

## The Effect of Product Innovation and Digital Promotion on Purchasing Decisions with Brand Awareness as an Intervening Variable at Fashion Businesses in Gowa Regency

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### ABSTRACT

This study aims to analyze the effect of product innovation and digital promotion on purchasing decisions with Brand Awareness as an intervening variable at Fashion Businesses in Gowa Regency. In the context of increasingly fierce competition in the fashion industry, innovation, and digital-based marketing strategies are key to improving competitiveness. This study uses a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS). Data were collected through questionnaires distributed to 100 respondents who were fashion businesses customers, then analyzed using SmartPLS version 4.00 software. The results show that product innovation and digital promotion have a significant effect on Brand Awareness, with a loading factor value above 0.7 and Average Variance Extracted (AVE) meeting the validity criteria. Brand Awareness is also proven to mediate the positive influence of product innovation and digital promotion on purchasing decisions. Path analysis reveals that Brand Awareness acts as an intervening variable that strengthens the relationship between marketing strategy and purchasing decisions.

**Keywords:** *Product Innovation, Digital Promotion, Brand Awareness, Purchase Decision*

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### INTRODUCTION

The fashion industry in Indonesia experienced positive growth in the first quarter of 2024, with the textile and apparel industry growing by 2.64 percent. This growth was driven by increased demand, both from the domestic market and exports, where textile exports increased by 7.34 percent and apparel exports by 3.08 percent. The fashion industry sector continues to experience significant growth. In 2022, the value of investment in the textile, apparel, leather, and footwear industries reached IDR 24.6 trillion, increasing to IDR 27.9 trillion in 2023, and in the first quarter of 2024, it has reached IDR 6.9 trillion. In the Gowa Regency itself, the digital fashion industry has also experienced growth. Based on data from the Makassar City BPS 2024, the fashion industry has grown over time, with the number of fashion industries in 2022 recorded at 751, and in 2023, there were 939 companies engaged in the fashion sector.

The fashion businesses in Gowa Regency, located on Jalan Borong Bulo Desa, Sökkolia, Bontomarannu, Gowa Regency, which has been operating for approximately 3 years. Fashion business is a fashion business that focuses on trendy, high-quality products to meet the needs of customers who want to look fashionable. In its operations, Fashion business accepts orders both directly at the store and through social media, making it easier for customers to shop. The quality of materials, attractive designs, accurate sizing, and speed in processing and delivering orders are the main factors that make customers increasingly trust and remain loyal to this brand (Seng & Bhd, 2024). With responsive service and continuous product innovation. Fashion business is able to compete in the dynamic fashion industry. Although fashion business has made efforts to offer innovative fashion products and utilize digital promotions, the level of customer purchase decisions is still not optimal. The products offered by fashion business still face challenges in creating a more superior appeal compared to competitors. Consumers often compare products with other brands that have stronger innovations and more up-to-date trends, leading to uncertainty in their purchasing decisions (Hanaysha, J., Hilman, 2015).

In addition, the effectiveness of digital promotions still faces obstacles in reaching the right target market (Katsikeas et al., 2020). Although social media has been utilized as the main marketing tool, low engagement and a lack of attractive content strategies are factors that hinder the conversion of digital interactions into purchase transactions (Drummond et al., 2020). Without the right promotional strategy, consumers tend to hesitate to make purchases due to a lack of information that can convince them of the superiority of the products offered. Based on this phenomenon, this study aims to analyze the influence of product innovation and digital promotion on purchasing decisions with Brand Awareness as an intervening variable. By understanding the relationship between these variables, it is hoped that this study can provide deeper insights for fashion businesses, especially Fashion business, in developing more effective marketing strategies to increase competitiveness in the increasingly dynamic fashion industry.

## **METHOD**

This study uses a quantitative approach with a survey method to test the relationship between variables formulated in the hypothesis. There are four main variables studied, namely Product Innovation and Digital Promotion as independent variables, Purchase Decision as a dependent variable, and Brand Awareness as an intervening variable that mediates the relationship between the independent and dependent variables. This research will be conducted at Fashion business on Jalan Borong Bulo, Sökkolia Village, Bontomarannu, Gowa Regency. This research will be conducted in July 2025.

