

The Influence of Digital Marketing and Brand Awareness on Purchase Decisions for Local Micro Small and Medium Enterprises Fashion Brands in Post-New Normal Bandung City

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Abstract

Since the presence of the pandemic, there has been a shift where consumers are now more inclined to make transactions or shop online rather than shopping at conventional stores. Besides that, brand awareness of local products presented through social media can also influence buying interest. So that throughout 2021, public interest in local brands has increased significantly since the COVID-19 pandemic began, including in the city of Bandung. The research method that the authors implement in this study is a type of quantitative research aimed at analyzing a particular sample or population as well as descriptive research. The researcher used primary data in the form of the results of a questionnaire conducted on 100 respondents, which included the millennial generation with an age range of 13-30 years and secondary data, namely processed data that already existed such as journals, books, articles and other sources. The aim is to find out the effect of digital marketing and brand awareness on purchasing decisions for local Umkm fashion brands in post-new normal Bandung city. The results of this study found that there was an influence of digital marketing and brand awareness on purchasing decisions.

Keywords: Brand Awareness, Digital Marketing, Local Brand, Purchase Decision.

INTRODUCTION

Since post-pandemic there has been and the enactment of a new normal which has led to a shift in consumer behavior, especially in local fashion brands. Through a survey conducted by Ipsos Global Trends in 2021, it is known that since the COVID-19 pandemic there has been a significant increase in online shopping activities. Besides that, since the presence of the pandemic, a new habit has emerged in society, one of which is changing their lifestyle. In the report submitted by Ipsos Global Trends 2021, where the results of their survey involved 24 thousand respondents from 25 countries, it was also found that the majority of consumers can find far better and more attractive offers when they shop online. Public interest in local brands has increased significantly since the COVID-19 pandemic began. This happens because when there are limited interactions and the enactment of social distancing makes people more active in using social media.

It cannot be denied that since the onset of the COVID-19 pandemic, there has been rapid progress for Micro, Small and Medium Enterprises (MSMEs) and digital sales in the city of Bandung. Due to an increase in online trade transactions and MSMEs, it is known that as of 2022 in the city of Bandung there have been an increase in the number of up to 180,000 new businesses while online trading transaction activity has also increased by 150 percent. Because with intensive marketing efforts focused on increasing brand awareness, local fashion brands can compete with foreign brands that are already known for their existence. as described above, further studies are needed regarding **The Influence of Digital Marketing and Brand Awareness on Purchase Decisions for Local Micro Small Medium Enterprises Fashion Brands in Post-New Normal Bandung City.**

Formulation of the Problem

From some of the descriptions put forward in the background, the formulation of the problem in this study is as follows:

- What is the influence of digital marketing on purchasing decisions for micro small medium enterprises local fashion brand products in the city of Bandung after the new normal?
- What is the effect of brand awareness on purchasing decisions for micro small medium enterprises local fashion brand products in the city of Bandung after the new normal?
- How big is the influence of digital marketing and brand awareness on purchasing decisions for micro small medium enterprises local fashion brand products in the city of Bandung after the new normal?

LITERATURE REVIEW

Micro Small Medium Enterprises (MSMEs)

According to Tambunan (2013: 2) micro small medium enterprises are productive business units that stand alone, carried out by individuals or business entities in all economic sectors.

Digital Marketing

According to Chaffey and Chadwick (2016:11); So basically digital marketing is a marketing activity that uses digital media using the internet which utilizes media in the form of web, social media, e-mail, databases, mobile/wireless and digital tv to increase target consumers and to find out profile, behavior, product value, as well as the loyalty of customers or target consumers to achieve marketing objectives¹.

Brand Awareness

According to Sasmita and Norazah (2015: 66); Brand awareness is how consumers associate a brand with a particular product. Besides that, brand awareness is very necessary for the emerging communication process, namely top of the mind awareness.

Purchasing Decision

According to Tjiptono (2014: 21) purchasing decisions are a series of processes that start with the consumer getting to know the problem, looking for information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then a series of processes leads to buying decision².

