

The role of brand awareness, digital marketing and electronic word of mouth (E-WOM) toward purchase intention on social media: An empirical study on Indonesian SMEs

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ABSTRACT

This research aims to analyze the relationship between brand awareness and purchase intention. Digital marketing purchase intention and word of mouth on purchase intention. This research is quantitative research with an explanatory method that aims to explain the relationship between symptoms. This study intends to conduct hypothesis testing to explain the relationship and influence between variables. The data used in this study are primary data through an online questionnaire method. The questionnaire answers are in the form of a Likert scale which is an interval scale with a scale of 1 to 7. Data processing in this study uses the Partial Least Square (PLS) method with the help of SmartPLS software. This method is Structural Equation Modeling (SEM) which can accommodate the relationship between very complex variables but the data sample size is small. The respondents who were sampled were 436 MSME owners, while the questionnaires that were returned completely and filled out properly amounted to 344 questionnaires. The questionnaires that were valid and reliable from the next stage were distributed to the research respondents whose results would be processed using SmartPLS software. The stages of data processing carried out include evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Evaluation of the measurement model consists of validity tests and reliability tests. Validity test can be seen from the standardized loading factor value. An indicator is said to be valid when the loading factor value is greater than or equal to 0.7. While the reliability test is seen from the Cronbach's Alpha and Average Variance Extracted (AVE) values. A construct is declared reliable when the Cronbach's Alpha value is greater than or equal to 0.7 and the minimum AVE value is 0.5. Furthermore, the hypothesis test is to see the significance of the relationship between constructs which can be seen from the path coefficient. This calculation looks at the t-statistic and p-value values generated from calculations using SmartPLS. Path coefficients that have a t-statistic value ≥ 1.96 or have a p-value ≤ 0.05 are declared significant. The results of this research are that Brand awareness has a positive and significant effect on purchase intention. Digital Marketing has a positive and significant effect on purchasing intention. Word of Mouth has a positive and significant effect on purchasing intention.

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1. Introduction

In the era of globalization, digitalization is very important for companies, especially in Indonesia, which is experiencing rapid growth in digital technology. Digital technology makes work more effective and efficient. In 2025, Indonesia is predicted to have 296.4 million people, with 187 million of them being active social media users, equivalent to 60.4% of the total population and 78% of internet users. The average internet usage time in Indonesia is 7 hours 42 minutes per day, with 3 hours 18 minutes of which are used for social media. The increase in social media usage has an impact on changes in consumer

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behavior in buying or selling products (Maria *et al.* 2019). That 97% of consumers are influenced by comments on social media, thus affecting marketing activities and consumer purchasing interest. In a competitive market, brands play an important role in companies that survive. In the future, marketing will be more directed at competition between brands, namely competition to attract consumers through a brand. Brands are not only referred to as names, logos or symbols but are also considered as product values for consumers. Brands play an important role in the survival of companies by capturing potential consumers in a competitive market. Brands can play several important roles in improving consumers' lives and the company's financial value. In other words, brands can play a role as a source of income for the company, so brands are one of the strategic decisions that the company must consider (Babić *et al.* 2016).

Digital marketing strategy survey data shows that content marketing gets 58% of visitors or users, followed by search engine optimization at 50%, email marketing at 47% and so on. From the type of digital marketing, it can be shown that digital marketing can be used as a strategy to attract consumers. The phenomenon obtained from the digital marketing strategy survey is that consumers are faced with choosing what type of digital marketing is effective to use to market products (Litvin *et al.* 2008). Types of digital marketing include Content marketing, Search Engine Optimization, Email marketing, Search and social ads, social media marketing, etc. in influencing buying interest in finding out product information that consumers want when shopping. The purpose of entrepreneurs marketing their goods through digital marketing is so that they can be effective in attracting potential consumers quickly, easily, precisely and widely. In carrying out modern marketing activities or digital marketing, sellers carry out their marketing activities through the marketplace (De Pelsmacker *et al.*, 2018).

