


The Influence of Digital Marketing and Brand Awareness Onpurchase Decisions at the Nino 911 Startup in Medan City

Soterniat Zai¹, Amrin Mulia Utama Nasution²

Universitas Medan Area, Medan, North Sumatera, Indonesia

Article Info	ABSTRACT
Keywords: Digital Marketing, Brand Awareness, Purchase Decision.	This research aims to determine the influence of digital marketing and brand awareness on purchasing decisions at the Nino 911 application start-up in Medan City. This research uses quantitative and associative methods. The total population is 425,976 residents spread across 5 sub-districts as representatives of Medan City. In determining the sample, the author used Slovin's theory with a sample of 100, and the sample collection technique used was nonprobability sampling and snowball sampling to determine the sample. The data analysis technique uses multiple linear regression analysis. Based on the research results, it shows that (1) digital marketing variables have a significant influence on purchasing decisions at the Nino 911 start-up in Medan City, (2) brand awareness variables have a significant influence on purchasing decisions at the Nino 911 start-up in Medan City, and (3) digital marketing variables and brand awareness simultaneously have a significant influence on purchasing decisions at the Nino 911 start-up in Medan City.
This is an open access article under theCC BY-NClicense 	Corresponding Author: Soterniat Zai Universitas Medan Area, Medan, North Sumatera, Indonesia soterzai12@gmail.com

INTRODUCTION

In the era of globalization, internet development has spread worldwide and has had a positive impact on every country because it can be utilized in various ways. Technology can make difficult tasks easier. Technology users come from all walks of life, from children to the elderly, thus driving many social and cultural changes. Internet users in Indonesia reached 215.63 million in 2022-2023, representing 78.19% of the country's population (APJII, 2023). This high number of internet users has prompted businesses to create initiatives that make people's lives easier, including the Nino 911 app, which utilizes digital marketing to drive consumer purchasing decisions. A purchasing decision is a decision-making process that involves deciding whether or not to buy. A purchasing decision is a final decision a consumer makes to purchase a product or service, taking into account various considerations. A consumer's purchasing decision reflects the extent to which a marketer has gone to market a product to consumers. Decision-making is a cognitive process that integrates memory, thinking, information processing, and evaluative judgments. Previous research has shown that digital marketing and brand awareness have a positive and significant influence on purchasing decisions (Mustakim, 2023). Marketing products or services using digital media and digital-based technology to reach a wider target market.

Utilizing digital marketing can expand the reach of a wider target consumer base than conventional marketing methods. The digital revolution is currently expanding worldwide, not just in Indonesia. The advantage of this digital era is that all information can be accessed anywhere and anytime. The digital era has transformed all fields, including marketing. The high influence of digital marketing today is a more prospective marketing strategy because potential customers start buying products via the internet. Using digital marketing makes transactions easier and more affordable because communication media only incurs phone credit costs (Sari, 2023). There are five forms of digital marketing: social media, email, social networks, SEO, and affiliate marketing. Indicators of digital marketing include accessibility, interactivity, entertainment, credibility, irritation, and informativeness (Aryani, 2021). Internet marketing allows customers to choose the products or services they want without having to waste time traveling to the marketing location. Digital marketing requires a website, website, or application related to the buying and selling process of available products or services. The diverse selection of products and services provided creates a unique appeal for a site, website, or application. Consumers have more freedom to choose products and services with varying price points.

However, this development is not universally followed by older people, and many underdeveloped regions remain unaware of online marketing. It is not uncommon to find elderly consumers who are not technology-conscious, necessitating promotional media such as TV or radio advertisements to reach elderly parents, allowing them to easily access information about the Nino 911 app. Previous research has shown that digital marketing has a positive influence on purchasing decisions (Zidane, 2022). Digital marketing has various benefits for companies. One of them is increasing brand awareness for both products and the company's brand.