FRAMEWORK

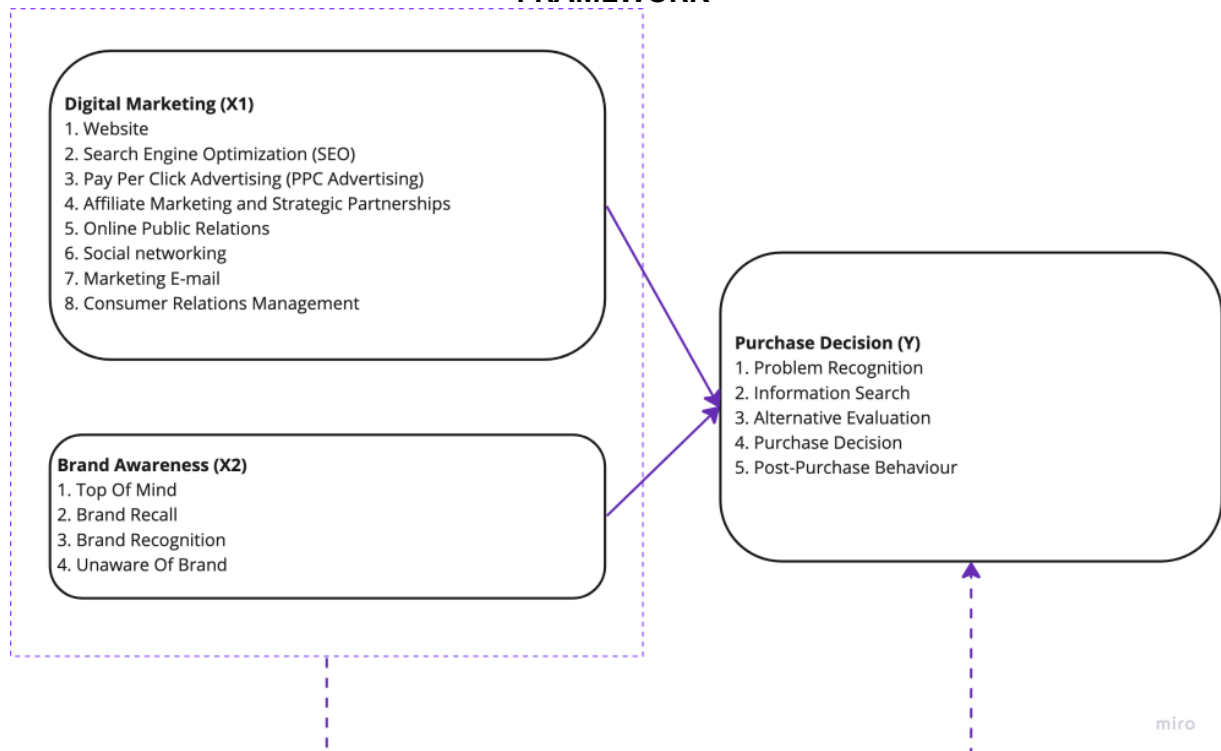


Figure 1. Thinking Framework

RESEARCH HYPOTHESIS

- The research hypothesis that digital marketing simultaneously influences purchasing decisions for micro small medium enterprises local fashion brands in the post-new normal city of Bandung.
- The research hypothesis simultaneously that brand awareness influences purchasing decisions for micro small medium enterprises local fashion brands in the city of Bandung after the new normal.
- Partially, the research hypothesis is that digital marketing and brand awareness have an effect on the purchasing decisions of micro small medium enterprises local fashion brands in the post-new normal city of Bandung.