Brands can provide great benefits to both manufacturers and consumers. For manufacturers, the main benefit of branding is that customers remember their products better. A strong brand name and logo or image help to maintain a company's image in the minds of consumers. Many people see the brand as part of the product or service that helps to demonstrate its quality and value. A strong brand creates a well-known business image. A brand can be said to have equity if consumers recognize and remember the brand in one product category outside of other products. The role of brand awareness in brand equity, if consumers can recognize or remember the brand more quickly, it means that the brand has a high value. The ability of customers to recognize or remember that the brand is part of the product (Purwanto *et al.* 2024). Brand awareness is related to an impression that has been stored in memory which is reflected in the ability of consumers to remember or recognize the brand under different conditions. Building brand awareness means making consumers understand the product category. Brand awareness will create a brand image. Through a strong brand image, customers will have a positive assumption about the products offered by the company so consumers will not hesitate to buy the product (Rahadjeng *et al.*, 2022). Brand image is very important for the company. Through a good brand image, it can create emotional value for consumers, which will create positive feelings at the time of purchase or use of the brand. On the other hand, if a company has a bad image in the minds of consumers, then consumers are less likely to buy such products. Purchase intention is the ability of consumers to buy a brand or switch to another brand. Purchase intention reflects consumer behavior before making a purchase decision and includes an evaluation of a product or service. This evaluation includes consumer perceptions, behaviors, and attitudes toward the product or marketer. Marketers consider purchase intention as a leading indicator of future purchase decisions, because consumers may have plans or aspirations to buy a particular product in the future. Purchase intention is a planned plan or action that can become actual purchasing behavior in the future (Kim *et al.*, 2021).

The word of mouth variable affects consumer purchasing interest, where purchasing interest can arise due to word of mouth as measured by reference group indicators (family, close friends, and acquaintances) (Rageh *et al.* 2012). Word of mouth can influence consumers. Word of mouth can encourage consumer purchasing interest. Word of mouth can influence consumer purchasing decisions. Word of mouth conducted online can have a longer effect than that conducted traditionally. Word of mouth can arise as a result of consumer satisfaction and trust, consumer satisfaction and trust can improve consumer attitudes in making repeat purchases, this study is based on the theory of reasoned action (TRA). Word of mouth marketing can be interpreted as oral, written, and electronic communication between communities related to the advantages or experience of buying or using products or services. Word of mouth is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially, both brands, products and services (Pfeffer *et al.* 2014).

One of the marketing strategies that is quite effective and widely used is the Word of Mouth marketing strategy, although it is considered a traditional marketing strategy, this method is quite powerful to convince consumers so that they have a desire to buy or try the product (purchase interest) (Sotiriadis *et al.* 2013). Word of mouth in this case is also a fairly powerful strategy among students, because based on their experiences, they can recommend each other a product that according to their experience is quite good in terms of quality, price and ease of use. Word of mouth communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information. Purchase interest is thought to be a positive factor that influences consumer behavior in meeting their life needs. In this case Word of Mouth (WOM) has a very important role in consumer behavior. Word of Mouth or often abbreviated as WOM is an action by consumers to provide impressive information to consumers or other potential consumers who have used a brand or product (Ismagilova *et al.* 2020). This information channel spreads through mouth and can become a chain message to other consumers. WOM can be an advertising method that can be influential because it is more trustworthy, because in general the information that is spread comes from the experiences of

consumers who are satisfied with using a brand or product. The aim of this research is to analyze the relationship between brand awareness and purchase intention. Digital marketing purchase intention and word of mouth on purchase intention.

2. Literature Review

2.1 Brand awareness

Brand awareness is the ability of consumers to recognize a brand under various conditions and is related to brand recognition or recall (Bughin *et al.*, 2010). Brand awareness influences purchasing choices if the product meets consumer expectations and plays an important role in guiding purchasing interest. Consumers with high brand awareness find it easier to make purchasing decisions, because the more familiar the brand is, the stronger the consumer's purchasing interest in it. Thus, there is a close relationship between brand awareness and purchasing interest, where the higher the brand awareness, the higher the consumer's purchasing interest. Brand awareness is the ability of consumers to recognize and identify a brand under various conditions, which is reflected in their recognition and recall, brand awareness is the ability of consumers to remember and recognize a brand in their minds, brand awareness as the ability to remember a brand based on a particular product category, High brand awareness means that many consumers recognize the brand, which makes it easier for them to buy the product (Anwar *et al.*, 2023). Companies can use brand awareness to provide consumers with a deeper understanding of their products, so that consumers feel safer and more confident in buying familiar products. In conclusion, brand awareness is the ability of consumers to recognize and remember a brand in a collection of products, which distinguishes it from competitors' products and increases the likelihood of purchasing interest. Brand Awareness Indicators include: 1. Brand Recall. The strength of consumers' memory in remembering the first brand that comes to mind when asked about a particular product category. 2. Brand Recognition. The ability of consumers to recognize a particular brand in a product category with the help of or characteristics mentioned. 3. Purchase. How strongly consumers remember the brand when considering alternative products to buy. 4. Consumption. Consumers choose a particular brand because the brand is already the first in their mind (Febriyantoro *et al.*, 2020). Brand awareness is the customer's ability to remember and recognize a brand in a particular product category. Brand awareness is related to the presence and strength of a brand in the minds of consumers, resulting in their ability to recognize the brand in various market conditions. Brand awareness has a meaning related to a particular brand symbol. With Brand Awareness, it helps consumers distinguish products/services that have the same quality but from different brands. Brand awareness consists of brand recognition and brand recall. Brand awareness has several capabilities, namely (1) the customer's ability to remember the brand name, (2) the customer's ability to identify the brand with brand cues (Olson *et al.*, 2021).