A Brand awareness is a consumer's ability to recognize and remember things by looking at things like logos, images, colors, and so on (Naruliza & Suseno, 2021). If a consumer easily recognizes a brand's brand awareness, it is more likely that the brand will be taken into consideration in purchasing decisions, and the chances of it becoming a consumer's choice are higher (Naruliza & Suseno, 2021). Brand awareness is the ability and capability or awareness of a potential consumer to recognize parts of a brand or recall a brand. If someone knows and is aware of a brand, they will certainly be hesitant to buy it. With high brand awareness, it will significantly influence the consumer's memory of a brand and when consumers recall a particular product. Indicators of brand awareness include: brand impression, brand recall, purchase decision, brand recognition, brand reach, and brand consumption (Aeker, 2018). The Nino 911 application is still rarely recognized by many people who need products or services for transportation due to the lack of promotional media carried out through the application. Previous research states that brand awareness has a positive and significant effect on purchasing decisions (Sriwendiah & Ningsih, 2022).

Table 1. Number of Customers of PT. Mega Inovasi Inovasi Jayatama (Nino 911) In 2021-2023

Year	Member	Non-member
2021	24 people	29 people
2022	41 people	32 people
2023	35 people	39 people
Total	100 people	100 people

The selection of the research location was one of the considerations in the study. Medan is the capital of North Sumatra province and the third largest city in Indonesia after Jakarta and Surabaya. Medan is an ideal location for research. This is supported by a pre-survey conducted by the author with 50 respondents. The results showed that 35 (70%) had shopped through the Nino 911 app, while 15 (30%) had never used the app. Researchers conducted a follow-up pre-survey of 35 respondents who said they had shopped through the Nino 911 app to examine digital marketing, brand awareness, and purchasing decisions.

Literature Review

Digital Marketing

Digital marketing Digital marketing is the activity of promoting a company's products or brands using electronic media. Digital marketing is also known as online marketing, internet marketing, or web marketing. Digital marketing is defined as marketing activities, including branding, that utilize various web-based media. The goal of digital marketing is to promote a brand, build preference, and increase company sales through various digital marketing techniques (Zidane, 2022). Digital technology and internet-enabled devices are used to achieve marketing targets. Nowadays, various companies are starting to implement internet-based systems to reach a wider customer base because many people are shopping online. Digital marketing has become a part of society. People who previously had no contact with digital marketing are now becoming interested in the field. The high influence of digital marketing has now become a more prospective marketing strategy because potential customers are starting to purchase products online. By using digital marketing, the transaction process is easier and more efficient. cheap because the communication media only costs credit to support communication (Sari, 2023).

Dimensions of Digital Marketing

According to Lucyantoro & Rachmansyah (2017) there are 5 dimensions of digital marketing, namely:

1. *Content Marketing*

Content marketing is a way to reach relationships and retain customers through content based on customer interests.

2. *Search Engine Marketing*

Search engine marketing is a way to search for product information via a search engine or search engine by typing in the words or product you want to buy.

3. *Social Media Strategy*

Social media strategy is a concept for marketing products through social media, such as blogs, Facebook, Twitter, and others.

4. Pull concept

This is a concept that explains that consumers are active in searching for information or other things about the products they want to buy.

5. Push Concept

It is a communication concept carried out by marketers to potential customers via email, SMS, etc

Digital Marketing Indicators

According to Aryani (2021), digital marketing indicators are as follows:

1. Accessibility

The ability for users to access information and services provided online, including in the context of advertising.

2. Interactivity

Refers to the level of two-way communication that reflects the responsiveness between advertisers and consumers, as well as the ability to respond to input received.

3. Entertainment

Refers to the ability of advertising to provide pleasure or entertainment to consumers.

4. Credibility

Refers to the level of consumer trust in online advertising or how much the advertisement is believed to provide information that is considered trustworthy, impartial, competent, credible and clear in specific terms.

5. Irritation

This is a form of interference that occurs in online advertising. Examples include manipulation in advertising that can lead to fraud or negative consumer experiences in the context of online advertising.

6. Informativeness

Referring to the ability of an advertisement to provide information to consumers as the core function of the advertisement itself.

Purchasing Decision

Purchasing decisions are consumer behavior is the study of how individuals, groups, use, and how goods, services, ideas or experiences to satisfy their needs and desires (Kotler & Keller, 2016). Purchasing decisions are the selection of two or more alternative purchasing decision options, meaning that a person can make a decision that must have several alternative choices. Decision making through online purchasing is a selection process that combines knowledge to evaluate two or more alternative behaviors and choose one of them that is strongly related to personal character, vendor/service, website quality, attitude at the time of purchase.

