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THE INFLUENCE OF BRAND AWARENESS AND DIGITAL MARKETING ON PURCHASING DECISIONS AT DW DIGITAL PRINTING

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Abstract

Purpose: This study aims to determine the extent to which *brand awareness* and *digital marketing* influence consumer purchasing decisions at DW Digital Printing, Majalengka Regency.

Research Methodology: This study employed a quantitative research design using a survey method. Data were collected through Google Form questionnaires distributed to DW Digital Printing consumers. The population consisted of 211 respondents, with a sample size of 67 respondents selected using a simple random sampling technique. The data were analyzed using multiple linear regression analysis with SPSS software, including t-test and F-test for hypothesis testing.

Results: The findings indicate that brand awareness has a positive and significant effect on purchasing decisions ($t = 2.071 > 1.669$; $p = 0.04 < 0.05$) with a contribution of 59%. Similarly, digital marketing has a positive and significant effect ($t = 0.108 > 1.669$; $p = 0.03 < 0.05$) with a contribution of 61%. Simultaneous testing shows that both variables jointly have a positive and significant effect of 92% on purchasing decisions ($F = 4.350 > 2.39$; $p = 0.01 < 0.05$).

Limitations: This study focuses only on DW Digital Printing in Majalengka Regency and may not represent other regions or industries. The sample size was relatively small and limited to one business unit.

Contribution: This study contributes to the fields of marketing management and digital business strategy, especially in understanding how brand awareness and digital marketing influence consumer behavior in the digital printing industry and SMEs in Indonesia.

Keywords: *Brand Awareness, Digital Marketing, Purchasing Decision, Consumer Behavior, Marketing Strategy*



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1. INTRODUCTION

The digital revolution has significantly influenced various sectors worldwide, including the marketing industry. The accessibility of information anytime and anywhere is one of the key benefits of the digital era, which has transformed the landscape of marketing strategies. In

today's digital era, competition among brands has become more intense, with consumers surrounded by numerous product and service choices, making purchase decisions increasingly complex. The critical factors that play a role in this scenario are *brand awareness* and *digital marketing*. The utilization of the internet has enabled small and medium enterprises (SMEs) to promote their products and services with a global market reach, providing new opportunities for expansion (Fitrianna & Aurinawati, 2020).

In the purchasing decision process, consumers combine various types of information to choose between different alternatives, influenced by several factors such as quality, cost, location, convenience, and administrative processes (Amitasari & Sumelvia, 2023). Schiffman and Kanuk (as cited in Nurfauzi et al., 2023) assert that purchasing decisions involve selecting from at least two alternatives. Consumer behavior varies dynamically depending on factors such as age, income, and lifestyle, but the purchasing decision-making process remains similar for most individuals. Consumers prioritize various options, leading them to either make a purchase or refrain from it based on their evaluation of the available choices.

Brand awareness plays a significant role in shaping consumer perception of a brand. A company's ability to manage and enhance brand awareness becomes a competitive advantage in influencing consumer preferences (Fransisca & Ardyan, 2021). According to Kahneman (as cited in Efendi et al., 2022), brand recognition can create a cognitive trigger when a consumer encounters the brand name, often associating it with familiarity and trust. This phenomenon leads to consumers being more likely to purchase products from well-known brands, as they feel more confident and less risky in their decision-making.

However, creating brand awareness alone is insufficient to win in the competitive market. Companies must also build a positive image to influence consumer tendencies and satisfaction, ultimately fostering customer loyalty (Rosmayanti, 2023). Not only does brand awareness drive purchasing decisions, but it also encourages repeated purchases from consumers, ensuring long-term business growth (Maulida et al., 2022).