2.2 Digital marketing

Digital marketing is an activity to promote a company's products or brands, using electronic media. Digital Marketing is also called online marketing, internet marketing, or web marketing. The purpose of digital marketing is to promote a brand, build preferences, and increase company sales through various digital marketing techniques (Ferguson *et al.*, 2008). The digital era has brought various good changes as positive impacts that can be used as well as possible. However, at the same time, the digital era also has a negative impact, so that this becomes a new challenge in human life. Challenges in the digital era have also entered various fields such as socio-culture, defense, security, politics, economics and information technology itself. Digital marketing is a product and service marketing technique that is carried out using digital media. Media used for digital marketing such as websites, video marketing, advertising, social media, email marketing, etc. The purpose of this digital marketing is to reach a wider market with internet media marketing. All media used in digital marketing have the aim of being able to connect with potential consumers. From here, we can educate potential consumers about the products or services we have, then do branding and then we can offer the products or services being sold (Heskiano *et al.*, 2020). Digital marketing is the use of various online platforms or media such as social media, email and various other online platforms to promote, market, and communicate products and services (Smith *et al.*, 2007). The main purpose of digital marketing is to increase visiting decisions, increase brand awareness, increase sales, and attract the attention of potential customers. Digital marketing has a very broad definition with various concepts and different implementation systems. Digital marketing is digital marketing is a form of company effort in marketing its products and services into digital technology online in order to gain a global and specific market. Digital marketing strategies will continue to develop along with the development of technology and over time, companies will continue to update their strategies to survive in this dynamic market. Digital marketing is not just about advertising, but also about interacting with potential customers and building long-term relationships. Digital marketing has an important role in the modern business world and plays a core role in attracting visitors to online platforms or websites (Hennig *et al.*, 2004).

2.3 Word of Mouth

Word of mouth communication refers to the exchange of comments, thoughts, or ideas between two or more consumers, none of whom are marketing sources. In the formation of word of mouth there are two sources that cause it, namely reference groups and opinion leaders. A group consists of two or more people who interact with each other to achieve the same goal, and have the same background and are not incorporated. Important forms of groups include family, close friends and partners (Bilgin *et al.*, 2018). Opinion leaders are people who often influence the visible attitudes or behavior of other individuals.

Word Of Mouth (WOM) or word of mouth communication is any form of notification or information that contains a person's experience after buying a product, which is communicated to others individually or in groups. Word of mouth is one of the effective marketing strategies to reduce the cost of promotion and distribution of a company. Word of mouth can influence other people, images, and thoughts. Word of mouth has an important role in influencing consumer behavior and consumer buying interest. According to Hasan, word of mouth is part of a promotional strategy in marketing activities that uses satisfied people to increase product awareness and generate certain sales levels. The definition of word of mouth according to (Smith *et al.*, 2011) marketing activity that triggers consumers to talk about, promote, recommend and even sell a brand of a product to other potential consumers. Word of mouth can market a product and service with a marketing virus through conversations, promotions, and recommendations from customers about products and services to others enthusiastically and voluntarily. Word of mouth can spread so quickly if the customer or individual who spreads it has a network. Word of mouth marketing is the only promotional method from customer to customer, and for customers. Word of mouth is a communication channel that has consumed a product or used a company's services, and obtained satisfaction then recommended it to others about their experience. The definition of word of mouth is an activity where consumers provide information about a brand or product to other consumers. Word of mouth as something that many people talk about. The conversation occurs because there is a controversy that is different from things that are common and normal for people to see (Seo *et al.*, 2018).