Decision-making is a cognitive decision-making process that integrates memory, thinking, information processing, and evaluative judgments. The considerations can be in-

depth or simply minor. In taking an action, consumers must make a decision. The decision A consumer's decision will be followed by action. Purchases made by consumers or buyers are influenced by purchasing habits. Purchasing habits include when the purchase is made, the amount of the purchase, and where the purchase is made (Zidane, 2022). According to Kotler & Armstrong (2018), the purchasing decision is to buy the most preferred brand, but two factors can intervene between purchase intention and purchase decision. According to Shiffman & Kanuk (2008), consumer purchasing decisions are not intended to provide a comprehensive picture of the complexity of consumer decision-making, but rather are designed to unify and align various relevant concepts into a meaningful whole.

Relationship between Digital Marketing Variables and Purchasing Decisions

Digital marketing is defined as marketing activities, including branding, that utilize various web-based media. Digital marketing is closely related to purchasing decisions because it is a medium for marketing, ultimately leading to purchasing decisions. Brand awareness Brand awareness is a consumer's ability to recognize and recall a brand within a specific product category (Aaker, 2018). Brand awareness is closely linked to purchasing decisions. Good brand awareness will influence purchasing decisions made by potential consumers.

METHOD

This research uses a quantitative and associative method, aiming to partially identify the independent and dependent variables. Quantitative methods are a way to find solutions to any proposed problem (Subagyo, 2015). The quantitative method in this study aims to demonstrate the significant influence of digital marketing and brand awareness on purchasing decisions. This research will be conducted in Medan City. Medan is a vast city and consists of 21 sub-districts. Therefore, the author selected five sub-districts as representatives of Medan City, with the criteria being that they are located right in the center of Medan City. These five sub-districts are Medan Petisah, Medan Polonia, Medan Baru, Medan Denai, and Medan Kota. The research is planned to be conducted from March 2024 until completion. Population is a generalization area consisting of objects or subjects that have qualities and characteristics used by researchers to study and draw conclusions (Sugiyono, 2013). Medan City has 21 sub-districts, so this study took 5 sub-districts as representatives of Medan City as a population with the provision that the sub-districts that are part of the population are sub-districts that are right in the center of Medan City. The 5 sub-districts are Medan Petisah with a population of 72,432 people, Medan Polonia sub-district with a population of 60,679 people, Medan Baru sub-district with a population of 36,191 people, Medan Denai sub-district with a population of 171,896 people and Medan Kota sub-district with a population of 84,778 people, with a total of 425,976 people who are the population in the study (BPS, 2023). A sample is a subset of the total number of characteristics possessed by a population (Sugiyono, 2013). A sample is defined as a subset of the population selected for observation in research that is considered representative of the population as a whole. The sampling technique used in this study is non-probability sampling and the sample of this study uses snowball sampling. Non-probability sampling is

a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample (Sugiyono, 2013). Snowball sampling is a sampling technique that initially has a small number, then increases (Sugiyono, 2014). Researchers chose snowball sampling because in determining the sample, the data collected through respondents have special characteristics so that snowball sampling can help researchers find and contact respondents who have these characteristics. With the criteria used as research samples, namely users from 5 selected sub-districts, users of the Nino 911 application and those who have purchased products or who have used services through the Nino 911 application. In determining the research sample, the author used the Slovin formula. Slovin is a formula used to find a sample size deemed representative of the entire population (Sugiyono, 2017).

RESULT

Respondent Characteristics

Respondent characteristics are presented to determine the circumstances or backgrounds of the respondents as samples. Respondent characteristics are described based on gender, age, occupation and users of the Nino 911 application and those who have shopped through the application. Respondents in this study were representatives of the community in Medan City, totaling 100 people divided into 5 sub-districts: Medan Petisah District, Polonia District, Medan Baru District, Kota District, and Medan Denai District. Nino 911 app consumers are both male and female, so this sampling involved both male and female respondents to ensure a representative sample size. The following data on the number of respondents by gender can be found in Table 2.