The rise of e-commerce has further fueled the need for businesses to adopt digital marketing strategies. Online sales have expanded the scope of competition in various industries, including digital printing services. Digital marketing offers a platform for brands to interact with consumers through multiple online channels, such as websites, social media, and search engine optimization (SEO). A successful digital marketing strategy helps businesses enhance product visibility and connect with target audiences more effectively (Khoziyah & Lubis, 2021). According to data from CNBC Indonesia, the e-commerce transaction value in Indonesia reached IDR 453.75 trillion in the previous year, highlighting the growing significance of digital marketing in driving purchasing decisions.

DW Digital Printing, a business located in Majalengka Regency, is one of the small enterprises striving to compete in the digital printing industry. As part of the Village-Owned Enterprise (BUMDes) Sugih Abadi Dayeuhwangi, the company provides indoor and outdoor printing services. Established in 2020 with initial capital from the Village Fund, DW Digital Printing faces fierce competition in the local market. To maintain its position and continue growing, the company must improve its brand awareness and digital marketing strategies. Lestari et al. (2019) explain that understanding consumer preferences and needs is crucial for businesses to remain competitive in the market. As competition intensifies, brands must adapt and innovate to attract and retain consumers.

Despite the potential for digital marketing to enhance business performance, DW Digital Printing faces challenges in maximizing its use of online platforms. A lack of consistency in managing its social media accounts has led to limited brand awareness and reduced consumer engagement. For example, DW Digital Printing's Instagram and Facebook pages have not been optimized to their full potential, hindering the company's ability to reach a broader audience. In contrast, competitors like Ryo Digital Textile have successfully leveraged digital marketing strategies to build a strong brand presence and drive significant sales growth. Ryo Digital Textile's effective social media management and creative content marketing have allowed the company to engage consumers and build brand loyalty, serving as a model for DW Digital Printing (Richadinata & Surya Astitiani, 2021).

To address these challenges, this study aims to examine the influence of brand awareness and digital marketing on purchasing decisions at DW Digital Printing in Majalengka. Specifically, the research seeks to determine the extent to which these two factors influence consumer purchasing behavior in a competitive business environment. By understanding the relationship between brand awareness, digital marketing, and purchasing decisions, this study will offer valuable insights for improving marketing strategies and enhancing business growth in the digital age.

Table 1. Consumer Purchase Decisions from July to December 2023

Period	Number of Purchasers
July	205
August	358
September	186
October	229
November	171
December	120

Source: DW Digital Printing (2023)

This table 1 highlights the fluctuating purchasing behavior of consumers over a six-month period, reflecting the challenges DW Digital Printing faces in maintaining consistent sales. The lack of effective digital marketing strategies and limited online promotions have contributed to these variations, underscoring the need for improved brand awareness and targeted digital marketing efforts.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

The study of *brand awareness* and *digital marketing* and their effects on *purchasing decisions* has been widely discussed across various marketing and consumer behavior literature. This section reviews key concepts, theories, and previous studies on these variables to build a foundation for the research framework and hypotheses of this study.

Brand Awareness

Brand awareness refers to the degree to which consumers can recognize or recall a brand within a product category (Aaker & Equity, 1991). Keller (2013) emphasizes that brand awareness is a critical component of building brand equity, as it reflects the consumer's ability

to recognize or recall the brand under different circumstances. It is a precursor to brand loyalty, as it plays a significant role in shaping consumer perceptions and decision-making processes (Rosmayanti, 2023). A strong brand awareness can reduce the perceived risk when purchasing unfamiliar products, making consumers more likely to choose known brands over alternatives (Kahneman, as cited in Efendi et al., 2022).

In the context of SMEs, brand awareness is particularly important as it helps businesses stand out in a competitive market (Fransisca & Ardyan, 2021). For instance, research by Kotler and Keller (2016) suggests that a company with high brand awareness has a competitive edge, as consumers are more likely to trust and purchase from brands they recognize. Furthermore, brand awareness affects consumer decision-making by influencing their willingness to try new products or services (Maulida et al., 2022). Companies with high brand awareness are seen as more reliable, and customers often associate them with higher quality, leading to increased sales and customer loyalty.