2.4 Purchase Intention

Purchase intention is consumer behavior that appears as a response to an object that indicates a consumer's desire to buy. This shows that purchase intention is a type of decision related to why consumers tend to buy a particular brand. The approach used in this study is the consumer behavior approach, because purchase intention is consumer behavior that appears as a response to an object that indicates a customer's desire to buy (Kannan *et al.*, 2017). There are external and internal factors in consumer behavior that influence purchases, one of which is the psychological factor which is included in the external factor. Purchase Intention refers to a combination of consumer interest in a brand or product and the possibility of buying those products in the future. Consumer attitudes towards a brand will affect purchase intention for a particular product and purchase intention is the main determinant when making a purchase decision (Haudi *et al.*, 2022). Purchase intention is consumer behavior that aims to buy or choose a product that refers to their experience, use and desire for a product. While the indicators of purchase intention are: (1) Transactional interest, (2) Referential interest, (3) Preferential interest, (4) Explorative interest. Purchase intention is how likely consumers are to buy a product or switch from one brand to another. Purchase interest reflects the potential of consumers in choosing and purchasing a particular brand or service. Purchase interest is a condition in which consumers consider various factors in the purchasing decision-making process. Purchase interest can be identified through four main indicators: 1. Transactional Interest. The tendency to immediately buy or own a product. 2. Referential Interest. The tendency to recommend a product to others. 3. Preferential Interest. A strong preference for a particular product that makes consumers ignore other options. 4. Explorative Interest. The tendency to continue looking for additional information about the product of interest.

Relationship between Brand Awareness and Purchase Intention

Brand awareness refers to the process from feeling unfamiliar with a brand to believing that the brand stands alone in a particular product or service category (Bala *et al.*, 2018). If a brand is already in the mind of a consumer, it will be difficult to replace it with another, even though consumers are filled with advertisements for other brands every day (Ennew *et al.*, 2000). With strong brand awareness, consumers will always remember a particular brand and continue to influence their purchasing behavior because they assume that the brand they know will be able to provide the comfort and security they want, brand awareness has a positive and significant effect on purchase intention. These results indicate that the higher the popularity of a brand, the higher the purchase intention, conversely the lower the popularity of a brand, the lower the purchase intention (Saura *et al.*, 2021). Based on the theoretical study and previous research results, the third hypothesis of this study is formulated as follows:

H₁: *Brand awareness has a positive and significant effect on purchase intention.*

The relationship between digital marketing and purchase intention

Digital marketing is a creature that can grow and develop by spreading continuously and then entering into a process that has been formed by the organization for decades (Tapanainen *et al.*, 2021). Digital marketing carried out by marketers today is able to make marketed products known to consumers more quickly so that consumer buying interest grows faster. Based on previous research results, digital marketing can help increase consumer buying interest. Digital marketing also has a significant effect on buying interest. Digital marketing does not have a significant effect on buying interest (Purwanto *et al.*, 2022). Digital marketing is a shopping activity that utilizes digital media or online. With digital marketing, it makes it easier to make transactions, order and search for information so that people are more interested in shopping online. Therefore, every company must be able to adjust its marketing strategy by moving to online media or what is usually called digital marketing. Digital marketing has a significant effect on buying interest. Consumers feel motivated to buy products due to digital marketing carried out by a company (Tiago *et al.*, 2014). Consumers consider digital marketing to be more informative in

explaining products, easy to trace and more attractive. Therefore, companies can use digital marketing to attract the buying interest of potential consumers.

H₂: *Digital marketing has a positive and significant effect on buying intention.*

Relationship between Word of Mouth and Purchase Interest

Word of mouth will greatly influence consumers who are interested in suggestions from people who have experience with the product. In fact, someone will trust the opinions of others who have experience with a product more than advertisements and promotional media launched by the company (Trusov *et al.*, 2009). Word of mouth towards fast food places in Turkey to find out the quality and perceived value of word of mouth. The study found a positive relationship between customer satisfaction and word of mouth communication from one customer to another to visit fast food sellers (Baker *et al.*, 2016). Word of mouth but through electronic media to find out the extent of the influence on brand image and purchase intention in the automotive industry. This study found that e-WOM has a positive and significant influence on brand image. There is a significant influence between WOM and consumer purchase interest (Järvinen *et al.*, 2015). Word of mouth has a significant influence on purchase interest. Thus, it can be concluded that the existence of word of mouth will be useful as additional information for someone and will arouse someone's interest in purchasing

