakarta,” sales promotion significantly influenced consumer purchase decisions. This indicates that promotional activities play an important role in enhancing consumers’ purchasing decisions.

The influence of promotion on purchase decisions is also consistent with the study conducted by Afriliani and Safina (2022) entitled “The Effect of Brand Awareness and Promotion on Consumer Purchase Decisions of Lifebuoy Soap in Patumbak Kampung Village, Patumbak District.” The results demonstrate that promotion has a positive and significant effect on consumer purchase decisions for Lifebuoy products. Increased advertising through online and print media aims to enhance consumer recognition of Lifebuoy soap, thereby strengthening consumers’ purchase decisions. Based on these findings, the fourth hypothesis of this study is formulated as follows:

H4: Sales Promotion (X2) has a positive effect on purchase decisions (Y).

2.6.5 The Effect of Brand Awareness on Purchase Decision

The influence of brand awareness on purchase decisions is supported by the study conducted by Krisnawati (2016) entitled “The Effect of Brand Awareness on Purchase Decisions of Bottled Drinking Water (AMDK) Brand Aqua: A Study of Consumers in Bandung City.” The findings indicate that brand awareness significantly and positively impacts purchase decisions for Aqua bottled water. This is because the Aqua brand has achieved a top-of-mind position among consumers. Aqua is widely recognized and has become the primary brand choice for consumers intending to purchase bottled mineral water. Based on these findings, the fifth hypothesis of this study is as follows:

H5: Brand Awareness (Z) has a positive effect on purchase decisions (Y).

2.6.6 The Effect of Digital Marketing on Purchase Decision Mediated by Brand Awareness

According to Handono and Madiawati (2021), in their study titled “The Effect of Instagram Social Media on Purchase Decisions through Brand Awareness,” digital marketing had a positive and significant effect on purchase decisions, mediated by brand awareness. Instagram, as an indicator of digital marketing, demonstrated a mediating effect on brand awareness, enhancing consumer purchase decisions. Similarly, Aprilianti, Rastini, and Rahamatha (2023) reported that brand awareness mediates the influence of social media marketing on purchase intention, indicating that it plays a significant role in strengthening the effect of social media marketing on purchase intention. Based on these findings, the sixth hypothesis is proposed as follows:

H6: Digital Marketing (X1) has a positive effect on purchase decisions (Y) mediated by Brand Awareness (Z).

2.6.7 The Effect of Sales Promotion on Purchase Decision Mediated by Brand Awareness

Jayadi and Wardana (2021) stated that brand awareness significantly mediates the effect of promotion on purchase decisions. Brands provide substantial value to both producers and consumers; therefore, to make appropriate purchase decisions, consumers must first develop a strong understanding of the brands available in the market. This indicates that stronger brand awareness enhances the relationship between sales promotion and purchase intentions. Based on these findings, the seventh hypothesis is formulated as follows:

H7: Sales Promotion (X2) has a positive effect on Purchase Decision (Y) mediated by Brand Awareness (Z).

3. Research Methodology

3.1 Research Design and Object of Study

This study employed a quantitative research approach with a descriptive and causal research design. Quantitative methods use numerical data analyzed with statistical techniques to examine relationships among variables. This study focused on digital marketing, sales promotion, brand awareness, and their effects on purchase decisions. The object of this study consists of consumers who shop at supermarkets (such as Superindo) and grocery stores in DKI Jakarta.

3.2 Population and Sample

The study population comprised 135 consumers who visited supermarkets and grocery stores in the DKI Jakarta area. The population refers to a group of objects or subjects with specific characteristics determined by the researcher for analytical purposes (Maulana & Fathurahman, 2025; Tajik, Golzar, & Noor, 2025). Due to time, cost, and effort constraints, not all members of the population were surveyed. Therefore, sampling was conducted in accordance with Eka's (2020) explanation. This study used non-probability purposive sampling, targeting respondents who had previously purchased instant seasoning products.