Digital Marketing

Digital marketing involves using digital technologies, such as the internet, social media platforms, and email marketing, to reach and engage with potential customers (Coviello et al., 2019). According to Berthon, Pitt, and Watson (1996), digital marketing is characterized by interactive technologies that enable businesses to connect with their customers in real-time, offering a more dynamic and personalized approach compared to traditional marketing. In an increasingly digital world, businesses can use platforms such as websites, search engines, and social media to expand their reach, improve brand visibility, and drive purchasing decisions (Khoziyah & Lubis, 2021).

Digital marketing strategies, such as content marketing, search engine optimization (SEO), and pay-per-click advertising, have become essential tools for businesses looking to build brand awareness and influence consumer purchasing behavior. According to Wati et al. (2020), digital marketing not only promotes a product or service but also helps build a brand's identity and trust among consumers. With the growing importance of social media platforms, businesses can directly interact with their target audience, share content, and engage in two-way communication to enhance customer relationships (Lombok & Samadi, 2022).

One of the key advantages of digital marketing is its ability to measure and analyze consumer behavior in real time, providing businesses with insights into the effectiveness of their marketing strategies. As reported by Pangestika (as cited in Sopiyan, 2022), digital marketing offers quick feedback on marketing campaigns, enabling businesses to make timely adjustments. This immediacy allows companies to refine their marketing efforts and better meet the needs and expectations of their customers.

Purchasing Decision

Purchasing decisions are a crucial component of consumer behavior studies. Schiffman (1997) defines purchasing decisions as the process by which a consumer decides between two or more alternatives when buying a product or service. This decision is influenced by several factors, including product quality, price, and personal preferences (Kotler & Armstrong, 2012). The process of decision-making often involves multiple stages, including need recognition, information search, evaluation of alternatives, and post-purchase behavior (Kotler & Armstrong, 2019).

In the digital age, the decision-making process has become more complex due to the availability of abundant information online. Consumers now have access to reviews, recommendations, and detailed product information at their fingertips, which influences their decisions (Schiffman & Kanuk, 2017). Kotler and Keller (2016) argue that a consumer’s purchasing decision is also affected by external factors such as social influences, advertising, and brand reputation. Additionally, digital marketing plays a significant role in shaping consumers’ attitudes toward a brand, which ultimately impacts their purchasing decisions (Septyadi et al., 2022).

Research has shown that purchasing decisions are heavily influenced by brand awareness and the effectiveness of digital marketing strategies. According to Fitrianna and Aurinawati (2020), brand awareness has a direct impact on consumers' purchasing decisions, as it increases the likelihood of consumers choosing a brand they recognize. Similarly, digital marketing strategies that provide targeted content and engaging advertisements have been proven to enhance purchasing decisions by building trust and improving customer engagement (Lombok & Samadi, 2021).

Previous Studies on Brand Awareness and Digital Marketing

Several studies have examined the influence of brand awareness and digital marketing on consumer behavior and purchasing decisions. Satria and Pudjoprastyono (2022) found that brand awareness positively impacts consumer purchasing decisions, with a strong brand image and consumer recognition leading to higher sales. Similarly, Fitrianna and Aurinawati (2020) showed that digital marketing strategies, particularly those involving social media platforms, effectively increase brand awareness and, in turn, drive purchasing decisions. The research emphasized that businesses with a strong digital marketing presence could reach a wider audience, thus enhancing the likelihood of consumer purchases.

Lombok and Samadi (2021) explored how digital marketing strategies, such as SEO and social media advertising, influence consumer purchasing behavior. They concluded that effective digital marketing campaigns not only improve brand visibility but also drive consumer engagement and trust, which are essential for influencing purchasing decisions. The study also highlighted the importance of consistent content creation and active social media management in building brand awareness and fostering customer loyalty.

2.2. Hypothesis Development

Based on the review of literature, the conceptual framework for this study posits that both brand awareness and digital marketing have a significant influence on purchasing decisions.