H₃: *Word of Mouth has a positive and significant effect on buying intention.*

3. Method

This research is quantitative research with an explanatory method that aims to explain the relationship between symptoms. This study intends to conduct hypothesis testing to explain the relationship and influence between variables. The data used in this study are primary data through an online questionnaire method. The questionnaire answers are in the form of a Likert scale which is an interval scale with a scale of 1 to 7. Data processing in this study uses the Partial Least Square (PLS) method with the help of SmartPLS software. This method is Structural Equation Modeling (SEM) which can accommodate the relationship between very complex variables but the data sample size is small. The respondents who were sampled were 436 MSME owners, while the questionnaires that were returned completely and filled out properly amounted to 344 questionnaires. The questionnaires that were valid and reliable from the next stage were distributed to the research respondents whose results would be processed using SmartPLS software. The stages of data processing carried out include evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Evaluation of the measurement model consists of validity tests and reliability tests. Validity test can be seen from the standardized loading factor value. An indicator is said to be valid when the loading factor value is greater than or equal to 0.7. While the reliability test is seen from the Cronbach's Alpha and Average Variance Extracted (AVE) values. A construct is declared reliable when the Cronbach's Alpha value is greater than or equal to 0.7 and the minimum AVE value is 0.5. Furthermore, the hypothesis test is to see the significance of the relationship between constructs which can be seen from the path coefficient. This calculation looks at the t-statistic and p-value values generated from calculations using SmartPLS. Path coefficients that have a t-statistic value ≥ 1.96 or have a p-value ≤ 0.05 are declared significant.

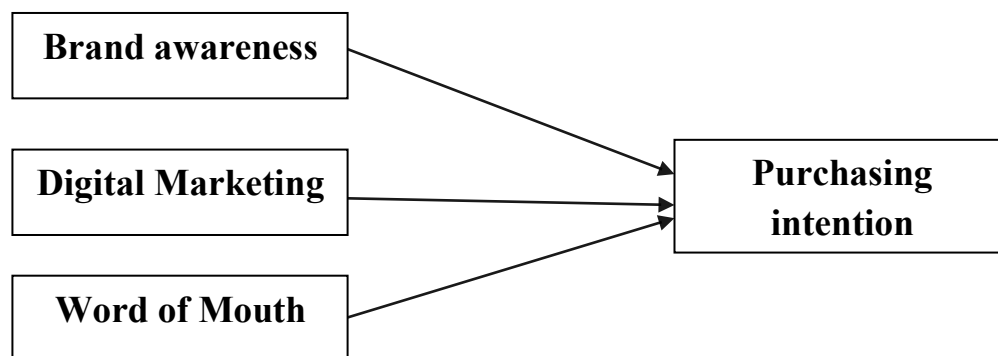


Fig. 1. Research Model

4. Result and Discussion

Quantitative analysis in this study uses Partial Least Square (PLS) data analysis techniques. The results of the PLS analysis are reported through two steps, namely testing the measurement model (outer model) and testing the structural model (inner model).

a. Outer Model Test Results

Outer model measurements are used to test convergent validity, discriminant validity, AVE, Cronbach's alpha and composite reliability obtained by testing the PLS Algorithm.

1) Convergent Validity

Table 1
Convergent Validity

	Brand awareness	Digital Marketing	Word of Mouth	Purchasing intention
BA1	0.765			
BA2	0.732			
BA3	0.714			
BA4	0.727			
DM1		0.798		
DM2		0.708		
DM3		0.705		
DM4		0.711		
WM1			0.776	
WM2			0.722	
WM3			0.716	
WM4			0.719	
PI1				0.796
PI2				0.720
PI3				0.702
PI4				0.702

Based on Table 2, it can be seen that each indicator in each variable in this study meets the convergent validity criteria with a value of > 0.7 so that the data can be said to be valid and meets the convergent validity criteria.

Average Variance Extracted (AVE)

Table 2
Average Variance Extracted (AVE)

Variable	AVE	Criteria	Result
Brand awareness	0.587	> 0.500	Valid
Digital Marketing	0.587	> 0.500	Valid
Word of Mouth	0.534	> 0.500	Valid
Purchasing intention	0.582	> 0.500	Valid

Based on Table 2, it can be seen that all variables in this study have an AVE value > 0.5 so that all variables can be declared valid and meet the Average Variance Extracted (AVE) criteria.