Table 1. Respondent Characteristics

Category	Item	Total (People)	Percentage (%)
Gender	Male	61	45.2%
	Female	74	54.8%
	Total	135	100%

Age	< 20 years	10	7.4%
	21-30 years	48	35.6%
	31-40 years	63	46.7%
	> 40 years	14	10.4%
	Total	135	100%
Domicile	Jakarta	99	73.3%
	Outside Jakarta	36	26.7%
	Total	135	100%
Education	High School (SMA)	24	17.8%
	Diploma (D3)	13	9.6%
	Bachelor's Degree (S1)	79	58.5%
	Master's Degree (S2)	17	12.6%
	Doctoral Degree (S3)	2	1.5%
	Total	135	100%
Occupation	Employee	77	57%
	Student	20	14.8%
	Entrepreneur	20	14.8%
	Housewife	11	8.1%
	Civil Servant	7	5.2%
	Total	135	100%
Purchase Frequency	Rarely (1x in 6 months)	42	31.1%
	Sometimes (1-2x in 3 months)	45	33.3%
	Often (1-2x a month)	33	24.4%
	Very Often (>2x a month)	15	11.1%
	Total	135	100%

3.3 Operational Definition of Variables

Operational variables translate abstract concepts into measurable indicators to ensure clarity and accuracy in the data collection (Sugiyono, 2020). This study included four main variables.

Table 2. Operational Definition of Variables

Variable	Definition	Dimension	Indicator	Scale
Digital Marketing (X1)	Digital marketing refers to marketing activities conducted through digital platforms to communicate product information, promote offerings, and interact with consumers effectively.	Interactive Communication	Responsiveness of online interaction	Ordinal
		Incentive Program	Availability of online promotions and incentives	Ordinal
		Site Design	Ease of navigation and visual attractiveness	Ordinal
		Cost Efficiency	Perceived affordability of online promotions	Ordinal
		Digital Channels	1. Website marketing	Ordinal

Variable	Definition	Dimension	Indicator	Scale
			2. Search Engine Marketing 3. Social media marketing 4. Online banner advertising 5. Affiliate marketing	
Sales Promotion (X2)	Sales promotion is a short-term incentive strategy used by companies to stimulate consumer purchases.	Consumer Promotion	1. Price discounts 2. Product samples 3. Gifts or gimmicks 4. Vouchers or coupons	Ordinal
		Trade Promotion	Joint promotional programs	Ordinal
		Business Promotion	Promotional cooperation with distributors	Ordinal
Brand Awareness (Z)	Brand awareness refers to the ability of consumers to recognize and recall a brand as part of a specific product category.	Brand Recognition	Ability to recognize the brand	Ordinal
		Brand Recall	Ability to recall the brand tanpa bantuan	Ordinal
		Top of Mind	Brand remembered first among competitors	Ordinal
		Brand Knowledge	Familiarity with brand usage and benefits	Ordinal
Purchase Decision (Y)	Purchase decision is the process by which consumers identify needs, evaluate alternatives, and decide to purchase a product.	Product Selection	Suitability of product to consumer needs	Ordinal
		Brand Selection	Preference for a specific brand	Ordinal
		Purchase Timing	Appropriateness of purchase timing	Ordinal
		Purchase Quantity	Quantity purchased	Ordinal

Variable	Definition	Dimension	Indicator	Scale
		Payment Method	Convenience of payment method	Ordinal
		Post-Purchase Behavior	1. Willingness to repurchase 2. Willingness to recommend the product 3. Confidence in purchase decision	Ordinal

Source: Processed by the Researcher (2025)

3.4 Data Collection Method

Data collection is a systematic process for obtaining relevant information in accordance with research objectives (Nugroho, 2022). This study used quantitative data collected through surveys, questionnaires, and observations.

3.5 Measurement Scale

The research instrument was developed based on the indicators listed in the operational variable table and measured using a five-point Likert scale, which assessed respondents' attitudes and perceptions toward the studied variables (Pranatawijaya, Widiatry, Priskila, & Putra, 2019). The scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.6 Data Analysis Technique

This study employs Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach, commonly referred to as PLS-SEM, and is analyzed using SmartPLS version 4.0. PLS-SEM is particularly suitable for predictive research, complex models with multiple constructs, and studies with relatively small-to-medium sample sizes. This technique enables the simultaneous evaluation of the measurement (outer) and structural (inner) models. SEM-PLS is a multivariate statistical technique widely applied in social science research to analyze the relationships among latent variables measured indirectly through observable indicators. The data used in this study were obtained from primary sources through surveys, supported by secondary data from academic databases.

The PLS-SEM analysis in this study followed three main stages.

- Measurement Model Evaluation (Outer Model)
The validity and reliability of the constructs were assessed.
- Structural Model Evaluation (Inner Model)
To examine the relationships among the latent variables.
- Hypothesis Testing
To determine whether the proposed hypotheses are empirically supported,
- Measurement Model Evaluation (Outer Model)

The measurement model assesses the relationships between the latent constructs and their indicators. The outer model evaluation aims to ensure that the indicators accurately and consistently measure the intended constructs. The assessment included validity and reliability testing.