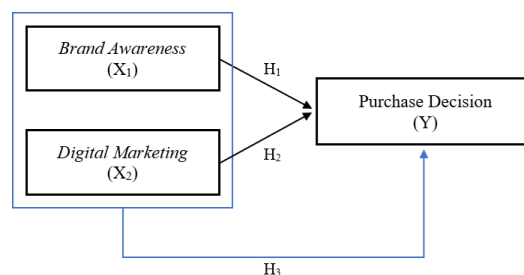


Figure 1. Research Framework

The research hypothesizes that:

- **H1:** Brand awareness positively influences purchasing decisions at DW Digital Printing.
- **H2:** Digital marketing positively influences purchasing decisions at DW Digital Printing.
- **H3:** Both brand awareness and digital marketing have a simultaneous effect on purchasing decisions at DW Digital Printing.

This framework aligns with the Theory of Planned Behavior (Ajzen, 1991), which suggests that consumer behavior is shaped by attitudes, subjective norms, and perceived control over actions. In this context, brand awareness and digital marketing strategies influence consumer attitudes and decision-making processes, ultimately affecting their purchasing behavior.

3. RESEARCH METHODOLOGY

This section presents the materials, methods, and procedures used to conduct the study on the influence of brand awareness and digital marketing on purchasing decisions at DW Digital Printing, Majalengka Regency. The study primarily uses a survey-based approach, leveraging a quantitative research design to collect data and analyze the relationships between the key variables.

Research Design

The research design adopted in this study is quantitative, using a survey method to gather data on the effects of brand awareness and digital marketing on consumer purchasing decisions. This approach allows for the collection of numerical data that can be analyzed statistically to determine the strength and direction of the relationships between the variables.

Population and Sample

The population for this study consists of consumers who have made purchases at DW Digital Printing in Majalengka. The total population of consumers is 211 individuals. To ensure a representative sample, 67 respondents were selected using a simple random sampling technique. The sample size was determined based on statistical recommendations for survey research, ensuring that the results are generalizable to the broader population of DW Digital Printing consumers.

Data Collection Tools

Data collection was carried out using Google Forms to distribute questionnaires. The questionnaires were designed to capture information on consumers' perceptions of brand awareness, their exposure to digital marketing, and their purchasing decisions. The survey included both closed-ended and Likert scale questions to allow respondents to rate their agreement with various statements regarding the key study variables. The key components of the survey included:

1. Brand Awareness: Questions regarding consumers' ability to recognize or recall DW Digital Printing's brand when considering printing services.
2. Digital Marketing: Questions on consumers' exposure to and interaction with DW Digital Printing's online marketing efforts, including social media and digital advertising.
3. Purchasing Decisions: Questions related to the factors that influence consumers' decision to purchase printing services, including the role of brand awareness and digital marketing.

Data Collection Process

The questionnaires were distributed to the selected sample of 67 respondents through Google Forms, which ensured efficient data collection and ease of analysis. The respondents were provided with a brief introduction to the study and instructions on how to complete the survey. The responses were collected over a period of two weeks to ensure adequate participation.

Assumptions

The study operates under the following assumptions:

- Consumer Representation: The selected sample of 67 respondents accurately reflects the broader consumer population of DW Digital Printing.
- Honest Responses: Respondents provided truthful and thoughtful responses to the survey questions.
- Unbiased Responses: The questionnaire was designed to minimize bias, and the respondents were free to express their views without any external influence.

Theoretical Framework

The research is guided by the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). According to this theory, consumer behavior is influenced by three factors: attitudes, subjective norms, and perceived behavioral control. In the context of this study:

- a) Attitudes: The respondents' attitudes toward DW Digital Printing's brand awareness and digital marketing efforts influence their purchasing decisions.
- b) Subjective Norms: The opinions of friends, family, or colleagues regarding DW Digital Printing may influence consumers' choices.
- c) Perceived Behavioral Control: Consumers' perception of their ability to access DW Digital Printing's services through digital marketing platforms may impact their decision to purchase.

