The Influence of Digital Marketing in Building Brand Awareness Against Purchasing Decisions and Sales Volume

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Abstract

Perkembangan jaman disertai dengan kemajuan teknologi, sarana promosi menjadi bertambah, seperti melalui penggunaan media Internet. Dengan media ini, perusahaan tidak membutuhkan banyak biaya untuk mempromosikan produk, di samping jangkauannya yang sangat luas. Penelitian ini merupakan *explanatory research*, yang akan menjelaskan sesuatu. Penelitian ini akan membuktikan hubungan antar variabel yang ada: *digital marketing*, sebagai variabel independen, *brand awareness* sebagai variabel *intervening* dan keputusan pembelian sebagai variabel dependen. 100 responden yang mengisi kuesioner penelitian terdiri dari 54.8% wanita dan 45.2% pria, dengan grup usia 16.3% di bawah 17 tahun, 43.3% berada dalam rentang usia 17-25 tahun, 35.6% 26-49 tahun dan 4.8% dalam usia di atas 50 tahun. Hasil pengujian pertama menyatakan bahwa *digital marketing* memiliki pengaruh positif dan signifikan terhadap *brand awareness.* Sehingga, semakin gencarnya sebuah produk melakukan pemasaran secara digital, akan semakin tinggi *awareness* akan sebuah merek produk yang ditawarkan pada masyarakat.

Kata kunci: Digital Marketing, Awareness, Penjualan

Abstract

The development of the era is accompanied by advances in technology, the means of promotion are increasing, such as through the use of Internet media. With this media, companies don't need a lot of money to promote their products, in addition to its very wide reach. This research is explanatory research, which will explain something. This research will prove the relationship between existing variables: digital marketing, as the independent variable, brand awareness as the intervening variable and purchasing decisions as the dependent variable. The 100 respondents who filled out the research questionnaire consisted of 54.8% women and 45.2% men, with an age group of 16.3% under 17 years, 43.3% in the age range 17-25 years, 35.6% 26-49 years and 4.8% in the age above 50 years. The results of the first test state that digital marketing has a positive and significant influence on brand awareness. So, the more aggressively a product is doing digital marketing, the higher the awareness of a product brand offered to the public.

Keywords : *Digital Marketing, Awareness, Sales*

INTRODUCTION

MSMEs (Micro, Small and Medium Enterprises) in Indonesia have an important role and a major contribution to Indonesia's economic growth. With a steady amount increasing from year to year, MSMEs are the foundation of Indonesia's macro strength. MSMEs contribute to 60.3% from total Product Domestic Gross (GDP) total Indonesia.

Picture 1: Amount MSMEs in Indonesia (2014-2019)

If refer on data Which shared by Ministry Cooperative And UKM RI, dataThe report states that MSMEs have a share of around 99.99% (67.4 million units) of the totalall business actors in Indonesia (2019), while only as many large businesses 0.01% or around 5,460 units. Business Micro absorb around 107,2 million power Work (89.2%), Small Businesses 5.7 million (4.74%), and Medium Enterprises 3.73 million (3.11%). While Business Big absorb around 3.58 million soul.

It means in a manner combined MSMEs absorb around 97% power Work national, while large enterprises only absorb around 3% of the total national workforce. On the era of digitalization, in which increasingly advanced technological developments can change various aspects of the economy in terms of business, business actors, to consumers. With exists help technology, so process business especially MSMEs can maximize their income through *digital marketing* . Many business people today depend on help technology And activity *digital marketing* For increase sales.

The development of the era is accompanied by advances in technology, a means of promotion becomes increase, such as through the use of Internet media. With this medium, the company is not requires a lot of money to promote the product, in addition to its wide reach very wide. A survey conducted throughout 2016 found that 132.7 million person Indonesia has connected to Internet. As for total resident Indonesia Alone as many as 256.2 million people. This indicates a 51.8 percent increase in comparison the number of internet users in 2014 (Pradiani, 2017). So, business will be very have the advantage of utilizing internet media, namely using marketing in the form of digital *(Digital marketing).*

Digital marketing is the use of the Internet as a technology that canconnecting two-way communication between companies and consumers (Coviello, 2001). With *digital marketing* , MSMEs will be facilitated in sales promotions, such as the use of social media that is widely used by marketers. Media presence Social media is a means for consumers that can be used to disseminate information either in the form of text, images, audio, and video with many parties, both between companies to consumer or consumer on company (Kotler, 2012). Matter This strengthened as the results of research from Putri and Fitrah (2017) which state that there is influence between online marketing campaigns and consumer buying habits something goods or service.