3.7 Validity Assessment

Validity reflects the extent to which an instrument accurately measures the intended constructs (Wardhana & Iba, 2024). Two types of validity were evaluated in the outer model:

- Convergent Validity
Convergent validity examines the degree to which the indicators of a construct share a high proportion of variance. This was assessed using outer loading values, where a loading of ≥ 0.60 was considered acceptable. Indicators with loadings below the threshold can be removed if theoretically justifiable.

Additionally, the Average Variance Extracted (AVE) was used to confirm convergent validity. An AVE value of ≥ 0.50 indicates that the construct explains more than 50% of the variance of its indicators, demonstrating adequate convergent validity.

b. Discriminant Validity

Discriminant validity ensures that a construct is empirically distinct from other constructs in the model. This study assessed discriminant validity using

Cross-loadings, where indicator loadings on their associated constructs must be higher than those on other constructs. The Fornell–Larcker Criterion requires the square root of the AVE for each construct to be greater than its correlations with other constructs (Hair Jr et al., 2021).

3.8 Reliability Assessment

Reliability refers to the internal consistency of the measurement indicators. In PLS-SEM, reliability is evaluated using:

- Cronbach's alpha provides a lower-bound estimate of reliability.
- Composite Reliability (CR) is preferred in PLS-SEM because it does not assume equal indicator loadings.

A construct is considered reliable if both Cronbach's Alpha and Composite Reliability values exceed 0.60, indicating acceptable internal consistency.

3.9 Structural Model Evaluation (Inner Model)

The structural model assesses the hypothesized relationships among latent constructs and the predictive capability of the model. Several criteria were used to evaluate the inner model.

3.9.1 Coefficient of Determination (R^2)

The R^2 value indicates the proportion of variance in the endogenous construct explained by the exogenous constructs. The R^2 values of

- 0.67 indicate substantial explanatory power,
- 0.33 indicate moderate explanatory power, and
- 0.19 indicates weak explanatory power. Higher R^2 values suggest a better model fit and stronger explanatory capability.

3.9.2 Predictive Relevance (Q^2)

Predictive relevance was assessed using the Stone–Geisser Q^2 value obtained through a blindfolding procedure. A model demonstrates predictive relevance when $Q^2 > 0$, indicating that the model can accurately predict the observed values of endogenous constructs. Values closer to 1 indicate a stronger predictive capability.

3.9.3 Hypothesis Testing

Hypothesis testing was conducted after the measurement and structural models met the validity and reliability criteria. The evaluation used bootstrapping in SmartPLS to obtain t-statistics and p-values.

3.9.4 A hypothesis is supported when:

- t-statistic > 1.96 , and
- A p-value < 0.05 indicates statistical significance at the 5% level.

3.10 Direct Effects

Direct effects assess the influence of an exogenous variable on an endogenous variable without involving mediating variables. Significance was determined using the path coefficients, t-statistics, and p-values.

3.10.1 Indirect Effects (Mediation Analysis)

Indirect effects evaluate whether the relationship between an independent and dependent variable is mediated by an intervening variable. Mediation is considered significant when the indirect path p-value is less than 0.05. If the p-value exceeds 0.05, the mediating effect is not supported.

4. Result and Discussion

This section presents an analysis of the study respondents by demographic characteristics, including gender, age, domicile, education level, occupation, and purchase frequency.

4.1 Statistical Analysis

4.1.1 Measurement Model Analysis (Outer Model)

The outer model analysis was conducted to evaluate the validity and reliability of the indicators forming each latent construct. The purpose of this analysis was to ensure that the indicators used in the study were reliable and consistent in measuring their respective constructs and to confirm that each construct was empirically distinct from the others.

Several tests were performed in the outer model analysis, including instrument validity testing, which comprised convergent validity (outer loading and AVE), discriminant validity (cross-loading), and reliability testing using Composite Reliability and Cronbach's alpha.

4.1.2 Convergent Validity Test

The convergent validity test is an essential component of the PLS-SEM analysis using SmartPLS. According to (Hair Jr et al., 2021), convergent validity refers to the degree to which indicators of a construct are highly correlated and consistently measure the same underlying concepts. In this study, SmartPLS version 4.0 was used as the analytical tool.

The path diagram illustrating the outer and inner model designs in this study is presented as follows.