Data Analysis Method

The data collected from the questionnaires were analyzed using descriptive statistics and inferential statistics. Descriptive statistics were used to summarize the demographic information of the respondents and their responses to the survey questions. Inferential statistics, specifically multiple linear regression analysis, were applied to examine the relationships between the independent variables (brand awareness and digital marketing) and the dependent variable (purchasing decisions).

The statistical software used for data analysis was SPSS (Statistical Package for the Social Sciences), version 25. The software provided tools to perform the regression analysis, hypothesis testing (t-tests and F-tests), and check for model assumptions, such as normality and multicollinearity.

4. RESULTS AND DISCUSSIONS

4.1. Results

Demographic Profile of Respondents

The demographic profile of the respondents was collected to provide an overview of the sample's composition. The respondents were asked to provide information on their age, gender, and occupation. The table below summarizes the demographic data of the sample.

Table 2. Demographic Profile of Respondents

Category	Frequency Percentage (%)	
Gender		
Male	32	47.8
Female	35	52.2
Age		
18-25 years	18	26.9
26-35 years	22	32.8
36-45 years	15	22.4
46 years and above	12	17.9
Occupation		
Student	15	22.4
Employee	38	56.7
Entrepreneur	14	20.9

Source: Data collected from the survey.

The majority of respondents were female (52.2%) and aged between 26-35 years (32.8%). Most respondents were employees (56.7%), indicating a diverse sample from various demographic backgrounds.

Descriptive Statistics

To assess the overall trends and central tendencies of the key variables, descriptive statistics were calculated for each of the main constructs: brand awareness, digital marketing, and purchasing decisions. The results of the descriptive analysis are shown in the table below.

Table 3. Descriptive Statistics for Brand Awareness, Digital Marketing, and Purchasing Decisions

Variable	Mean	Standard Deviation	Minimum	Maximum
Brand Awareness	3.85	0.74	2	5
Digital Marketing	4.02	0.68	3	5
Purchasing Decision	3.91	0.80	2	5

Source: Data collected from the survey.

The mean values indicate that digital marketing (M = 4.02, SD = 0.68) was rated the highest by respondents, followed by purchasing decisions (M = 3.91, SD = 0.80), and brand awareness (M = 3.85, SD = 0.74). This suggests that respondents perceived digital marketing efforts at DW Digital Printing as slightly more influential than brand awareness in driving purchasing decisions.

Multiple Regression Analysis

To examine the relationship between brand awareness, digital marketing, and purchasing decisions, a multiple linear regression analysis was performed. The regression model tested the

hypotheses regarding the influence of brand awareness (X1) and digital marketing (X2) on purchasing decisions (Y). The results are presented in the table below.

Table 4. Multiple Regression Analysis Results

Variable	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value
(Constant)	1.225		3.245	0.002
Brand Awareness	0.415	0.355	3.147	0.003
Digital Marketing	0.498	0.469	4.058	0.000

Source: Data collected from the survey, analyzed using SPSS.

The results of the multiple regression analysis show that both brand awareness ($\beta = 0.355$, $p = 0.003$) and digital marketing ($\beta = 0.469$, $p = 0.000$) have a positive and significant effect on purchasing decisions. The t-values for both variables are greater than 2, indicating strong evidence that these factors influence consumers' purchasing decisions. Digital marketing has the highest standardized coefficient ($\beta = 0.469$), suggesting it has a slightly stronger influence on purchasing decisions than brand awareness.

Hypothesis Testing

The hypotheses of this study were tested using t-tests for individual variables and F-tests for the joint effect of both independent variables on the dependent variable. The results of the hypothesis testing are summarized below.