The purpose of this research is to find out how far the influence of Digital is marketing on MSMEs Which become object study, ie Dimsum Mamake, For creating strong *Brand Awareness* to reach a wider market and relation in influence decision purchase And Also volume sale from productDimsum Mamake of consumer behavior Which in target.

With through *digital marketing* , Dimsum Mamake will own reach Which more area and lower cost. Dimsum Mamake also does the main focus of *Digital Marketing*through Instagram social media, because social media is a popular choice of media by society. Dimsum Mamake maximizes social media for *branding* Which strong And marketing through media social expected can become factor main in increase and maintain *brand awareness* , where consumers are more *aware* and remember will brand from something product Which generated company, Which on Finally make consumer be loyal brands and products the.

Besides That, *brands awareness* is A strategy marketing Which very important for Dimsum Mamake in building consumer awareness to buy a product. Through consumer awareness of a *brand* , potential consumers can remember and recognize it towards the brand and decide to make a purchase, allowing consumers only make repeated purchases. This is supported by Shimp (2014), who states that *brand awareness* is the ability of a product to brand always keep in mind consumers when consumers think of a variety of certain products And with easy a brand will appear in his memory.

Dimsum Mamake use chance tech For increase activity the promotion with *digital marketing* via media social Instagram, And process the promotion from start with a *Brand Awareness strategy* to strengthen the persona of Dimsum Mamake in eye para consumer, so that can influence decision para consumer For buy food dimsum from Dim Sum Mamake.

METHOD

Study This is *explanatory research* , Which will explain something. Study This will prove connection between variable Which There is: *digital marketing* , as variable independent, *brands awareness* as variable *intervene* And decision purchaseas variable dependent. In study This, Which become population is consumer from UMKM Dimsum Mamake. Dimsum Mamake is an UMKM that has a focus onthe FnB (*Food and Beverage*) industry with the main menu being Dimsum and carrying out activities marketing with *digital marketing* that uses the help of internet technology with social media.

This study uses SPSS as data processing in testing the validity And reliability For questions Which will addressed to correspondent. With use *software* This, expected question Which spread before conducting field surveys can be reliable and valid. Test the research hypothesis using 't' test, namely between H1, H2 and H3 with a tolerance level of 5% (α 0.05). Ho accepted if the probability has *a sign* > 0.05. Ho will be rejected if the probability has *sign* ≤ 0.05.

RESULTS AND DISCUSSION
Test Descriptive Statistics

100 respondent Which fill in questionnaire study consists from 54.8% woman And 45.2%male, with the age group of 16.3% under 17 years, 43.3% are in the age range of 17-25 years, 35.6% 26-49 years and 4.8% in over 50 years. In addition, 100 respondents, 29.8% stated that their income was below IDR 3,000,000, 33.7% are in the income range of Rp. 3,000,000 to Rp. 4,999,999, 24% is within range income Rp. 5,000,000 until Rp. 9,999,999, 10.6% with income Rp.
10,000,000 until Rp. 24,999,999 And 1.9% are in on Rp. 25,000,000.

Of the 100 respondents, 72.1% said they knew Dimsum Mamake and 27.9% answered no. 55.8% answered that they found advertisements and promotions Dimsum Mamake past platforms on line, 23.1% answer No And 21.2% answer Possible. 61.5% answer they Once visit And consuming Dimsum Mamake,the rest, namely 38.5% answer No.

Test Normality

The normality test using multivariate normality gets the result that the data does not meet the assumption of multivariate normality because of the p value of skewness, kurtosis and skewness and kurtosis that is not above 0.05. But this can be overcome by looking parameter GoF NNFI > 0.9.

| Skewness		kurtosis		Skewness and kurtosis	
Z-Scores	P-Value	Z-Scores	P-Value	Chi-Square	P-Value
17033	0.000	9,668	0.000	383,599	0.000

Test validity

Next, the researcher then enters the data and forms a model with application statistics LISREL like Which Already explained in chapter previously And use syntax, Then do running, And Then obtained model likein below:
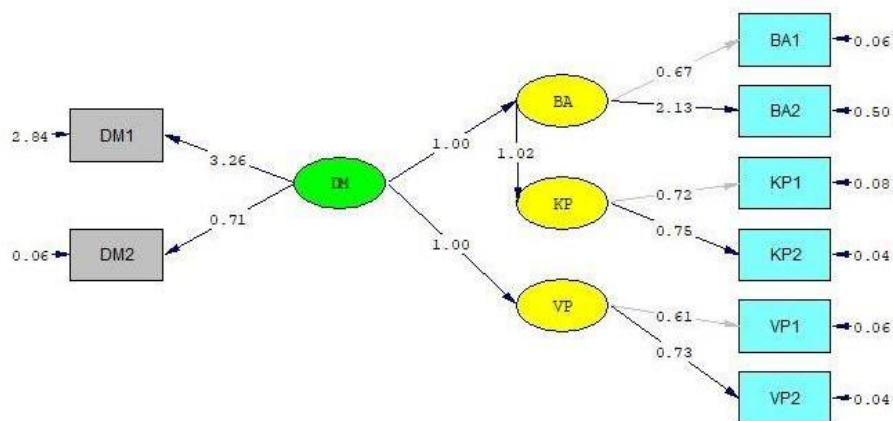
DM   : *Digital marketing*
BA   : *Brands Awareness*
KP   : Decision Sale
VP   : Volume Sale