The population in this study consisted of all Fashion business consumers who made purchases during 2024, totaling 135 people. The sample was determined using the Slovin formula with an error tolerance of 5%, resulting in a sample size of 100 respondents. The sampling technique used probability sampling to ensure that each element of the population had an equal chance of being selected. Data collection was carried out through observation and questionnaires. The research instrument was a closed questionnaire based

on a 1–5 Likert scale, from Strongly Disagree (SD) to Strongly Agree (SA) (Handayani 2020, 2020). The collected data was then tested for validity through a Validity Test and Reliability Test. Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS version 4.00 software. The analysis techniques used included evaluation of the measurement model (outer model), evaluation of the structural model (inner model), testing of direct hypotheses (direct effect), testing of indirect hypotheses (indirect effect), and mediation testing using the Average Variance Extracted (AVE) value to determine the type of mediation that occurred (Widya, Reza, and Faradiba, 2023).

## **FINDING AND DISCUSSION**

### **1. Respondent Characteristics**

From the data collection results using a structured questionnaire distributed via Google Form, 119 responses were obtained. After going through the verification process, data that did not meet the criteria were deleted and not included in the sample of this study, so that the number of data used in the final analysis was 100 respondents. Before conducting the analysis, the researcher carried out a verification process to ensure that all respondents met the criteria, namely having made at least one purchase in the last three months. This verification aimed to minimize potential bias and improve the accuracy of the research results. After screening, all respondent data was deemed suitable for further analysis. The characteristics of the 100 respondents in this study show that in terms of gender, there were 28 (28%) male respondents and 72 (72%) female respondents. This shows that female consumers are more dominant in this study, which is in line with the characteristics of Fashion business, which is engaged in the fashion industry and attracts more female interest as its target market.

### **2. Product Innovation**

Product innovation is a crucial variable in research related to product development to increase competitiveness and meet customer expectations. In addition, brand awareness acts as an intervening variable that strengthens the relationship between product innovation and purchasing decisions, where the higher the brand awareness, the more likely customers are interested in purchasing the products offered. Overall, the product innovation variable showed very positive results with an overall average score of 4.28 for relative advantage, 4.23 for complexity, 4.25 for testability, and 4.25 for observability. This indicates that respondents had a very positive perception of the product innovation being studied. The high scores on all indicators show that the product is considered superior, easy to use, easy to test, and easy to observe. These results reinforce the conclusion that the product innovation is well received by respondents and has great potential for success in the market. Product innovation is a creative effort by business actors to improve, refine, create, and develop existing products. This innovation involves not only the creation of completely new products, but also includes design changes, technical enhancements, attractive modifications, and

more attractive packaging to meet market needs and increase customer satisfaction (Yaliani, Ramli & Rakib, 2022)(Aqila et al., 2025).

### 3. Digital Promotion

Digital Promotion is a marketing strategy that utilizes digital platforms and technology to convey promotional messages, build interactions with the target market, and encourage purchasing actions. All digital promotion indicators include discounts, advertisements, publicity, and direct marketing. Overall, the average score for digital promotion variables was in the "High" category with an average score of 4.15. This indicates that respondents have a positive perception of the digital promotion strategy implemented. The high scores on all indicators show that digital promotion is considered effective in attracting attention and influencing consumer decisions. Promotion through social media has a significant positive influence on consumer purchasing decisions. A study on the photography business Amigo Photography showed that attractively and informatively designed promotions on Instagram can encourage consumers to purchase the services offered (Mufida et al., 2025). Digital promotions not only directly impact purchasing decisions but also act as an intermediary in increasing customer satisfaction. This means that effective promotions can make consumers feel more satisfied after making a purchase, thereby strengthening loyalty and the likelihood of repeat purchases (Mufida et al., 2025).

### 4. Brand Awareness

Brand Awareness is the level of consumer recognition and memory of a brand, which reflects the extent to which the brand can be identified, remembered, and associated with its unique characteristics. All Brand Awareness indicators, including brand recall, brand recognition, and purchase decision, received high average scores, with an average score of 4.11. This indicates that respondents have good awareness of the brand being studied. The high scores on all indicators show that the brand is successfully remembered, recognized, and influences consumer purchasing decisions. The higher a brand's brand awareness, the stronger its influence on purchasing decisions. Consumers who are familiar with a brand will feel more confident and comfortable choosing that product compared to an unfamiliar brand. This is because brand awareness builds positive perceptions and trust, which are the main foundation of the purchasing decision-making process (Lestari et al., 2024).