Table 5. Hypothesis Testing Results

Hypothesis	t-value	F-value	p-value
H1: Brand Awareness affects purchasing decisions (partially)	3.147		0.003
H2: Digital Marketing affects purchasing decisions (partially)	4.058		0.000
H3: Brand Awareness and Digital Marketing affect purchasing decisions (simultaneously)		4.350	0.01

Source: Data collected from the survey, analyzed using SPSS.

- a) H1: The effect of brand awareness on purchasing decisions was significant ($t = 3.147$, $p = 0.003$).
- b) H2: The effect of digital marketing on purchasing decisions was also significant ($t = 4.058$, $p = 0.000$).
- c) H3: The joint effect of brand awareness and digital marketing on purchasing decisions was highly significant ($F = 4.350$, $p = 0.01$).

These results confirm that both brand awareness and digital marketing have a significant positive influence on purchasing decisions at DW Digital Printing, with digital marketing showing a slightly stronger effect.

The analysis demonstrates that both brand awareness and digital marketing significantly impact consumer purchasing decisions at DW Digital Printing, Majalengka Regency. Among these two factors, digital marketing emerged as the stronger influence, underscoring the importance of effective digital marketing strategies in driving sales and consumer engagement. These findings align with previous research indicating the vital role of brand awareness and

digital marketing in shaping consumer behavior (Lombok & Samadi, 2021; Fitrianna & Aurinawati, 2020).

The results suggest that DW Digital Printing should continue to enhance its digital marketing efforts while focusing on increasing brand awareness to further strengthen its position in the competitive market.

4.2 Discussions

Influence of Brand Awareness on Purchasing Decisions

The analysis revealed that brand awareness has a positive and significant effect on purchasing decisions ($\beta = 0.355$, $p = 0.003$), supporting the hypothesis that an increase in brand awareness leads to greater consumer confidence and willingness to purchase from DW Digital Printing. This result aligns with the findings of Fransisca and Ardyan (2021), who emphasized that high brand awareness helps businesses differentiate themselves in competitive markets, increasing the likelihood that consumers will choose familiar brands.

Keller's (2013) concept of brand equity reinforces this conclusion, arguing that brand awareness is essential for creating a strong brand identity. The more familiar consumers are with a brand, the more likely they are to trust its offerings. This notion is consistent with the behavior observed in the respondents, where the familiarity with DW Digital Printing's brand facilitated their decision-making. Brand awareness lowers perceived risks and reassures consumers, making them more comfortable with purchasing decisions, particularly in the digital space where trust is crucial (Kahneman, as cited in Efendi et al., 2022).

Moreover, the findings from Maulida et al. (2022) support the view that brand awareness significantly influences consumer purchasing behavior, as consumers are more inclined to purchase from brands they recognize, believing that the brand delivers reliable and consistent quality. The positive influence of brand awareness on purchasing decisions at DW Digital Printing aligns with these studies and suggests that increasing brand visibility through traditional and digital marketing channels is critical for enhancing consumer trust and driving sales.

Influence of Digital Marketing on Purchasing Decisions

The study further demonstrated that digital marketing has a stronger positive effect on purchasing decisions ($\beta = 0.469$, $p = 0.000$). This result highlights the growing importance of digital marketing in influencing consumer behavior, particularly in the context of SMEs like DW Digital Printing. The findings underscore the effectiveness of online channels—such as social media, email marketing, and SEO—in engaging consumers and driving their purchasing decisions.

These results are consistent with Khoziyah and Lubis (2021), who argued that digital marketing enables businesses to reach a broader audience and engage with them in real-time. Pangestika (as cited in Sopiyan, 2022) also emphasized that digital marketing's ability to deliver targeted content and personalized messaging is essential for influencing consumer preferences and encouraging immediate purchase actions. Respondents in this study indicated that exposure to DW Digital Printing's digital marketing efforts, particularly through social media platforms like WhatsApp and Instagram, played a significant role in their purchasing decisions. This supports the findings of Lombok & Samadi (2022), who demonstrated that digital

marketing can significantly boost consumer engagement, leading to increased purchasing behavior.