Table 2. Respondent Characteristics Based on Gender

No. Gender	Number of Respondents	Percentage %
1. Man	31	31%
2. Woman	69	69%
Total	100	100%

Source: Research Results, 2024 (processed data)

Based on Table 2, it can be seen that the number of male respondents is 31 respondents with a percentage of 31% and the number of female respondents is 69 respondents with a percentage of 69%. This shows that the people of Medan City who are male are dominant female gender uses and shops more through the Nino 911 application.

Respondent Characteristics Based on Age

Age can measure a person's level of thinking, from teenagers to adults, allowing for a variety of respondents. The Nino 911 app's target consumers are all ages. Therefore, the ages of the respondents studied in this study can be seen in Table 4.2.

Table 3. Respondent Characteristics Based on Age

No.Age	Number of Respondents	Percentage %
1. 17-19 years old	2	2%
2. 20-26 years old	5	5%

3.	27-35 years old	16	16%
4.	>35 years	77	77%
	Total	100	100%

Based on Table 3, it can be seen that the number of respondents aged 17-19 years was 2 respondents with a percentage of 2%, the number of respondents aged 20-26 years was 5 respondents with a percentage of 5%, the number of respondents aged 27-35 years was 16 respondents with a percentage of 16% and the number of respondents aged >35 years was 77 respondents with a percentage of 77%. This shows that the majority of respondents were aged >35 years with a total of 77 respondents and were more dominant in using and shopping through the Nino 911 Application.

Respondent Characteristics Based on Occupation

A person's job is a source of income. Income is the money a person earns to meet their needs or their desires. The income referred to in this study is the income respondents receive, either from work or from their parents. Respondent characteristics based on occupation can be seen in Table 4.3.

Table 4. Respondent Characteristics Based on Occupation

No.	Work	Number of Respondents	Percentage %
1.	Students	4	4%
2.	Government employees	64	64%
3.	Private employees	13	13%
4.	Businessman	12	12%
5.	Other	7	7%
	Total	100	100%

Based on Table 4., it can be seen that the number of respondents from students is 4 respondents with a percentage of 4%, the number of respondents from civil servants is 64 respondents with a percentage of 64%, the number of respondents from private employees is 13 respondents with a percentage of 13%, the number of respondents from entrepreneurs is 12 respondents with a percentage of 12% and the number of respondents from others is 7 respondents with a percentage of 7%. This shows that the people of Medan City who work as civil servants are the most dominant in using and shopping through the Nino 911 Application.

Respondents' Explanation of Variables Influencing Purchasing Decisions (Y)

Descriptive statistical analysis of respondents' answers regarding the Purchase Decision variable (Y) based on respondents' answers to the statements contained in the questionnaire distributed to respondents. The following respondents' answers can be seen in Table 5.

Table 5. Respondents' Answers to the Purchasing Decision Variable (Y)

No	Question	Respondents' Answers					Mean	Category
		STS (%)	TS (%)	KS (%)	S (%)	SS (%)		
1.	I bought something product because needs or desire.	1	7	12	48	32	4.03	Agree
2.	I do purchase at a product because information and recommendations from others.	1	2	28	46	23	3.88	Agree
3.	Price conformity and quality of a product influence my decision in make a purchase a product or service.	-	4	11	45	40	4.21	Agree

Based on Table 5, it can be seen that the respondents' answers to the first statement were: "I bought a product because of need or desire.", 32 respondents (32%) answered strongly agree 48 respondents (48%), answered less 12 respondents (12%) agreed, 7 respondents (7%) disagreed, and 1 respondent (1%) strongly disagreed. The average score for the first statement was - and falls into the agree category Respondents' answers to the third statement, namely, the suitability of price and quality of a product influences my decision in purchasing a product or service, There were 40 respondents (40%) who answered strongly agree 45 respondents (45%), who 11 respondents (11%) answered that they disagreed, 4 respondents (4%) answered that they disagreed, and no respondents answered that they strongly disagreed. The average score for the third statement was - and fell into the agree category. This indicates that the average respondent agreed that the suitability of price and quality of a product influences the decision to purchase a product or service.