Composite Reliability

Table 3
Composite Reliability

Variable	Composite Reliability	Criteria	Result
Brand awareness	0.786	> 0.700	Reliable
Digital Marketing	0.787	> 0.700	Reliable
Word of Mouth	0.787	> 0.700	Reliable
Purchasing intention	0.781	> 0.700	Reliable

Based on Table 3, it can be seen that all variables in this study have a composite reliability value > 0.7 so that all variables can be declared reliable and meet the criteria for composite reliability.

Cronbach's Alpha

Table 4
Cronbach's Alpha

Variable	Cronbach's Alpha	Criteria	Result
Brand awareness	0.854	> 0.700	Reliable
Digital Marketing	0.812	> 0.700	Reliable
Word of Mouth	0.807	> 0.700	Reliable
Purchasing intention	0.812	> 0.700	Reliable

Based on Table 4, it can be seen that all variables in this study have a Cronbach's alpha value > 0.7 so that all variables can be declared reliable and meet the criteria for Cronbach's alpha.

Inner Model Test Results

The inner model is a test that can show the relationship between independent latent variables and dependent latent variables. This structural model is also called a hypothesis test or influence test. The inner model test in this study is explained by the R-Square test (determination coefficient) and the Q-Square test.

Table 5
Structural Model Test Results (Inner Model)

Purchasing intention	R-Square	0.67	High
	Q-Square	0.64	High

R-Square Test (R²)

The R-Square test or coefficient of determination is used to measure the magnitude of the influence of independent variables in influencing the dependent variable. In Table 5, it can be seen that the purchase intention variable is influenced by the Brand awareness, Digital Marketing and Word of Mouth variables by 67% and the remaining 37% is influenced by other factors not included in this research model.

Q-Square Test (Q²)

The Q-Square or predictive relevance test is used to measure the level of goodness of observations generated from parameters and estimation models. In table 5, it can be seen that the purchase intention variable obtained a Q-Square value of 0.64. By looking at these results, the model and parameter estimates in this study can be said to be good because they have predictive relevance.

Path Coefficient Test Results and Hypothesis Testing

In the use of the SmartPLS 4.0 program, the hypothesis acceptance criteria are carried out by bootstrapping, so that the relationship between the influence of the independent variable on the dependent variable can be known. A hypothesis can be said to be accepted and significant if the P-value is < 0.5 and the t-statistic value is $>$ t-table (1.96). The results of the path coefficient test and hypothesis test are as follows:

a) Patch Coefficient Results or direct effects

Table 6
Path Coefficient Results or Direct Effects

Hypothesis	T Value	P Value	Result
Brand awareness has on purchasing intention.	4.34	0.000	Supported
Digital Marketing on purchasing intention.	3.67	0.000	Supported
Word of Mouth on purchasing intention	4.21	0.000	Supported

Relationship between Brand Awareness and Purchase Intention

The results of the structural equation modeling analysis show that the p value of 0.000 is less than 0.050, so it is concluded that there is a significant relationship. The first hypothesis obtained from the results of this study shows that the effect of brand awareness on purchase intention is significantly positive. The results of this study are in line with research that brand awareness has a positive effect on purchase intention, so it can be said that the hypothesis of brand awareness has a positive effect on purchase intention, purchases are accepted. This means that increasing brand awareness will significantly increase purchase intention (Hudson *et al.*, 2015). This means that the higher the level of product awareness, the higher the consumer's purchase intention. Conversely, the lower the level of product awareness, the lower the consumer's intention to buy the product (Balakrishnan *et al.*, 2014). These results indicate that the values contained in brand awareness are well perceived and have a real impact on consumer purchase intention at Blibli. When consumers feel familiar with e-commerce and know the benefits they will enjoy, it can encourage them to choose e-commerce.

