

## **The Effect of Digital Marketing and Brand Awareness on Decisions to Purchase Internet Service Provider Products**

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### **ABSTRACT**

In today's generation, increasing technological advances have made developments in marketing strategies have evolved into the era of digitalization. One of the companies that has the largest telecommunication network system in Indonesia, namely PT Nugraha Utama Teknologi, focuses on its marketing strategy through social media on PT Nugraha Utama Teknologi. The purpose of this study is to determine whether digital marketing and brand awareness have a significant effect on purchasing decisions partially and determine whether digital marketing and brand awareness have a significant effect on purchasing decisions simultaneously. The research design is survey research using quantitative methods. The sampling technique used in this study was accidental sampling with a sample of 100 people. The results of this study indicate that the first digital marketing variable has a partially significant effect on purchasing decisions. Second, the brand awareness variable has a significant effect on purchasing decisions partially. Third, digital marketing and brand awareness variables have a significant effect on purchasing decisions simultaneously.

**Key words:** Digital Marketing, Brand Awareness, Purchase Decision

### **INTRODUCTION**

In the current generation, increasing technological advances have meant that developments in marketing strategies have evolved into the era of digitalization. Digital marketing can be an effective marketing strategy in determining market segments because it provides the ability to map consumer behavior accurately. With the role of digital marketing, we can collect and analyze detailed consumer data such as product preferences, shopping behavior and consumption patterns. Apart from that, brand awareness is also very important in product marketing.

This can build consumer trust and loyalty to the brand and products being sold. One of the companies that has a telecommunications network system is PT Nugraha Utama Teknologi, which is a private company in the field of internet services which is often called an internet service provider which focuses on marketing strategies through social media.

Based on data in 2022, it can be seen that the use of digital marketing strategies has a greater number than other competitors. Nutfiber has a figure of 24.16% for the paid ads category, and the lowest is First Media with a figure of 3.94%. This proves that PT Nugraha Utama Teknologi increases its sales through digital marketing strategies through paid advertising to enable companies to target their advertisements to the right audience based on demographics, interests and behavior.

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing or digital marketing is a marketing technique that uses digital media such as the internet, social media, mobile devices and other digital technology to promote a product or service and reach customers (Amalia & Mardian, 2022). According to (Nurcahyo, 2018) there are several indicators of digital marketing in terms of promotion in the marketing mix (4P), namely:

1. Website
2. SEO (Search Engine Optimization)
3. PPC (Pay per click)
4. Affiliate Marketing
5. Online Public Relations
6. Social Networks (Social Networks)
7. Email Marketing (Email Marketing)
8. Customer Relationship Management

### **Brand Awareness**

According to (Andriani, 2021) the definition of Brand Awareness is the extent to which customers can remember and recognize the brand easily. According to (Firmansyah & Se, 2019) there are several indicators that can be used to find out how much consumers are aware of a brand, including:

1. Recall
2. Recognition
3. Purchase
4. Consumption

## **Buying Decision**

According to Kotler, "a purchasing decision is a customer's action to buy or not buy a product"(Awariness & Nugroho, 2022). According to Kotler and Keller quoted by(Sari, Syamsuddin, & Syahrul, 2021)there are six purchasing decision indicators, namely:

1. Product Selection (Product Choice)
2. Brand Selection (Brand Choice)
3. Selection of Purchase Channel (Dealer Choice)
4. Determining Purchase Timing
5. Purchase Amount
6. Payment Method

## **METHOD**

This research uses quantitative methods. This research describes the relationships that occur between the variables involved in the research. In this case the independent variables are digital marketing and brand awareness. Meanwhile, the dependent variable is the purchasing decision variable. The population in this research are customers of PT Nugraha Utama Teknologi for the period January to October 2022 with a total of 1,600 customers. To determine the number of samples required, you can use the Slovin formula in(Nalendra et al., 2021)as follows:

$$n = \frac{N}{(1+N(e^2))}$$

Based on the calculation results above, it shows that the number of respondents in distributing the questionnaire was 100. The data collection technique in this research was using observation, questionnaires and documentation. The data analysis technique used in this research is quantitative analysis, namely a data analysis technique used to process and analyze measurable data in the form of numbers or statistics to measure digital marketing variables and brand awareness on purchasing decisions for PT Nugraha Utama Teknologi Internet Service Provider Products using SPSS 26.0 statistical software as a measuring tool.