### 5. Purchase Decisions

The purchase decision is a process whereby consumers identify a problem, then search for data and information about the product they are looking for, and then evaluate each alternative to determine which one can solve their problem, after which they make a purchase. The purchase decision variables consist of four indicators, namely need recognition, information search, alternative evaluation, and post-purchase behavior. Overall, they obtained an average score of 4.23 in the "Very High" category.

This high score indicates that respondents go through a very mature and structured purchasing decision-making process. Consumers are not only able to recognize their needs well, but are also active in seeking information, evaluating various alternatives, and showing a high level of satisfaction after making a purchase.

## 6. Hypothesis Testing

Hypothesis testing was conducted using the Structural Equation Modeling Partial Least Squares (SEM-PLS) approach with the help of the SmartPLS version 4 application. The test model displays the relationship between latent variables along with path coefficient values, t-statistics, and p-values as a basis for decision making. In this model, several variable abbreviations were used to simplify visualization. IP stands for product innovation, which is measured through four main indicators, namely relative advantage, complexity, testability, and observability. PD stands for digital promotion, which includes the indicators of price discounts, advertising, publicity, and direct marketing. KP stands for purchase decision, which includes indicators of need recognition, information search, alternative evaluation, and post-purchase behavior. Meanwhile, BA stands for brand awareness, which is formed from three indicators, namely brand recall, brand recognition, and purchase decision. The results of testing the relationship between these variables are shown in the figure below:

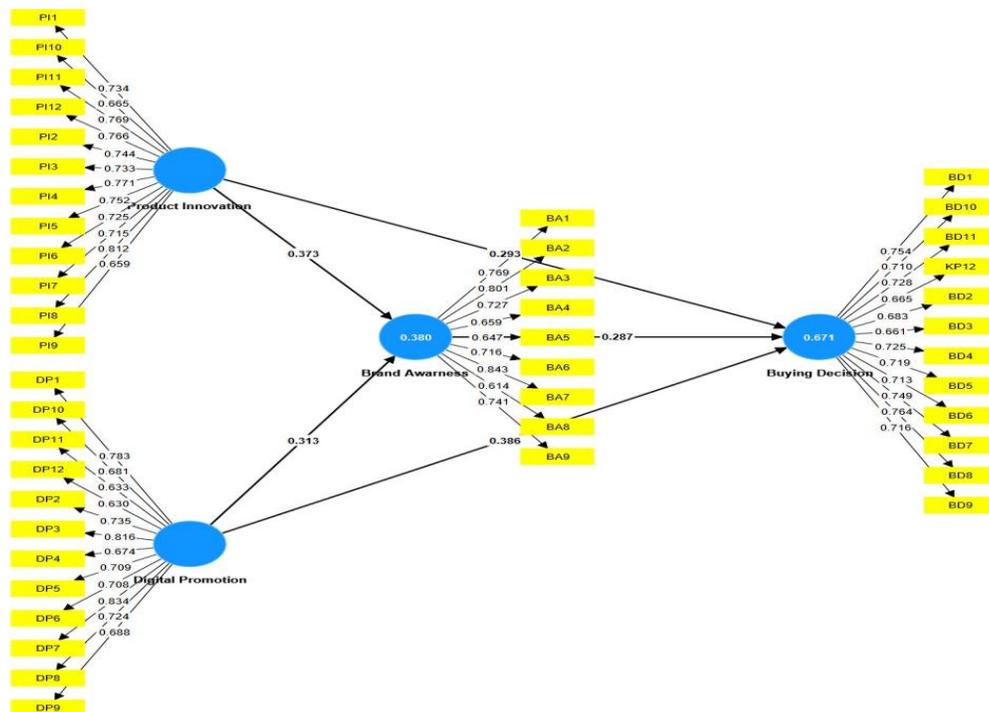


Figure 1. Research Model Results in SmartPLS

### a. Construct Validity

Based on testing using SmartPLS on the outer model, it can be seen that the value of each indicator or outer loading is greater than 0.7 and based on the AVE value table, all variables have a value  $>0.5$ . These results indicate that each variable has a good discriminant validity value. Thus, all indicator items can be said to be valid because they meet the convergent validity requirements and further analysis can be carried out.