The respondent's answer to the fourth statement is that I make a transaction for a product after deciding to buy a product or service, There were 35 respondents (35%) who answered strongly agree 46 respondents (46%), who answered disagreed There were 16 respondents (16%), 2 respondents (2%) disagreed, and 1 respondent (1%) strongly disagreed. The average score for the fourth statement was 4.12, falling into the agree category. This indicates that the average respondent agreed that consumers make transactions after deciding to purchase a product or service. The respondent's answer to the

third statement is, "I am satisfied with using the product I bought." respondents who answered strongly agree as many as 38 respondents (38%), who answered agree as much of the 48 respondents (48%), 9 (9%) answered that they disagreed, 4 (4%) disagreed, and 1 (1%) strongly disagreed. The average score for the third statement was 4.18, falling into the agree category. This indicates that the average respondent agrees that consumers are satisfied with the product they purchased.

Classical Assumption Test

Normality Test

The normality test aims to determine whether the variables in a regression model are normally distributed (Ghozali, 20018). In this study, the normality test examines three stages: a histogram graph, a p-plot test, and a Kolmogorov-Smirnov test.

a. Graphic Analysis

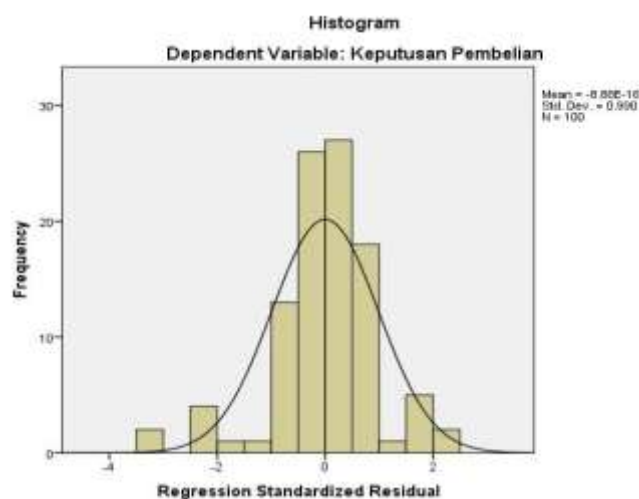


Figure 1. Histogram Graph Results

Based on Figure 1, it can be seen from the results of the histogram graph which is right in the middle like a bell shape and does not deviate to the right or left so that the data can be concluded to be normally distributed.

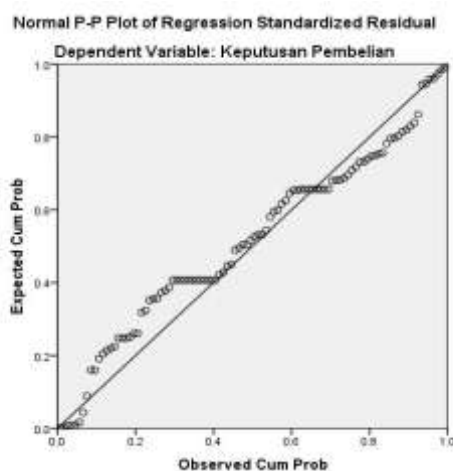


Figure 2. P-Plot Normality Test Graph

Based on Figure 2 it can be seen that the points are spread around the diagonal and follow the direction of the diagonal line. This indicates that the data is normally distributed.

Table 6. Kolmogorov Smirnov test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Standard Deviation	1.42380077
Most Extreme Differences	Absolute	.081
	Positive	.053
	Negative	-.081
Test Statistics		.081
Asymp. Sig. (2-tailed) ^c		.108
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 6, it can be seen that the results of the Kolmogorov Smirnov Test show that the Asymp.Sig. (2-tailed) value is 0.108. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether a regression model detects correlation between independent variables. A regression model is free from multicollinearity if the tolerance value is > 0.1 and the VIF value is < 10, indicating no multicollinearity (Ghozali, 2018).