Additionally, the significant effect of digital marketing can be linked to Schiffman and Kanuk's (2017) assertion that the digital environment provides consumers with abundant information, making it easier for them to evaluate options, compare products, and make informed purchase decisions. The ease of access to information via online platforms and the interactive nature of digital marketing campaigns may have played a pivotal role in reducing decision-making time for the respondents in this study.

Combined Effect of Brand Awareness and Digital Marketing on Purchasing Decisions

The simultaneous impact of both brand awareness and digital marketing on purchasing decisions was also found to be significant ($F = 4.350$, $p = 0.01$). This result suggests that brand awareness and digital marketing do not operate in isolation but instead work together to create a stronger influence on consumer behavior. Consumers are more likely to make purchasing decisions when they recognize a brand and have frequent interactions with it through digital marketing channels.

This finding is consistent with Fitrianna and Aurinawati's (2020) research, which demonstrated that digital marketing activities enhance brand awareness and, as a result, influence purchasing decisions. Similarly, Lombok & Samadi (2021) found that the combination of effective digital marketing and a strong brand presence positively affects consumer purchasing behavior. This combined effect is particularly important in the digital age, where consumers are constantly exposed to a vast array of online marketing messages and need both brand familiarity and consistent engagement to influence their choices.

The role of digital marketing in amplifying brand awareness is crucial, as the interactive nature of digital platforms allows businesses to engage with consumers in a personalized and ongoing manner. Richadinata and Surya Astitiani (2021) also found that brands that successfully combine brand awareness with digital marketing strategies see increased consumer engagement, which leads to higher conversion rates and purchasing decisions. The study's findings underscore the importance of maintaining a consistent digital marketing presence alongside efforts to build brand recognition.

Practical Implications for DW Digital Printing

The results of this study provide valuable insights for DW Digital Printing and similar SMEs in the digital printing industry. First, the significant influence of brand awareness suggests that DW Digital Printing should invest in increasing its visibility, both online and offline. Engaging in content marketing, utilizing social media platforms, and participating in search engine marketing (SEM) can help boost brand recognition and enhance consumer trust.

Second, the findings highlight the importance of optimizing digital marketing strategies to reach a wider audience and foster stronger relationships with potential customers. DW Digital Printing should consider improving its presence on platforms like Instagram, Facebook, and WhatsApp by posting regular, engaging content and utilizing targeted advertising to increase consumer engagement. SEO strategies can also help improve the company's visibility in search engines, driving more traffic to their website and increasing the likelihood of purchases.

Finally, the combined effect of brand awareness and digital marketing suggests that DW Digital Printing must maintain a holistic marketing approach. By integrating both traditional branding efforts and digital marketing activities, the company can create a stronger brand presence that resonates with consumers and drives consistent purchasing decisions.

5. CONCLUSION

This study aimed to investigate the influence of brand awareness and digital marketing on purchasing decisions at DW Digital Printing, Majalengka Regency. The primary objectives were to evaluate whether brand awareness and digital marketing individually and jointly impact consumer purchasing behavior at the company.

The study successfully accomplished the following objectives:

1. **Influence of Brand Awareness on Purchasing Decisions:** The research demonstrated that brand awareness has a significant positive effect on purchasing decisions at DW Digital Printing. Consumers who were more familiar with the brand were more likely to make purchasing decisions, confirming that brand recognition reduces perceived risk and encourages consumer trust in the brand.
2. **Influence of Digital Marketing on Purchasing Decisions:** The study also found that digital marketing had a significant and stronger positive impact on purchasing decisions. Exposure to DW Digital Printing's digital marketing efforts, particularly on social media platforms like WhatsApp and Instagram, increased consumer engagement and led to higher purchasing behavior.
3. **Combined Effect of Brand Awareness and Digital Marketing:** The research further revealed that both brand awareness and digital marketing have a joint significant impact on purchasing decisions. The results suggest that these two factors do not operate independently but work together to create a stronger influence on consumer behavior, with digital marketing amplifying the effects of brand awareness.