Table 1. Factor Loadings and Average Variance Extracted (AVE) Results

Indicator	Outer Loading Value	Average Variance Extracted (AVE)	Description
<b>Product Innovation</b>			
PI1	0.734	0.545	Valid
PI2	0.744		Valid
PI 3	0.733		Valid
PI 4	0.771		Valid
PI 5	0.752		Valid
PI 6	0.752		Valid
PI 7	0.715		Valid
PI 8	0.812		Valid
PI 9	0.659		Valid
PI 10	0.665		Valid
PI 11	0.769		Valid
PI 12	0.766		Valid
<b>Digital Promotion</b>			
DP1	0.783	0.519	Valid
DP2	0.630		Valid
DP3	0.816		Valid
DP4	0.674		Valid
DP5	0.709		Valid
DP6	0.708		Valid
DP7	0.834		Valid
DP8	0.724		Valid
DP9	0.688		Valid
DP10	0.681		Valid
DP11	0.633		Valid
DP12	0.630		Valid
<b>Brand Awareness</b>			
BA1	0,293	0,529	Valid
BA2	0,769		Valid
BA3	0,727		Valid
BA4	0,659		Valid

BA5	0,647		Valid
BA6	0,716		Valid
BA7	0,843		Valid
BA8	0,614		Valid
BA9	0,741		Valid
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Buying Decision			
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BD1	0,754	0,513	Valid
BD2	0,683		Valid
BD3	0,661		Valid
BD4	0,725		Valid
BD5	0,719		Valid
BD6	0,713		Valid
BD7	0,749		Valid
BD8	0,764		Valid
BD9	0,716		Valid
BD10	0,710		Valid
BD11	0,728		Valid
BD12	0,665		Valid

Source: Data Processing Results (2025)

To assess discriminant validity, the heterotrait-monotrait ratio (HTMT) was used with an accepted threshold value of <0.9 (Sarstedt,2021).

Table 2. HTMT Ratio Results

Variable	Brand awarness	Product Innovation	Purchase Decision	Digital Promotion
Brand awarness				
Product Innovation	0.611			
Purchase Decision	0.727	0.734		
Digital Promotion	0.583	0.663	0.784	

Source: Data Processing Results (2025)

## B. Composite reliability

Composite reliability is used to measure the internal consistency of a construct with two measuring instruments, namely: Internal consistency, which tests the extent to which indicators in a construct are correlated with each other. Cronbach's Alpha, which assesses the reliability of a construct. If the composite reliability value is > 0.70, then the construct is considered to have good reliability (Sarstedt et al., 2021).

Table 3. Composite reliability results

Variabel	Composite reliability
Brand Awarness	0,894
Product Innovation	0,929
Purchase Decision	0,915
Digital Promotion	0,916

Source: Data Processing Results (2025)

### C. Direct Effect

Hypothesis testing was conducted by examining the original sample estimates (O) to determine the direction of the relationship between variables, as well as t-statistics (T) and p-values (P) to determine the significance level of the relationship. Original sample values close to +1 indicate a positive relationship, while values close to -1 indicate a negative relationship (Sarstedt et al., 2021) . T-statistics values greater than 1.96 or p-values smaller than the significance level (<0.05) indicate that a relationship between variables is significant. The results of the research hypothesis testing can be seen in the following table:

Table 4. Results of Hypothesis Testing (Direct Effect)

Variable	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P values
Z > Y	0.287	0.287	0.080	3.606	0.000
X1 > Z	0.373	0.382	0.100	3.748	0.000
X1 > Y	0.293	0.294	0.094	3.129	0.002
X2 < Z	0.313	0.316	0.121	2.577	0.010
X2 > Y	0.386	0.386	0.086	4.496	0.000
X1>Z >Y	0.090	0.090	0.043	2.106	0.035
X2 > Z > Y	0.111	0.111	0.046	2.343	0.019

Source: Data Processing Results (2025)

Based on the data presented above, it can be explained that in this study related to testing the direct effect hypothesis, the results obtained are as follows:

1. Product innovation has a positive and significant effect on purchasing decisions.
2. Digital promotion has a positive and significant effect on purchasing decisions at Fashion business.
3. Brand awareness has a positive and significant effect on purchasing decisions.
4. Product innovation has a positive and significant effect on brand awareness.
5. Digital promotion has a positive and significant effect on brand awareness.

### D. Indirect Effect

An indirect effect occurs when an independent variable influences a dependent variable through the mediating role of another variable. The mediation test results are

calculated using the Variance Accounted For (VAF) approach to determine whether the mediation is partial or complete.

1. Product innovation has a significant effect on purchasing decisions through brand awareness.
2. Digital promotion has a positive and significant effect on purchasing decisions through Brand Awareness.