RESEARCH METHODS

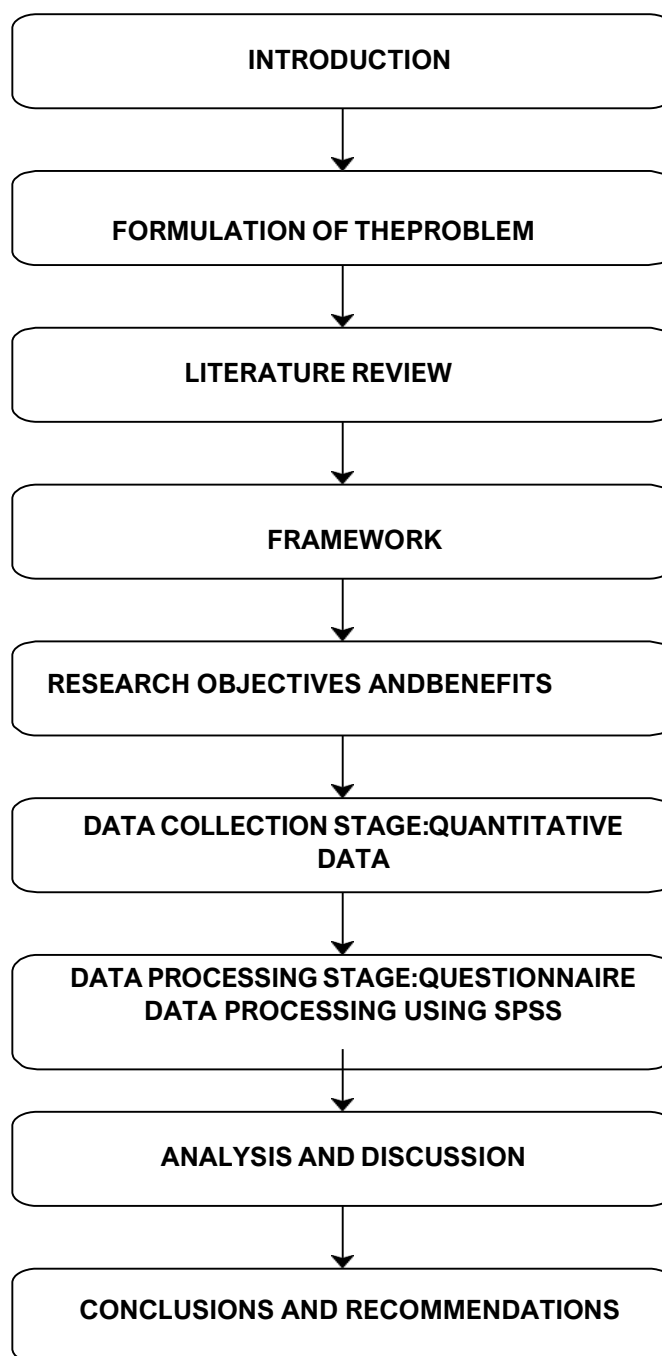


Figure 2. Implementation method

In this study, namely the type quantitative research. Study quantitative referred to in this context is an attempt research based on Which philosophy of positivism this effort is aimed at analyze a sample or specific population which technique research data collection used as an instrument research and/or data analysis quantitative in nature. Besides Therefore, the type of research method used in this study is a descriptive research method. This is because it is in process implementation of descriptive research leverage data, analysis as well interpretation with respect to data and also the meaning obtained. The research method used in this study is a descriptive research method. This is because in the process of implementing descriptive research utilizing data, analysis and interpretation with respect to the data and also the meaning obtained.

Data And Data Sources

The data source referred to in this context is where the data subject can be obtained. Data sources are divided into two types, namely primary data and secondary data.

Population And Research Sample

The population is the subject studied as a whole. In other words, the population can be defined as a group or individual who as a whole will be examined in a study. The population in this study is the millennial generation who use local fashion brands in the city of Bandung. The number of samples is determined at least 30 people. This number is determined because the population size is unknown and in accordance with Sugiyono's statement (2012: 117) that an appropriate sample size in research is between 30 and 500. The number of samples in this study is 100 people.

Method Of Collecting Data

- Questionnaire
- Documentation Method
- Interview

Research Instruments

Measurement in each statement is measured using a 5-point Likert scale. The Likert scale is used by researchers to measure a person's perception or attitude.

Operational Variables

In this study, the variables used are independent variables, namely Digital Marketing (X1), Brand Awareness (X2) and the dependent variable, namely Purchase Decision (Y). Explanation of each variable is as follows :

- Variable X1 Digital Marketing

The instrument used is digital marketing which is a marketing technique by utilizing internet-based technology media.

- Variable X2 Brand Awareness

The instrument used is brand awareness, which is the ability of a consumer to recognize or be able to recall a brand so that consumers can associate it with a particular product.

- Variable Y Purchase Decision

The instrument used is the purchase decision obtained from the results of the questionnaire given to at least 100 respondents who are domiciled in Bandung.

Data Analysis Technique

Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed. To support the research results, the research data obtained will be analyzed with statistical tools through the help of the SPSS program. Meanwhile, the data analysis used in this study was descriptive statistical analysis.