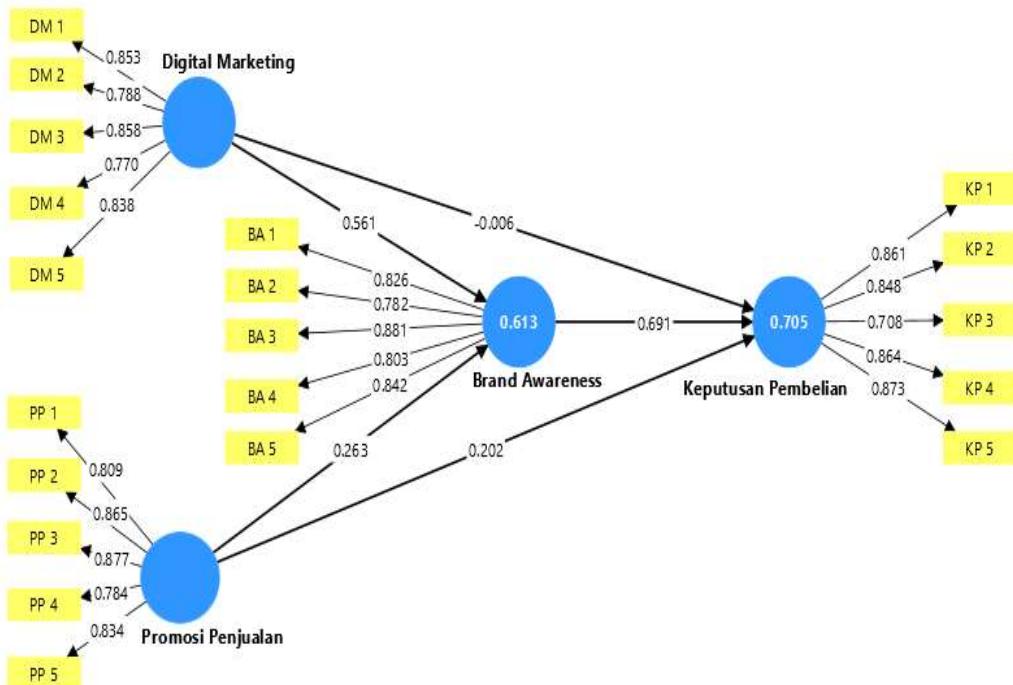


Figure 2. Construct Model
Source: Processed Data from SmartPLS (2025)

The Digital Marketing construct was measured using five indicators: DM1, DM2, DM3, DM4, and DM5. The Sales Promotion construct was measured using five indicators: PP1, PP2, PP3, PP4, and PP5. The Brand Awareness construct was measured using five indicators: BA1, BA2, BA3, BA4, and BA5. The Purchase Decision construct was measured using five indicators: KP1, KP2, KP3, KP4, and KP5.

This study applied a reflective measurement model in which each indicator reflected its corresponding latent variable.

Table 3. Loading Factor Values

Variable	Indicator	Loading Factor	Remarks
Digital Marketing	DM1	0.853	Valid
	DM2	0.788	Valid
	DM3	0.858	Valid
	DM4	0.770	Valid
	DM5	0.838	Valid
Sales Promotion	PP1	0.809	Valid
	PP2	0.865	Valid
	PP3	0.877	Valid
	PP4	0.784	Valid
	PP5	0.834	Valid
Purchase Decision	KP1	0.861	Valid
	KP2	0.848	Valid
	KP3	0.708	Valid
	KP4	0.864	Valid
	KP5	0.873	Valid
Brand Awareness	BA1	0.826	Valid
	BA2	0.782	Valid
	BA3	0.881	Valid
	BA4	0.803	Valid
	BA5	0.842	Valid

Source: Processed Data from SmartPLS (2025)

4.2 Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) indicates the proportion of variance in the indicators that is explained by the construct relative to the variance attributable to measurement error. An AVE value of ≥ 0.50 is considered acceptable, indicating that at least 50% of the variance in the indicators is explained by the construct being measured. The AVE values used to assess construct validity in this study are presented below.

Table 4. Average Variance Extracted, Composite Reliability, and Cronbach's Alpha

Variable	AVE	Composite Reliability (pc)	Cronbach's Alpha
Digital Marketing	0.676	0.913	0.880
Sales Promotion	0.697	0.920	0.891
Brand Awareness	0.685	0.916	0.884
Purchase Decision	0.694	0.919	0.888

Source: Processed Data from SmartPLS (2025)

Based on Table 4, all constructs exhibited AVE values exceeding 0.50. Therefore, it can be concluded that the measurement model demonstrates adequate convergent validity for all constructs examined in this study.