Table 7. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.176	1.206		4.292	.000		
	Digital Marketing	.414	.065	.562	6.425	.000	.491	2.035
	Brand Awareness	.443	.133	.291	3.326	.001	.491	2.035

a. Dependent Variable: Keputusan Pembelian

Based on Table 7, it can be seen that from the results of the Multicollinearity Test, the tolerance value of 0.419 is greater than 0.1 and the VIF value of 2.035 is less than 10. So it can be concluded that there is no multicollinearity in the data.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model exhibits unequal variances from residuals from one observation to another (Ghozali, 2018). To detect heteroscedasticity, a scatterplot is used. If the points on the graph are spread above and below 0 on the Y-axis, heteroscedasticity is not present in the data.

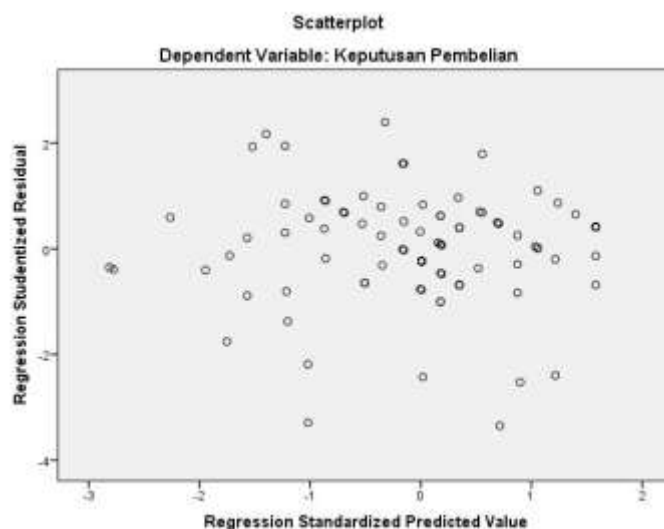


Figure 3. Heteroscedasticity Test

Based on Figure 3, the heteroscedasticity test results show that the points on the scatterplot graph are randomly distributed and do not form a clear pattern. Therefore, it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

The analysis in this study uses multiple linear regression analysis, multiple linear regression analysis aims to determine the influence between the dependent variable and the independent variable.

Table 8. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error		Beta		
1						
	(Constant)	.871	.171		5.084	.000
	Digital Marketing	.491	.074	.571	6.604	.000
	Brand Awareness	.236	.074	.276	3.187	.002

a. Dependent Variable: Keputusan Pembelian

Based on Table 8, the coefficients above obtained the following regression model:

$$= a + b_1X_1 + b_2X_2 + e$$

$$Y = 0.871 + 0.491X_1 + 0.236X_2 + e$$

The results of the multiple linear regression equation can be interpreted as follows:

1. The constant value of 0.871 means that if the Digital Marketing (X₁) and Brand Awareness (X₂) variables have a value of 0 (zero), then the Purchase Decision (Y) has a value of 0.871 or X₁, X₂ = 0 then Y = 0.871.

2. The coefficient value of the Digital Marketing variable (X1) is 0.491. This indicates that if the Digital Marketing variable (X1) increases, the Purchase Decision (Y) will increase by 0.491.
3. The coefficient value of the Brand Awareness variable (X2) is 0.236. This shows that if the Brand Awareness variable (X2) increases, the Purchase Decision (Y) will increase by 0.236.

Discussion Influence of Digital Marketing on Purchasing Decisions

Based on research conducted by the author, the t-test obtained a t-value of $t_{count} > t_{table} (6.604 > 1.984)$ the conclusion is that the digital marketing variable has a positive and significant influence on purchasing decisions for Nino 911 application users. This can be proven from the F test value with the F value $t_{count} > F_{table} (84.251 > 3.09)$, which is positive and significant, thus confirming H1. The results of this study align with previous research that found a positive effect of digital marketing on purchasing decisions (Zidane, 2022). Based on research conducted by the author, the t-test obtained a t-value of $t_{count} > t_{table} (6.604 > 1.984)$ the conclusion is that the brand awareness variable has a positive and significant influence on purchasing decisions for Nino 911 application users. This can be proven from the F test value with the f value $t_{count} > f_{table} (84.251 > 3.09)$, which is positive and significant, thus confirming H2. Previous research has shown that brand awareness has a positive and significant effect on purchasing decisions (Sriwendiah & Ningsih, 2022).