Multiple Regression Analysis

Walujo and Subijantoro (2015: 124) suggest that multiple linear regression analysis is a method for studying phenomena that include more than two variables including the dependent variable (Y).

Validity Test

How to determine the conclusion whether the data is valid or not can be seen by comparing the significance value, if the significance value < 0.05 then the item is valid, but if the significance > 0.05 then the item is invalid. Another way is to compare the r count (Pearson correlation value) with the r table. If the value of r count $>$ r table then the item is valid, whereas if the value of r count $<$ r table then the item is invalid.

Reliability Test

Reliability test is intended to determine whether the questionnaire can provide a constant measure or not. The concept of reliability is closely related to the extent to which the results of a measurement can be trusted or not. Reliability testing was carried out with Cronbach's Alpha test.

Classic assumption test

Using Kolmogorov-Smirnov statistical test analysis and graph analysis. Kolmogorov-Smirnov is used to find out whether the data is normally distributed or not by looking at the Asymp row. Sig (2- tailed).

Multicollinearity Test

Tolerance measures the variability of the selected independent variables which cannot be explained by other independent variables. So a low tolerance value is the same as a high VIF value (because $VIF = 1/\text{tolerance}$). Cut off values that are commonly used to indicate the presence of multicollinearity are tolerance values > 0.10 and VIF values < 10 .

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. To detect the presence or absence of heteroscedasticity, it can be seen on the scatterplot graph.

Partial T test

The t test is a statistical test that is often encountered in statistical practice problems. This test is used to partially examine the relationship between the independent variables and the dependent variable.

Simultaneous F test

The F test is used to see the overall ability of the independent variables to be able to explain the diversity of the dependent variable, and to find out whether all variables have a regression coefficient.

RESULTS AND DISCUSSION

In this study the authors processed the data in the form of a questionnaire consisting of 8 statements for variable X1, 4 statements for variable X2, and 5 statements for variable Y, where the variable X1 was Digital Marketing, variable X2 was Brand Awareness, and variable Y was Buying decision. The questionnaire that was distributed was given to 100 millennial generation in the city of Bandung as a research sample.

Respondent Identity

The majority of ages in this study were 19-24 years old with a percentage of 75.0%, followed by 18 responses aged 25-30 years with a percentage of 17.3% and 8 responses aged 13-18 years with a percentage of 7.7%. The majority of jobs in this study were students with 78 responses with a percentage of 73.10% followed by 15 employee responses with 14.40% followed by 7 employer responses with a percentage of 6.70% and 6 responses not working

with a percentage of 5.80%. the majority have an average income below IDR 1,500,000 which is 39.4%, while income with a range of 1,500,000 – 3,000,000 is in second place with a percentage of 24.0%. Respondents in this study are the minority who have an income of 3,000,000-5,000,000 to above 5,000,000 having a percentage of 22.1% and 14.40% respectively.

Multiple Linear Regression Test
Table 1. Multiple Linear Regression Test

	Coefficients			t	Sig.
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta		
(Constant)	5.918	1.312		4.512	.000
Digital Marketing	-.247	.171	-.395	-1.444	.152
Brand Awareness	.483	.118	1.125	4.111	.000

Dependent Variable: Purchase Decision

Based on the Coefficients table data above, it can be seen that the multiple regression equation for the two variables is:

Then the value of $Y = 5.918 - 0.247 + 0.483$ is obtained

Validity Test
Table 2. Validity Test

Indikator	r_{hitung}	r_{tabel}	Keterangan
X1.1	0,699	0.1966	Valid
X1.2	0,711	0.1966	Valid
X1.3	0,710	0.1966	Valid
X1.4	0,555	0.1966	Valid
X1.5	0,535	0.1966	Valid
X1.6	0,725	0.1966	Valid
X1.7	0,711	0.1966	Valid
X1.8	0,668	0.1966	Valid
X2.1	0,764	0.1966	Valid
X2.2	0,712	0.1966	Valid
X2.3	0,792	0.1966	Valid
X2.4	0,507	0.1966	Valid
Y.1	0,821	0.1966	Valid
Y.2	0,742	0.1966	Valid
Y.3	0,773	0.1966	Valid
Y.4	0,703	0.1966	Valid
Y.5	0,839	0.1966	Valid

From the results of the validity test in the table above, the questionnaire containing these 3 variables consisted of 17 indicators which had been filled out by 100 respondents in this study. One way to find out which questionnaires are valid and which are invalid, researchers must find out the r tables first. The formula for r table is $df = N - 2$ so $100 - 2 = 98$, so $r_{table} = 0.1966$. From the results of the validity calculation in the table above, it can be seen that $r_{count} > r_{table}$, it can be concluded that the 17 questionnaire indicators are declared valid because r_{count} is more than r_{table} .