Brand awareness can help in the purchasing process by allowing consumers to recognize brands among various products and help them make decisions to buy them. The results of the study state that brand awareness has a positive and significant influence. The results of the study can be concluded that knowledge about brands, especially information about the benefits and advantages of brands, can encourage consumer interest in buying a product. brand awareness affects purchase intentions

both partially and simultaneously. brand awareness is an asset that can last a very long time (Ennew *et al.*, 2000). Brand awareness is an intangible asset, which includes brands, perceived quality, names or images, symbols, and slogans of a brand which are the main sources of competitive advantage in the future. brand awareness is an important capital, because it is one of the factors that influences purchasing decisions (Phelps *et al.*, 2004). Purchasing decisions are a process in which consumers recognize their problems, seek information about certain products or brands and evaluate how well each alternative can solve their problems, which then leads to purchasing decisions. Previous studies have concluded that brand awareness does not affect purchasing decisions.

Relationship Between Digital Marketing and Purchase Interest

The results of the structural equation modeling analysis show that the p value of 0.000 is less than 0.050, so it is concluded that there is a significant relationship. The ease of transactions offered by online media has caused people in Indonesia in particular to be more interested and make more transactions through online media. So that companies or sellers must still be able to adjust to the current situation and conditions. Marketing through digital will improve performance for the company itself, this is also directly proportional to previous research that digital marketing has an influence on consumer purchase interest (Karjaluo *et al.*, 2016). The application of digital technology has had an impact on every aspect of business activity, for example marketing (King *et al.*, 2014). Digital marketing is used to attract more consumers quickly, connect with them, promote business brands, build consumer loyalty and increase sales, which ultimately increases profits. One of the most important influences of digital marketing on consumer purchase interest is the ability to provide complete and easily accessible information about the products or services offered. Through the website or social media, consumers can find product descriptions, customer reviews and even video tutorials that provide a clear picture of the benefits and advantages of the product. In addition, digital marketing allows businesses to reach consumers with marketing messages more accurately. Paid advertising on social media platforms and Google allows businesses to target ads to the right consumers based on demographics, interests and online behavior (Hennig *et al.*, 2003). This ensures that marketing messages reach people around them who are interested in the products or services offered. The commenting or direct message feature on social media also allows business actors to answer consumer questions, provide product recommendations, and even offer special discounts and promotions. This interaction builds trust, strengthens the relationship between businesses and consumers, and ultimately influences consumer purchasing interest. It is undeniable that digital marketing has changed the way consumers make purchases. Increasingly complex digital era purchases make consumers do research before making a purchase. They read customer reviews, compare prices, and receive recommendations from friends and online influencers before making a purchase decision. So, companies that can optimize their digital marketing strategies can gain a competitive advantage in influencing consumer purchasing decisions (Rialti *et al.*, 2017).

Relationship Between Word of Mouth and Purchase Interest

The results of the structural equation modeling analysis show that the p value of 0.000 is less than 0.050, so it is concluded that there is a significant relationship. Word of Mouth is a communication carried out by consumers who have tried a product, which is then conveyed about the product to others in order to influence that person. Word of Mouth is a low-cost marketing strategy because business actors only need to maximize their products or services with the aim that consumers who have tried the product or service can recommend it to other individuals (Tiago *et al.*, 2014). Word of Mouth (WOM) is a negative or positive expression about a product or service created by customers, former customers, or prospective customers. Meanwhile, Electronic Word of Mouth, which is currently being widely used by business actors, is a hope for customers who have tried the products or services of business actors to provide positive responses through social media and market places. The power of Electronic Word of Mouth is the positive or negative responses given through social media. By implementing a social media activity strategy through interaction and word of mouth (WOM), purchase interest can be increased. Consumer buying interest can be increased by making consumers aware of their needs, as well as external influences. Marketing activities are one of the external aspects that are quite supportive in carrying out effective communication from a business to its target market. Consumer motivation can increase internal strength so that it encourages consumers to make purchases (De Pelsmacker *et al.*, 2018).

The results obtained from all tests indicate that Word of Mouth has an effect on Consumer Purchase Interest. This shows that consumer purchase interest in products is influenced by the power of WOM in the community. Or information spread in the community. Information obtained through communication from person to person will increase knowledge of a product. In addition, the person will be influenced or affected to buy the product. Word of mouth is praise, recommendations and comments from customers about their experiences with services and products that really influence customer decisions or their purchasing behavior (Babić *et al.*, 2016). The next hypothesis is that social media activities have an effect on consumer purchase interest. The results obtained show that social media activities have the power to influence consumer purchase interest. So, the better the Social Media Activities of a product or brand, the more it will increase consumer purchase interest in the product. Consumer purchase interest currently exists because of the influence of social media activities which are quite active and varied. Social media is a phenomenon that has emerged along with the development of technology and the internet. The use of social media is used by people in doing many activities ranging from entertainment, business, searching for

information or other activities. This is what causes activities on social media to influence people, one of which is in terms of interest in buying a product.