Because the factor loading (FL) for each indicator is above 0.05. So that, can seen from mark factor loading indicator each dimensions everything Alreadystated valid.

Test hypothesis
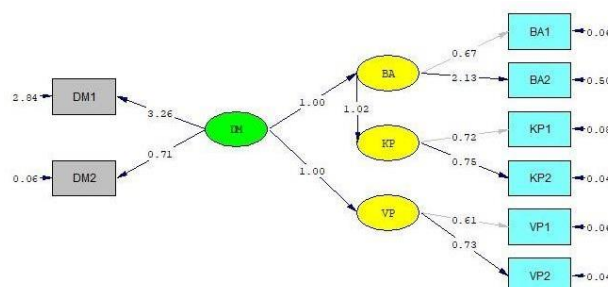
Testing hypothesis done with use mark t-value with level significance 0.05. If the t-value is ≥ 1.96 then H0 is rejected (the research hypothesis is accepted). So that, this research have a hypothesis Which:

Table 1. Evidence hypothesis Study

Variable	T-Value	Influence	Results
Digital Marketing □ Brands Awareness	1.00	Positive And Significant	H1 Accepted
Brands Awareness □ Decision Sale	1.02	Positive And Significant	H2 Accepted
Digital marketing □ Volume Sale	1.00	Positive And Significant	H3 Accepted

Based on the table above, the results of testing the author's hypothesis can be obtained. Test results to t-value from digital marketing to brands awareness, can got that mark tcount of 1.00 (t count > t table 1.960), so it can be concluded that there is an influence positive and significant so that H1 can be accepted. Then, the test results of the intermediate t-value brands awareness to decision sale, obtained that mark t count as big 1.02 (t count > t table 1.960), so the hypothesis has a positive and significant influence. Which final is results test to t-value from digital marketing to volume sale, in where obtained mark t count by 1.00 (t count < t table 1,960), so can concluded there is a positive influence and significant.

DISCUSSION
Influence Digital marketing to Brands Awareness
Based on the results of the hypothesis testing carried out, it is stated that digital marketing has a positive and significant influence on brand awareness. This matter It can be interpreted that the more incessant a company is doing digital marketing for the products they offer, the higher consumer awareness of the brand from product the. Company must use marketing, especially with carry out digital promotions in this modern era to create consumer knowledge to the brand that the company offers. This is considered in line with Femi's research Oktaviani and Diki Rustandi, in their journal entitled, "Digital Marketing Implementation in Building Brand Awareness," that quality has a positive effect on interest buy.

Brand Influence Awareness of Buying decision
The results of the study show that brand awareness has a significant influence positive and significant to the purchase decision. These results support research that previously used, which was carried out by Vevi Ghealita and Retno Setyorini entitled, "The Influence of Brand Awareness on the Purchase Decision of AQUA Brand AMDK," that brands awareness own influence positive to decision purchase. So that, the more aware consumers are of a product, it will be top-of-mind inside they when choose a product to buy.

Influence Digital marketing to Volume Sale
Digital marketing has a positive and significant influence on sales volume in study Which researcher do, Where matter This it turns out in line with study by Theresia Pradiani, with the title "The Influence of the Digital Marketing Marketing System on Increase in Home Industry Sales Volume," that digital marketing has positive influence on sales volume. So, the company must do marketing in their strategy to increase sales of that product offered.

CONCLUSION
Results testing First state that *digital marketing* own influence positive and significant to *brand awareness.* Thus, the more incessant a product doing digital marketing, the higher *the awareness* of a brand product Which offered on public. Results testing second, show that *brands awareness* own influence positive And significant to decision sale. It means,

the higher *the brand awareness* of a product in society, will improve opportunity from decision sale from consumer. Testing Which final is statementthat *digital marketing* has a positive and significant influence on sales volume, which can be interpreted that the more incessant digital marketing is being carried out company towards a product will, obviously, increase the sales volume of the product the.

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