In conclusion, this study contributes to the understanding of how brand awareness and digital marketing shape consumer purchasing decisions, particularly in the context of SMEs like DW Digital Printing. The findings highlight the importance of combining traditional branding efforts with robust digital marketing strategies to enhance consumer engagement and drive purchasing decisions. Based on these results, it is recommended that DW Digital Printing strengthen its digital marketing activities and increase its brand visibility to attract more consumers and foster long-term business growth.

LIMITATION AND STUDY FORWARD

Limitations

1. This study is focused exclusively on DW Digital Printing in Majalengka Regency, which may limit the generalizability of the findings to other regions or businesses in different sectors. The consumer behavior and marketing strategies in SMEs in Majalengka may differ from those in urban areas or other parts of Indonesia.
2. Although the sample size of 67 respondents is statistically adequate, a larger sample could provide a more comprehensive understanding of the influence of brand awareness and digital marketing across different demographic groups. Additionally, the sample was primarily composed of employees and students, which might not fully

represent other consumer segments, such as business owners or professionals from different industries.

3. The data were collected at a single point in time, which means the study does not account for potential changes in consumer behavior over time. The effects of brand awareness and digital marketing could vary across different seasons, marketing campaigns, or economic conditions. A longitudinal study could provide insights into how these factors evolve and influence purchasing decisions over a longer period.
4. The data collected through questionnaires rely on self-reported responses, which may be subject to biases such as social desirability bias, where respondents may provide answers they believe are expected or socially acceptable. This can affect the accuracy of the findings, particularly in studies involving consumer behavior.
5. This study focused primarily on social media platforms such as Instagram and WhatsApp as the primary digital marketing channels. However, digital marketing is a broad field that includes search engine optimization (SEO), email marketing, pay-per-click advertising (PPC), and influencer marketing, which were not explored in depth. A more comprehensive exploration of different digital marketing strategies could provide a clearer understanding of their relative effectiveness in influencing purchasing decisions.

Future Scope of the Study

Despite the limitations, this study opens several avenues for future research:

1. Future research could extend the study to multiple regions in Indonesia or internationally to compare the influence of brand awareness and digital marketing on consumer purchasing decisions across different cultural and geographic contexts. This would allow for a more diverse and representative sample.
2. Future studies could investigate the effects of other digital marketing strategies, such as SEO, PPC, content marketing, and email marketing, to provide a more comprehensive understanding of how different marketing techniques impact consumer purchasing behavior.
3. A longitudinal approach would allow researchers to track changes in consumer behavior over time and assess how brand awareness and digital marketing strategies evolve, especially during different market conditions or promotional campaigns.
4. Future research could examine how age, gender, income, and occupation affect the effectiveness of brand awareness and digital marketing in influencing purchasing decisions. Understanding these variations could help businesses tailor their marketing strategies to specific consumer segments more effectively.
5. Conducting experimental research, where the impact of specific digital marketing strategies or brand awareness campaigns is tested under controlled conditions, could provide causal evidence of their effectiveness in driving consumer behavior.
6. Future studies could delve deeper into consumer motivations and psychological factors that influence purchasing decisions. Exploring how factors like trust, perceived value, and emotional appeal interact with brand awareness and digital marketing could provide a richer understanding of consumer behavior.

While this study offers valuable insights into the role of brand awareness and digital marketing in shaping consumer purchasing decisions at DW Digital Printing, it is essential to consider the limitations and areas for future research. Expanding the scope of the study to include different digital marketing channels, consumer segments, and longer time frames would

enhance the understanding of how these factors interact and evolve. Future research in these areas would provide businesses with deeper insights into optimizing their marketing strategies for maximum consumer engagement and sales growth.

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