4.3 Discriminant Validity Test

Discriminant validity testing was conducted to ensure that each construct (latent variable) in the model was empirically distinct from the others. This implies that the indicators of a construct should not represent other constructs. Discriminant validity can be assessed by comparing the square roots of the AVEs with the correlations among the latent variables, or by examining cross-loadings. The results of the discriminant validity tests based on these criteria are presented below.

4.3.1 Fornell-Larcker

According to the Fornell–Larcker criterion, a construct is considered valid when the square root of its AVE is greater than the correlation between that construct and other latent variables.

Tabel 5. Fornell- Larcker

	Brand Awareness	Digital Marketing	Purchase Decision	Sales Promotion
Brand Awareness	0.828			
Digital Marketing	0.765	0.822		
Purchase Decision	0.828	0.679	0.833	
Sales Promotion	0.697	0.773	0.679	0.835

Source: Processed Data from SmartPLS (2025)

Table 5 shows that the diagonal values (square roots of AVE) are 0.828 for Brand Awareness, 0.822 for Digital Marketing, 0.833 for Purchase Decision, and 0.835 for Sales Promotion. The off-diagonal values represent the correlations between the constructs.

The Brand Awareness construct is considered valid because its correlations with Digital Marketing, Purchase Decision, and Sales Promotion are lower than its square root of AVE (0.828). The Digital Marketing construct overlaps with the Purchase Decision construct, as their correlation value (0.828) exceeds the square root of the AVE for Digital Marketing (0.822). Meanwhile, the Purchase Decision construct is considered valid because its correlations with Brand Awareness, Digital Marketing, and Sales Promotion are all lower than the square root of AVE (0.833). Similarly, the Sales Promotion construct is deemed valid because its correlations with Brand Awareness, Digital Marketing, and Purchase Decision are lower than the square root of its AVE (0.835).

4.3.2 Cross Loading

The cross-loading values indicate the extent to which an indicator loads on its own construct relative to other constructs. According to Ghazali (2021), an indicator's loading on its associated construct should exceed 0.70. An indicator is considered valid if it has the highest loading on its intended construct compared to its loading on other constructs.

Table 6. Cross Loading

	Digital Marketing	Sales Promotion	Brand Awareness	Purchase Decision
DM 1	0,853	0,539	0,696	0,582
DM 2	0,788	0,655	0,522	0,444
DM 3	0,858	0,629	0,635	0,661
DM 4	0,770	0,664	0,589	0,509
DM 5	0,838	0,712	0,682	0,569
PP 1	0,567	0,809	0,522	0,600
PP 2	0,702	0,865	0,656	0,626
PP 3	0,663	0,877	0,625	0,585
PP 4	0,643	0,784	0,551	0,516
PP 5	0,649	0,834	0,543	0,497
BA 1	0,644	0,551	0,826	0,636
BA 2	0,523	0,629	0,782	0,732
BA 3	0,686	0,561	0,881	0,662
BA 4	0,662	0,552	0,803	0,656

BA 5	0,628	0,590	0,842	0,733
KP 1	0,532	0,550	0,762	0,861
KP 2	0,586	0,653	0,675	0,848
KP 3	0,602	0,543	0,613	0,708
KP 4	0,602	0,562	0,714	0,864
KP 5	0,512	0,520	0,671	0,873

Source: Processed Data from SmartPLS (2025)

Based on the cross-loading results presented in Table 6, each indicator exhibited a higher loading on its respective construct than on other constructs. This indicates that all latent variables demonstrate good discriminant validity, as each set of indicators is more strongly associated with its intended construct than with the other constructs in the model.

4.3.2.1 Instrument Reliability Test

Subsequently, this study examined the extent to which the research instrument (questionnaire) produced accurate, consistent, stable, and trustworthy results in measuring latent variables. Instrument reliability was assessed using two indicators: Composite Reliability and Cronbach's alpha.

Composite reliability is considered acceptable when its value exceeds 0.70 and remains tolerable at values above 0.60 (Hair Jr et al., 2021). The composite reliability results are presented in Table 4.8 below. Based on Table 4.8, all constructs demonstrate composite reliability values greater than 0.70, indicating that the measurement instruments meet the reliability criteria and are reliable.