Reliability Test**Table 3.** Reliability Test Results on Digital Marketing Variables (X1), Brand Awareness (X2), Purchase Decision (Y)

No	Variabel	r_{alpha}	r_{kritis}	Kriteria
1	Digital Marketing	0,814	0,700	Reliabel
2	Brand Awareness	0,744	0,700	Reliabel
3	Keputusan Pembelian	0,833	0,700	Reliabel

The digital marketing variable reliability test showed a Cronbach's Alpha value of 0.814 > 0.700. It can be concluded that the questions for digital marketing variables are reliable or consistent. Likewise with the brand awareness variable reliability test, the results obtained were reliable or consistent with the Cronbach's Alpha value of 0.744 > 0.700. In the reliability test with the purchase decision variable, the Cronbach's Alpha value was 0.833 > 0.700 so it can be concluded that the questions for the purchase decision variable are reliable or consistent and can be used in analysis.

Normality Test**Table 4.** Normality Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}			
Mean			.0000000
Std. Deviation			2.24185974
Most Differences	Extreme	Absolute	.092
		Positive	.092
		Negative	-.066
Test Statistic			.092
Asymp. Sig. (2-tailed)			.037 ^c
Monte Carlo Sig. (2-tailed)		Sig.	.351 ^d
		99% Confidence Interval	
		Lower Bound	.339
		Upper Bound	.363

Based on the results in the table above, it shows that the criteria in the Kolmogorov-Smirnov test to determine the results are one by looking at the significant value of Monte Carlo (2-tailed). If the resulting Monte Carlo (2-tailed) value is greater than 0.05, the residuals are normally distributed. It can be concluded that the results of the normality test have a significance value above 0.05, which is 0.351 with a confidence level of 99%.

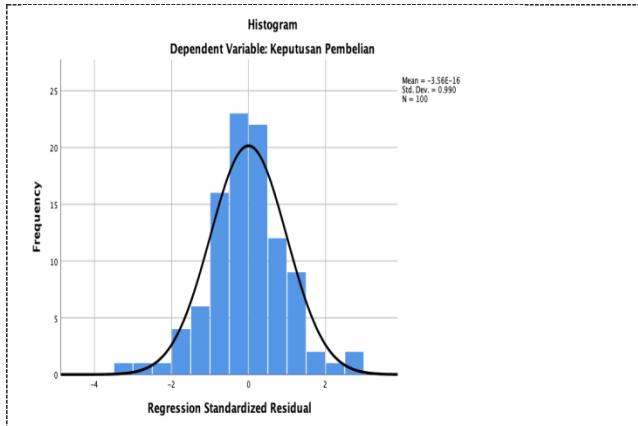


Figure 2. Histogram

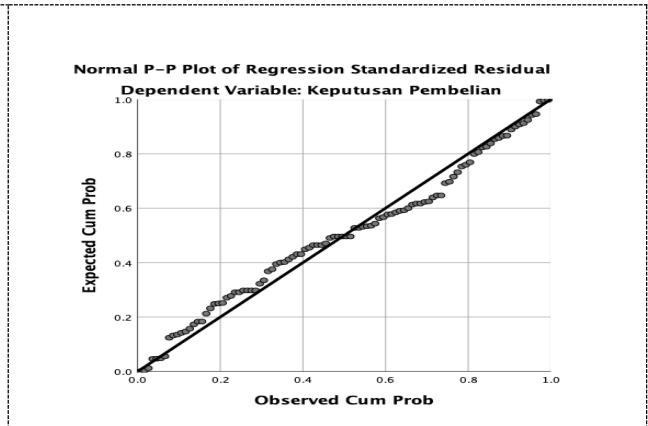


Figure 3. Normal Probability Plot

In the histogram, the data distribution of residual values (errors) shows a normal distribution (see bell-shaped figure). Also on the normal probability plot, it can be seen that the distribution of errors (in the form of dots) is still around the straight line. These two things show that the regression model meets the assumption of normality, or the residuals of the model can be considered normally distributed.