## **DISCUSSION**

### **1. Product innovation has a positive and significant effect on purchasing decisions**

Based on the hypothesis test results, the magnitude of the direct influence of product innovation on purchasing decisions is p-value of 0.000 and T-statistics of 3.938. Because the p-value is less than 0.05 and the t-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. The results of this study indicate that product innovation has a positive and significant effect on purchasing decisions. These findings indicate that the better the innovation implemented by Fashion business, the higher the interest and purchasing decisions to buy the product. These results are in line with previous studies, such as those conducted, which generally support that product innovation contributes positively to purchasing decisions (Seng & Bhd, 2024). However, the majority of studies support the hypothesis that product innovation has a positive and significant effect on purchasing decisions, as found in this study. Product innovation directly and significantly influences repurchase intentions. Product innovation also positively impacts customer satisfaction, which in turn strengthens repurchase intentions. This means that innovation can increase consumers' positive perceptions of product quality, thereby increasing satisfaction and encouraging subsequent purchasing decisions (Aqila et al., 2025).

### **2. Digital promotions have a positive and significant effect on purchasing decisions at Fashion business**

Based on the results of the hypothesis test, the magnitude of the direct effect of digital promotion on purchasing decisions at Fashion business shows a p-value of 0.000 and a T-statistics value of 4.215. Because the p-value is less than 0.05 and the T-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. Overall, the digital promotion variable obtained an average score of 4.03, which is classified as high. This indicates that Fashion business's digital promotion strategy has been successful, with attractive content, targeted platforms, and promotional messages that influence consumer perceptions. Meanwhile, the purchase decision variable has a higher score of 4.31, which falls into the very high category. As stated in the research by (Diki Ramadhan et al., 2024), digital promotion significantly influences interest and purchase decisions. This finding further reinforces that in today's digital era, optimizing digital promotion is a determining factor in driving consumer purchase decisions, including for businesses such as Fashion business. Digital promotions have a positive and significant influence on purchasing decisions in the fashion business. Digital promotions

conducted through social media, paid advertising such as Instagram Ads, and collaborations with influencers have been proven to increase brand awareness, consumer interest, and ultimately drive purchasing decisions. This strategy is effective in expanding market reach and building strong interactions with customers through engaging content and appropriate calls to action. In the fashion business context, the use of digital promotions provides consumers with ease and convenience in accessing products, which ultimately increases sales volume and customer loyalty. These findings indicate that structured and sustainable digital promotion management is key to positively and significantly influencing purchasing decisions in the fashion sector (Lestari et al., 2024).

### **3. Brand Awareness has a positive and significant influence on purchasing decisions**

Based on the hypothesis test results, the magnitude of the direct influence of brand awareness on purchasing decisions shows a p-value of 0.000 and a T-statistics value of 4.215. Because the p-value is less than 0.05 and the T-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. These results indicate that brand awareness has a positive and significant effect on purchasing decisions. The results of this study are in line with previous findings, which states that brand awareness significantly increases interest and purchasing decisions (Chen et al., 2024). Similarly, that the stronger the brand awareness, the greater the chance that the brand will be chosen by consumers in a competitive market situation. These findings further strengthen the empirical evidence that brand awareness building strategies are fundamental steps in driving sales growth and customer loyalty. Brand awareness has a positive and significant influence on purchasing decisions. High brand awareness makes consumers more familiar with and trust the products offered, thereby increasing interest and intention to make a purchase. Brand awareness plays a crucial role in shaping positive perceptions of a product, as well as fostering consumer trust and loyalty, which ultimately strengthen purchasing decisions. Therefore, strategies to increase brand awareness through various effective communication and promotional media are crucial for businesses to attract and retain customers and drive significant sales increases (Kehinde, n.d.)(Dani et al., 2024).

### **4. Product innovation has a positive and significant impact on Brand Awareness**

Based on the hypothesis test results, the magnitude of the direct influence of product innovation on brand awareness shows a p-value of 0.000 and a T-statistics value of 4.215. Since the p-value is less than 0.05 and the T-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. These results indicate that product innovation has a positive and significant effect on increasing brand awareness. Product innovation plays a crucial role in building brand awareness, from creating competitive advantages, increasing brand appeal, to expanding market reach. The results of this study reinforce the findings that product innovation has a positive and significant effect on brand awareness. These results align with previous research, which generally states

that product innovation is one of the key factors in building brand awareness (Hanaysha, J., Hilman, 2015).