Cronbach's alpha represents a measure of internal consistency reliability, indicating the extent to which indicators within a construct consistently measure the same concept. A construct is deemed reliable when its Cronbach's alpha value exceeds 0.70. The Cronbach's alpha results are presented in Table 4.8. As shown in Table 4.8, all constructs exhibit Cronbach's alpha values above 0.70, confirming that the instruments used in this study demonstrate satisfactory internal consistency and are reliable.

4.3.3 Inner Model (Structural Model) Analysis

An inner model evaluation was conducted to assess the structural relationships among latent variables and examine the causal relationships between exogenous and endogenous constructs. This analysis aimed to determine how well the proposed structural model explained the relationships among the variables. The evaluation of the structural model in SmartPLS is based on three key criteria: R-Square (R^2), Predictive Relevance (Q-Square/Q 2), and Model Fit.

1. Coefficient of Determination (R-Square / R^2)

According to Chin (1998, as cited in Sulistyo et al., 2021), R-squared values are classified as follows:

- 0.67 indicates a substantial (strong) level,
- 0.33 indicates a moderate level, and
- 0.19 indicates a weak level.

Tabel 7. R Square (R^2)

Variable	R-Square	Interpretation
Purchase Decision (Y)	0.705	Strong
Brand Awareness (Z)	0.613	Strong

Source: Processed Data from SmartPLS (2025)

Based on Table 4.13, the R-squared value for the Purchase Decision (Y) construct is 0.705, indicating that Digital Marketing (X1) and Sales Promotion (X2) jointly explain 70.5% of the variance in Purchase Decision. This value reflects a strong explanatory power, while the remaining 29.5% is explained by variables not included in the model.

Similarly, the R-squared value for Brand Awareness (Z) is 0.613, indicating that Digital Marketing (X1) and Sales Promotion (X2) explain 61.3% of the variance in Brand Awareness. This also represents a strong level of explanatory power, with the remaining 38.7% attributed to factors outside the proposed model..

2. Predictive Relevance Test (Q-Square / Q²)

Based on the obtained R-squared values, the predictive relevance of the model was assessed by calculating the Q-squared (Q²) value. A Q² value greater than zero indicates that the exogenous latent variables possess predictive relevance for the endogenous latent variables. The Q-Square calculation is as follows:

$$\begin{aligned}
 Q \text{ Square} &= Q^2 - 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - (1 - 0,705)(1 - 0,613) \\
 &= 1 - (0,295)(0,387) \\
 &= 1 - 0,114165 \\
 &= 0,885835
 \end{aligned}$$

This result indicates that 88.5% of the variance in the endogenous variable (Purchase Decision) can be explained by the variables included in the model, while the remaining 11.5% is explained by other factors outside the model. Therefore, the structural model demonstrated strong predictive relevance.

3. Model Fit Test

The model fit test evaluates the degree to which the proposed research model fits the observed data. The results of SmartPLS 4.0 are presented in Table 4.14.

Table 8. Model Fit Results

Parameter	Threshold	Value	Interpretation
SRMR	< 0.10	0.073	Good Fit
d_ULS	> 0.05	1.121	Good Fit
d_G	> 0.05	0.691	Good Fit
NFI	Close to 1	0.778	Marginal Fit

Source: Processed Data from SmartPLS (2025)

Based on Table 4.14, the Normed Fit Index (NFI) value ideally exceeds 0.90 or approaches 1 to indicate a well-fitting model. The obtained NFI value of 0.778 is slightly below the recommended threshold; however, the NFI is not considered a primary fit index in PLS-SEM. The Standardized Root Mean Square Residual (SRMR) value of 0.073 fell below the maximum threshold of 0.10, indicating that the model demonstrated an acceptable overall fit.

4.3.4 Hypothesis Testing

Hypothesis testing aims to determine whether significant effects, relationships, or differences exist among the variables in the study. The hypotheses were evaluated using the bootstrapping procedure in SmartPLS, which generated t-statistics and p-values.