## RESULT AND DISCUSSION

### Test Validity

Variabel	Item	R-Hitung	R-Tabel	Keterangan
Digital Marketing (X1)	1	0,723	0,197	Valid
	2	0,778	0,197	Valid
	3	0,752	0,197	Valid
	4	0,748	0,197	Valid
	5	0,777	0,197	Valid
	6	0,799	0,197	Valid
	7	0,714	0,197	Valid
	8	0,764	0,197	Valid

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	7	0,714	0,197	Valid
	8	0,764	0,197	Valid
Brand Awareness (X2)	9	0,552	0,197	Valid
	10	0,707	0,197	Valid
	11	0,737	0,197	Valid
	12	0,806	0,197	Valid
Keputusan Pembelian (Y)	13	0,741	0,197	Valid
	14	0,829	0,197	Valid
	15	0,793	0,197	Valid
	16	0,562	0,197	Valid
	17	0,789	0,197	Valid
	18	0,731	0,197	Valid
	19	0,613	0,197	Valid

Source: SPSS Processed Data (2023)

Based on the validity test, it can be seen that the overall indicators of the digital marketing variable (X1) consisting of 8 questions, the brand awareness variable (X2) consisting of 4 questions, and the purchasing decision variable (Y) consisting of 7 questions can be declared valid, because the R-value Calculate is greater than the R-Table value.

**Reliability Test**

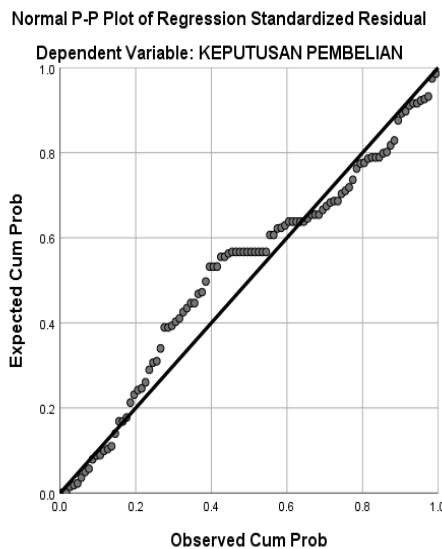
Variabel	Jumlah item	Cronbach's Alpha	Keterangan
Digital Marketing	8	0,883	Reliabel
Brand Awareness	4	0,657	Reliabel
Keputusan Pembelian	7	0,843	Reliabel

Source: SPSS Processed Data (2023)

Based on the Reliability Test, the digital marketing variable (X1), brand awareness variable (X2), and purchasing decision variable (Y) have a Cronbach's Alpha value > 0.60. Based on these results, it can be concluded that all variables in this study can be declared reliable.

**Classic Assumption Test**

**Normality Test**



Source: SPSS Processed Data (2023)

Based on the image above, it can be seen that the points in the pattern follow a straight line, which means the data in the study is normally distributed.

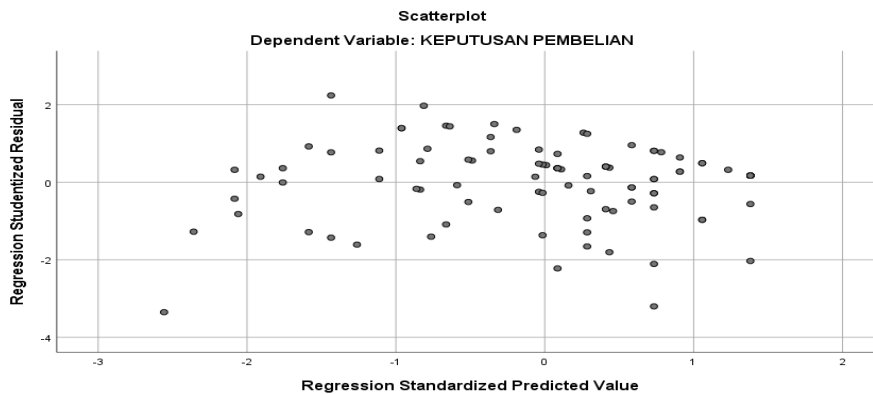
**Multicollinearity Test**

Collinearity Statistics	
Tolerance	VIF
.657	1.522
.657	1.522

Source: SPSS Processed Data (2023)

Based on the Multicollinearity Test above, it can be seen that the VIF value is < 10 and the Tolerance value is > 0.05. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

### Heteroscedasticity Test



Source: SPSS Processed Data (2023)

Based on the Heteroscedasticity Test above, it can be seen that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis. Based on these results it can be concluded that heteroscedasticity does not occur in the regression model.

### Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,743	3,153		,236	,814
	DIGITAL MARKETING (X1)	,406	,100	,361	4,053	,000
	BRAND AWARENESS (X2)	,878	,183	,428	4,808	,000

a. Dependent Variable: PURCHASE DECISION (Y)

Source: SPSS Processed Data (2023)

Based on the Multiple Linear Regression Test Results above, it can be seen that there is a linear regression equation formed, which is as follows:

$$Y = 0.743 + 0.406 X1 + 0.878 X2$$

- a. Constant (a) = 0.743
- b. Digital Marketing (X1) = 0.406
- c. Brand Awareness (X2) = 0.878

**Hypothesis Test Results**

**F Test**

F Test Results

ANOVA						
a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	727,455	2	363,728	47,477	,000b
	Residual	743.135	97	7,661		
	Total	1470,590	99			
a. Dependent Variable: PURCHASE DECISION (Y)						
b. Predictors: (Constant), BRAND AWARENESS (X2), DIGITAL MARKETING (X1)						

Source: SPSS Processed Data (2023)

Based on the Anova test above, it can be seen that the Fcount value is 47.477 > Ftable is 3.09 with a significance value of 0.000 which is smaller than 0.05 (0.000 < 0.05). Based on these results, it can be concluded that the digital marketing variable (X1) and the brand awareness variable (X2) simultaneously influence the purchasing decision variable (Y).

**T Test**

T Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,743	3,153		,236	,814
	DIGITAL MARKETING (X1)	,406	,100	,361	4,053	,000
	BRAND AWARENESS (X2)	,878	,183	,428	4,808	,000
a. Dependent Variable: PURCHASE DECISION (Y)						

Source: SPSS Processed Data (2023)

Based on the T test that has been carried out, the values obtained are:

1. Digital Marketing (X1) on Purchasing Decisions (Y)  
In the table above, the Tcount value is 4.053 > Ttable 1.984 and the significance value is 0.000 <0.05. The results of these calculations state that the digital marketing variable (X1) has a significant effect on the purchasing decision variable (Y).
2. Brand Awareness (X2) on Purchasing Decisions (Y)  
In the table above, the Tcount value is 4.808 > Ttable 1.984 and the significance value is 0.000 <0.05. The results of these calculations state that the brand awareness variable (X2) has a significant effect on the purchasing decision variable (Y).

**Coefficient of Determination Test**

Coefficient of Determination Test Results

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703a	.495	.484	2.76788

a. Predictors:(Constant), BRAND AWARENESS (X2), DIGITAL MARKETING (X1)

Source: SPSS Processed Data (2023)

Based on table 10, the R Square value is 0.495. This means that 49.5% is influenced by 3 variables, namely digital marketing, brand awareness, purchasing decisions and the remaining 50.5% is influenced by other variables outside the research, namely word of mouth, brand image and competitive prices.

The results of this research show that there is an influence between digital marketing and brand awareness on purchasing decisions, this explanation can be seen below:

1. The Influence of Digital Marketing on Purchasing Decisions  
The first hypothesis in this research shows the results that the digital marketing variable (X1) influences purchasing decisions (Y). Based on the results of the T test which was obtained with a Tcount value of 4.053 > Ttable 1.984 and a significance value of 0.000 <0.05. It can be concluded that there is a positive influence between digital marketing variables and purchasing decisions for PT Nugraha Utama Teknologi ISP products.
2. The Influence of Brand Awareness on Purchasing Decisions  
The second hypothesis in this research shows the results that the brand awareness variable (X2) influences purchasing decisions (Y). Based on the results of the T test which was obtained with a Tcount value of 4.808 > Ttable 1.984 and a significance value of 0.000 <0.05. It can be concluded that there is a positive influence between the brand awareness variable and the decision to purchase PT Nugraha Utama Teknologi ISP products.
3. The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions



The third hypothesis in this research shows the results that digital marketing variables (X1) and brand awareness (X2) influence purchasing decisions (Y). Based on the results of the F test which was obtained with an Fcount value of  $47.477 > F_{table}$  of 3.09 with a significance value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ). It can be concluded that there is a positive influence between the digital marketing and brand awareness variables on purchasing decisions for PT Nugraha Utama Teknologi ISP products.

## CONCLUSION

Based on the results of this research, it can be concluded that:

1. Partially, the digital marketing variable (X1) has a significant and positive influence on purchasing decisions (Y) for PT Nugraha Utama Teknologi ISP products, with an influence size of 36.1%.
2. Partially, the brand awareness variable (X2) has a significant and positive influence on purchasing decisions (Y) for PT Nugraha Utama Teknologi ISP products, with an influence size of 42.8%.
3. Simultaneously, the digital marketing variables (X1) and brand awareness (X2) have a significant and positive effect on purchasing decisions (Y) for PT Nugraha Utama Teknologi ISP products. If digital marketing and brand awareness increase, customers will increasingly make purchasing decisions.

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