#### **5. Digital promotion has a positive and significant effect on brand awareness**

Based on the hypothesis test results, the magnitude of the direct effect of digital promotion on brand awareness shows a p-value of 0.000 and a T-statistics value of 4.215. Since the p-value is less than 0.05 and the T-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. These results indicate that digital promotion has a positive and significant effect on increasing brand awareness. Overall, the digital promotion variable obtained an average score of 4.05, which is in the high category. This shows that the digital promotion strategy has been implemented well, where the content is easy to understand, the platform used is on target, and the optimal marketing frequency is able to increase consumer engagement. Meanwhile, the brand awareness variable obtained a very high score of 4.38. This score is higher than the digital promotion variable score, indicating that most consumers are familiar with and remember the brand well as a result of the digital campaign. Digital promotion plays an important role in building brand awareness, from increasing audience reach, strengthening brand image, to encouraging direct interaction with consumers (Pramayanti, 2024). These results are in line with previous studies, which generally support that digital promotion contributes positively to increasing brand awareness (Paputungan et al., 2023). Meanwhile, directly supports the hypothesis that digital promotion has a positive and significant effect on brand awareness (Nisa et al., 2024).

#### **6. Product innovation has a significant effect on purchasing decisions through brand awareness**

Based on the results of the hypothesis test, the magnitude of the direct effect between product innovation and purchasing decisions through brand awareness is p-value of 0.000 and T-statistics of 4.215. Since the p-value is less than 0.05 and the T-statistics is greater than 1.96, it can be concluded that the hypothesis is accepted. These results indicate that product innovation has a positive and significant effect on purchasing decisions with brand awareness as a mediator. In other words, the better the innovation of a product, in terms of design, function, and added value, the greater the consumer awareness of the brand (brand awareness) and ultimately the purchasing decision. Overall, the product innovation variable obtained an average score of 4.05, which is in the high category. These results are in line with previous studies such as those conducted by (Tannady et al., 2022) which generally support that product innovation contributes positively to brand awareness and purchasing decisions. Meanwhile, the study that product innovation has a positive and significant effect on purchasing decisions through increased brand awareness (Mangalindung & Hendayana, 2024).

## **7. Digital promotion has a positive and significant effect on purchasing decisions through brand awareness**

Based on the hypothesis test results, the magnitude of the influence of digital promotion on purchasing decisions through brand awareness shows a p-value of 0.000 and a T-statistics value of 4.215. Because the p-value is less than 0.05 and the T-statistics value is greater than 1.96, it can be concluded that the hypothesis is accepted. These results indicate that digital promotion has a positive and significant effect on purchasing decisions with brand awareness as a mediator. Overall, the digital promotion variable obtained an average value of 4.05, which is in the high category. The results of this study are in line with previous findings that digital promotion significantly strengthens brand awareness and has a positive impact on purchasing decisions (Sherlinadya, F., Rukhviyanti, 2025). Meanwhile, directly supports the hypothesis that digital promotion has a positive and significant effect on purchasing decisions with brand awareness as a mediating variable (Hanaysha, J., Hilman, 2015). Thus, it can be concluded that the effectiveness of digital promotion not only increases brand recognition but also becomes a determining factor in the consumer purchasing process.

## **CONCLUSION AND RECOMMENDATIONS**

The final results of this study indicate that product innovation and digital promotion have a significant effect on purchasing decisions, both directly and indirectly through Brand Awareness as an intervening variable. Brand Awareness has been proven to play an important role in strengthening the relationship between marketing strategies and consumer purchasing decisions at Fashion business. Thus, companies that are able to deliver product innovations that are in line with market trends and implement targeted digital promotions will find it easier to increase brand awareness while encouraging consumer loyalty and purchasing decisions. The implications of these findings provide practical benefits for business actors, especially in the MSME fashion sector. The results of this study can be used as a reference in designing more effective innovation- and digital-based marketing strategies, with a focus on increasing brand awareness. For academics, this research contributes theoretically to the development of literature in the field of digital marketing and consumer behavior, especially regarding the mediating role of Brand Awareness. However, this research has limitations in that the sample size is limited to only 100 respondents and the scope is focused on one business, namely Fashion business in Gowa Regency. This condition limits the generalization of the findings to the broader fashion industry context and other business sectors. Additionally, the data obtained is based solely on consumer perceptions through questionnaires, so there is a possibility of subjective bias in the respondents' answers. Based on these limitations, the recommendation that can be given is to expand the research sample by involving more respondents from various regions and market segments so that the research results are more representative.

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