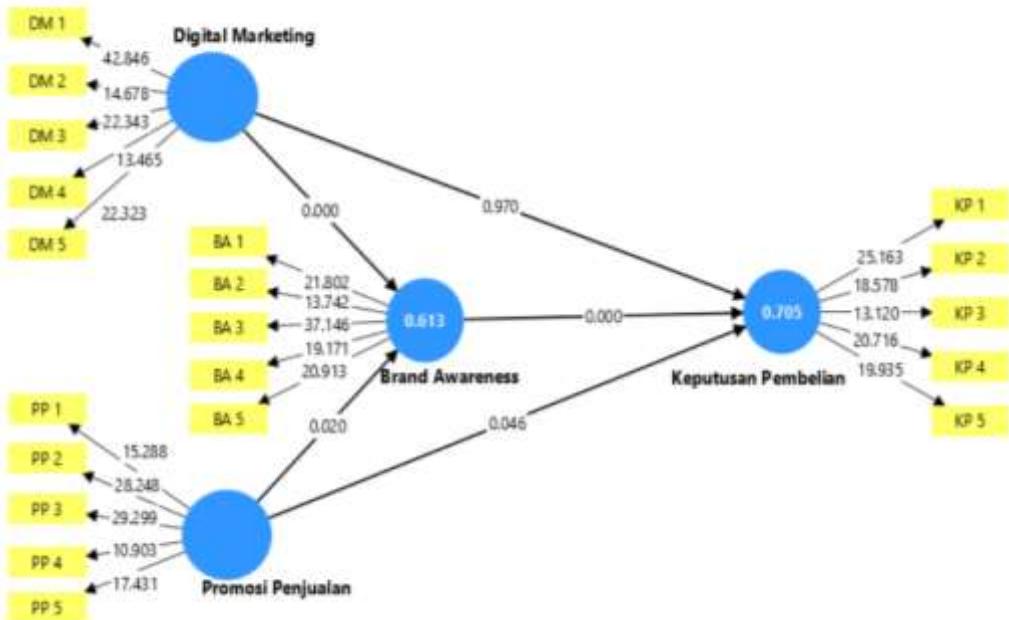


Figure 3. Bootstrapping Output Model
Source: Processed Data from SmartPLS (2025)

4.3.4.1 Direct Effect Analysis

This test is generally conducted by examining the p-values of path coefficients. Direct effect analysis tests hypotheses regarding the direct influence of an independent (exogenous) variable on a dependent (endogenous) variable. The evaluation was performed using statistical criteria, where a t-statistic greater than 1.96 indicated that the hypothesis was supported, whereas a t-statistic less than 1.96 indicated that the hypothesis was rejected.

In terms of statistical significance, a hypothesis is accepted when the p-value is less than 0.05 and rejected when the p-value exceeds 0.05. The results of the direct effect analysis obtained through the bootstrapping procedure are presented in Table 4.15.

Table 9. Path Coefficients (Direct Effects)

Path	Original Sample (O)	Sample Mean (M)	Std. Deviation	T-Statistic	P-Value	Result
DM → BA	0.561	0.563	0.099	5.696	0.000	Supported
PP → BA	0.263	0.263	0.113	2.327	0.020	Supported
DM → KP	-0.006	0.007	0.150	0.037	0.970	Not Supported
PP → KP	0.202	0.204	0.101	1.994	0.046	Supported
BA → KP	0.691	0.672	0.130	5.306	0.000	Supported

Source: Processed SmartPLS Path Coefficients (2025)

Based on Table 4.15, five direct-effect hypotheses are tested.

1. Hypothesis 1 Analysis: The Effect of Digital Marketing on Brand Awareness.

Digital marketing significantly affects brand awareness; therefore, this hypothesis is supported. The t-statistic value of 5.696 exceeds the critical value (> 1.96), and the p-value of 0.000 is lower than the significance threshold (< 0.05).

2. **Hypothesis 2 Analysis: The Effect of Sales Promotions on Brand Awareness.**
Sales promotion significantly influences brand awareness; thus, this hypothesis is supported. The t-statistic value of 2.327 is greater than the critical value (> 1.96), and the p-value of 0.020 is below the 0.05 significance level.
3. **Hypothesis 3 Analysis: The Effect of Digital Marketing on Purchase Decisions.**
Digital marketing does not significantly affect purchase decisions; therefore, this hypothesis is rejected. The t-statistic value of 0.037 is below the critical value (< 1.96), and the p-value of 0.970 exceeds the significance threshold (> 0.05).
4. **Hypothesis 4 Analysis: The Effect of Sales Promotion on Purchase Decisions.**
Sales promotion significantly affects purchase decisions, although the magnitude of the effect is relatively modest. The t-statistic value of 1.994 exceeds the critical value (> 1.96), and the p-value of 0.046 is lower than the significance level (< 0.05).
5. **Hypothesis 5 Analysis: The Effect of Brand Awareness on Purchase Decisions.**
Brand awareness significantly impacts purchase decisions; therefore, this hypothesis is supported. The recorded t-statistic value of 5.306 exceeds the critical value (> 1.96), and the p-value of 0.000 is lower than the significance threshold (< 0.05).