Word Of Mouth Communication as informal person-to-person communication between non-commercial communicators and their recipients based on brands, products, organizations, or services. This Word Of Mouth can be positive or negative. Negative Word Of Mouth aims to demean the object in the communication. Word of Mouth Communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information. This communication can be in the form of a conversation, or just a one-way testimonial. For example, speaking directly, by telephone, e-mail, listgroup, or other means of communication. Word Of Mouth can be positive and negative, Satisfied consumers tend to produce positive Word Of Mouth about the services received, while dissatisfied consumers tend to tell others about their disappointment over the bad experiences they receive. The indicators used in this study to measure Word Of Mouth use the following indicators: Talking about positive things, recommending to others and giving encouragement

5. Discussion

Digital marketing is a promotional technique that is packaged to be able to provide a better impact on the course of a business process, especially in the modern era like this. Digital marketing is carried out in order to expand marketing that was previously still carried out conventionally into all-digital marketing. Which will greatly facilitate consumers when they find out information about the products offered by the company with this method, the marketing carried out by the company will be broader and also more flexible. The results of the descriptive static analysis and also the description of the variables show that there are 4 dimensional variables of digital marketing, from these variables it can be seen that consumers from this marketplace are looking for product information using websites and also through internet search engines compared to them through social media or via email. So that when the digital marketing carried out by SMEs is increasingly improved, the interest in buying from marketplace customers for the products offered by social media will also increase. However, the influence of digital marketing on consumer buying interest in social media is categorized as low, and there is an influence from other larger variables that are not in this study. Of the several variables studied regarding digital marketing, the one that has the greatest influence is the website, because many consumers can easily access and also dig information through the website. Furthermore, with the existence of search engine marketing, it also makes it easier for consumers to search for information through the Google search engine. Social media marketing also contributes to attracting consumers to dig information and also make shopping transactions through Social media and e-mail marketing also has a good influence on consumers to get valid information. Digital marketing is a company's product marketing that is carried out with digital media that will be more easily accessed by potential consumers. This marketing provides an opportunity for companies and potential consumers to introduce and get to know products more effectively. This is because access to information related to the product in question can be accessed from anywhere as long as there is an internet connection. Digital-based marketing can also cover a larger market area so that the possibility of interest in the product will be greater. In addition to conducting digital marketing, companies must ensure that the quality of the products they sell has good quality and quality. Product quality can be interpreted as the ability of a product to show durability and also its ability as a tool to meet consumer needs. Poor quality will reduce consumer interest in buying the product in question, which will result in losses for the company.

6. Conclusion

The results of this research are that Brand awareness has a positive and significant effect on purchase intention. Digital Marketing has a positive and significant effect on purchasing intention. Word of Mouth has a positive and significant effect on purchasing intention. Based on the research that has been done and the results obtained, the researcher can provide several conclusions in this study. First, related to word of mouth on purchasing interest. The results of the study show that Word of Mouth influences consumer purchasing interest. So that if the higher the Word of Mouth for products in the community, the more it will affect consumer purchasing interest. Starting from increasing purchasing interest because the information spread is positive, to being able to reduce or eliminate consumer purchasing interest because the information spread is negative about the product. Next is about social media activities. Where the results of the study show that social media activities influence consumer purchasing interest. So that the better and more active the social media activities, the more it will increase consumer purchasing interest in the product. With good social media activities, various information or branding can be conveyed widely and can create opportunities for the emergence of purchasing interest from consumers. Based on the explanation in this study, the researcher has the following suggestions. For further researchers, it is expected to expand the scope of other factors that influence purchasing interest outside of word of mouth and social media activities. For example, product image factors, product/service quality factors, halal labels and the like. In addition, it can expand the reach of the population and research samples. Not only that, further researchers can raise other brands or products from other business sectors that are currently having issues or are in the spotlight. The next suggestion for the brand, is where the results obtained need special attention to be able to maintain consumers or increase consumer buying interest. Namely by focusing on all strategies or activities that can create positive WOM in the community. And maximize the use of social media for promotional or branding activities. With these two factors, management can maximize consumer reach and strengthen consumer buying interest.

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