Based on research conducted by the author, the digital marketing variables (X1), brand awareness (X2) obtained an F value. $t_{count} > F_{table}$ namely $(84.251 > 3.09)$. Digital marketing and brand awareness have a significant influence on purchasing decisions among Nino 911 application users. This is stated by the F value. $t_{count} > F_{table}$ significant so that H3 can be proven true. Therefore, it can be concluded that the variables of digital marketing and brand awareness have a significant effect on purchasing decisions (Hypothesis accepted). The results of this study are in line with the research conducted by Millennium, et al. (2020) entitled the influence of digital marketing and brand awareness on purchasing decisions at the bike rental startup Bananaz Bali, which stated that digital marketing has a positive and significant effect on purchasing decisions partially, brand awareness has a positive and significant effect on purchasing decisions partially. Digital marketing and brand awareness have a positive and significant effect on purchasing decisions among Nino 911 application users. Digital marketing and brand awareness influence each other.

CONCLUSION

Based on the results and discussion of research on digital marketing and brand awareness towards purchasing decisions of Nino 911 application users in Medan City, the following conclusions can be drawn: Based on the research results, the digital marketing variable has a positive and significant effect on brand awareness among Nino 911 application users in Medan City so that the first hypothesis is accepted. Based on the research results, the brand awareness variable has a positive and significant effect on purchasing decisions of Shopee application users in Medan City so that the second hypothesis is accepted. Based on the research results, digital marketing and

brand awareness variables simultaneously have a positive and significant influence on purchasing decisions of Shopee application users in Medan City.

REFERENCES

- [1] Aji, KB (2021). Analysis of the Influence of Digital Marketing on GrabFood Purchasing Decisions in Kebon Jeruk District. *Journal of Sustainable Community Development (JSCD)*, 3(2), 89-98
- [2] Eliasari, PRA, & Sukaatmadja, IPG (2017). The influence of brand awareness on purchase intention is mediated by perceived quality and brand loyalty. *E-Journal of Management Unud*, 6(12), 6620-6650.
- [3] Famelia, A., Suryani, W., & Tarigan, EDS (2022). The Influence of Digital Marketing and Discounts on Purchasing Decisions of Management Study Program Students, Faculty of Economics, University of Medan Area on the Shopee Shopping Platform. *Scientific Journal of Management and Business (JIMBI)*, 3(2), 130-135.
- [4] Muafidah, M., & Sulistyowati, R. (2021). The influence of digital marketing and personal selling on consumer purchasing decisions. *AKUNTABEL: Journal of Economics and Finance*, 18(4), 661-668.
- [5] Mustakim, N. (2023). THE EFFECT OF DIGITAL MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS FOR PERUMDA DHARMA JAYA PRODUCTS, DKI JAKARTA PROVINCE (Doctoral dissertation, STIA LAN Jakarta Polytechnic).
- [6] Naruliza, E., & Laleno, EA (2020). The Influence of Advertising on Tokopedia Consumer Purchase Interest in Palembang City. *Jemasi: Journal of Economics, Management, and Accounting*, 16(2), 118-126.
- [7] Sutrasnawati, RE (2016). The influence of brand awareness and brand image on purchasing decisions. *Management Analysis Journal*, 5(4).
- [8] Sriwendiah, S., & Ningsih, W. (2022). The influence of brand awareness on purchasing decisions for Pixy Lipcream (a survey of consumers at Cahaya Baru Cosmetics Store, Purwakarta). *Business Journal*, 10(1), 36-50.
- [9] Sopiyan, P. (2022). The Influence of Digital Marketing and Service Quality on Purchasing Decisions. *Coopetition: Scientific Journal of Management*, 13(2), 249-258.
- [10] Sugiyono, PD (2013). *Qualitative Quantitative Research Methods and R&D*. Alfabet.
- [11] Sugiyono (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabet.
- [12] Tarigan, FA, Robin, R., & Angeline, S. (2024). THE EFFECT OF DIGITAL MARKETING AND BRAND AWARENESS ON DECISIONS PURCHASE OF AQUA PRODUCTS IN CINTA RAKYAT VILLAGE. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 8(2), 326-336.