4.4 Indirect Effect (Mediation) Analysis

Indirect effect analysis is particularly useful for hypotheses that explain how independent (exogenous) variables influence dependent (endogenous) variables through a mediating (intervening) variable. Table 4.16 presents the indirect effect values obtained from bootstrapping results.

Table 10. Indirect Effect (Mediation) Results

Path	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistic	P Value	Result
DM → KP	0.388	0.380	0.106	3.677	0.000	Diterima
PP → KP	0.182	0.173	0.076	2.402	0.016	Diterima

Sumber: *Hasil Olahan Data SmartPLS Path Coefficients (2025)*

Based on the path coefficient values shown in Table 4.16, two mediation hypotheses were tested in this study.

1. **Hypothesis 6 Analysis: The Effect of Digital Marketing on Purchase Decisions Mediated by Brand Awareness.**
The findings indicate that digital marketing has a positive and significant effect on purchase decisions through the mediating role of brand awareness. Therefore, the indirect effect hypothesis is supported by this study. The t-statistic value of 3.677 exceeds the critical value (> 1.96), and the p-value of 0.000 is below the 0.05 significance level.
2. **Hypothesis 7 Analysis: The Effect of Sales Promotion on Purchase Decisions Mediated by Brand Awareness.**
The results demonstrate that sales promotion has a positive and significant effect on purchase decisions through the mediating variable of brand awareness. Accordingly, the mediation hypothesis was supported. The t-statistic value of 2.402 exceeds the critical value (> 1.96), and the p-value of 0.016 is lower than the significance threshold (< 0.05).

5. Conclusion

5.1 Conclusions

Based on the results and data analysis discussed in the previous sections, the following conclusions can be drawn:

1. Digital marketing has a positive and significant effect on brand awareness among consumers of Sasa House Japanese Curry. This finding indicates that increased digital marketing activities enhance consumer awareness and trust in the brand.

2. Sales promotion also exerts a positive and significant influence on brand awareness, as promotional activities such as price discounts and special offers successfully attract consumer attention and strengthen the brand recall of Sasa House Japanese Curry.
3. Digital marketing has a negative and insignificant effect on purchase decisions, suggesting that the company's current digital marketing initiatives have not been able to directly motivate consumers to purchase Sasa House Japanese Curry.
4. Sales promotion has a positive and significant effect on purchase decisions, confirming that increased sales promotion activities serve as a primary driver of consumers' purchasing decisions.
5. Brand awareness has a positive and significant impact on purchase decisions, indicating that consumers with higher brand awareness tend to be more confident when making purchasing decisions.
6. Digital marketing has a positive and significant effect on purchase decisions when mediated by brand awareness, demonstrating that digital marketing is more effective in influencing purchase decisions by first enhancing brand awareness.
7. Sales promotion has a positive and significant effect on purchase decisions when mediated by brand awareness, indicating that sales promotion not only exerts a direct effect but also strengthens purchase decisions through increased brand awareness.

5.2 Recommendations

5.2.1 Practical Recommendations

Based on the research findings, several practical recommendations are proposed for PT Sasa Housefoods Indonesia.

1. To enhance brand awareness, the company should prioritize and intensify the use of social media platforms, particularly TikTok and Instagram, as primary channels for brand-building activities. These platforms are widely utilized for sales promotions, are effective in delivering visual content, and can reach diverse consumer segments, ranging from housewives to millennials.
2. The company should maintain and further develop sales promotion strategies that have been proven to significantly influence purchase decisions, such as offering varied price discounts for Sasa House Japanese Curry across multiple marketplaces, as well as bundling packages and price promotions in minimarkets and traditional grocery stores.
3. Companies should conduct annual evaluations to assess whether their digital marketing and sales promotion initiatives are effectively communicated to and retained by consumers.
4. Strengthening brand awareness should remain a top strategic priority, as the findings indicate that a substantial proportion of consumers are still unfamiliar with the brand. Given that brand awareness mediates the effects of digital marketing and sales promotion on purchase decisions, it plays a critical role in influencing consumer behavior.

5.2.2 Theoretical Recommendations

1. Future studies should incorporate additional variables that may influence purchase decisions, such as brand image, price perception, and customer satisfaction, to provide more comprehensive insights.
2. Subsequent research should consider expanding the geographical scope of the study, given the national distribution of Sasa House Japanese Curry, to enhance the generalizability of the findings.

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