Heteroskedasticity Test

Dependent Variable: Abs_Res1

In the calculation results above it is known that the significance value of the digital marketing variable and brand awareness variable is more than 0.05 (0.777 and 0.521 respectively). Based on this, it can be concluded that there is no heteroscedasticity between the independent variables in the regression model. Then the results above can be explained with the results of graphical analysis, namely the scatterplot graph, the points that are formed must spread randomly, spread both above and below the number 0 on the Y axis.

Multicollinearity Test

Table 5. Multicollinearity Test

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
Digital Marketing	.060	16.543
Brand Awareness	.060	16.543

Dependent Variable: Keputusan Pembelian

Source: SPSS Output Version 26.0

The VIF number above (16,543) is far from 1, also the tolerance number is still below 1. This shows the suspicion of multicollinearity, which in this case is a relationship between digital marketing variables and brand awareness variables.

T Test Results (Partial)

Table 6. Testing Regression Coefficients Individually

Variabel	t_{hitung}	t_{tabel}	Prob. Sig	Keterangan
Digital Marketing	9,587	1,985	0,000	Berpengaruh Signifikan
Brand Awareness	10,968	1,985	0,000	Berpengaruh Signifikan

The criteria for the t test are carried out at a level = 5% with two directions (0.025). Degree of validity (dk) = n – k = 100 – 3 = 97. Where the value of n is the number of samples and k is the independent and related variable. Then the t table value for 97 = 1.985

In accordance with the table above, namely the results of the (partial) t test show that the significance value of the influence of digital marketing (X1) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $9.587 >$ the t table value is 1.985 then H_0 is rejected and H_a is accepted. This means that there is a significant influence of digital marketing on purchasing decisions. While the results of the (partial) t test show that the significance value of brand awareness (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and the t count value is $10.968 >$ the t table value is 1.985 then H_0 is rejected and H_a is accepted. This means that there is a significant influence of brand awareness on purchasing decisions.

F Test (Simultaneous)

Table 7. F Test

ANOVA ^a					
	Sum Of Squares	df	Mean Square	F	Sig.
Regression	634.622	2	317.311	61.859	.000
Residual	497.568	97	5.130		
Total	1132.190	99			

From the table above it can be seen that the significance value for the influence of digital marketing (X1) and brand awareness (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and f count $61.859 >$ f table value 3.09. This proves that H_0 is rejected and H_a is accepted. This means that there is a significant influence of digital marketing (X1) and brand awareness (X2) on purchasing decisions (Y).

Discussion Result

From the test results, it can be seen that the two independent variables (digital marketing and brand awareness) have an effect on the dependent variable (purchasing decision). In more detail, the results of the analysis and testing can be explained as follows:

The Influence of Digital Marketing on Purchasing Decisions

The effect of digital marketing on purchasing decisions is obtained by t count of 9.587 while the value of t table is 1.985 and has a significant number of $0.000 < 0.05$ meaning H_0 is rejected and H_a is accepted. This shows that there is a positive and significant influence on purchasing decisions. The definition of digital marketing as stated by Chaffey (2013) quoted from (ES., Rahmi, & Aditya, 2017) the definition of digital marketing is as the use of technology to assist marketing activities that aim to increase consumer knowledge by adjusting to their needs. So it can be stated that the results of this study are in line with research that has been carried out by previous researchers, namely Chaffey where this research proves that digital marketing has a significant influence on purchasing decisions.

The Effect of Brand Awareness on Purchasing Decisions

Based on the results of partial testing of the effect of brand awareness on purchasing decisions, a t count of 10.968 is obtained, while a t table is 1.985 and has a significant number of $0.000 < 0.05$, meaning H_0 is rejected, H_a is accepted. This shows that brand awareness has a positive and significant influence on purchasing decisions. According to Kotler and Keller, Brand Awareness is the ability of consumers to identify a brand in different conditions, this can be done by brand recognition and recall of a particular brand. It can be concluded that there is harmony between the results of this study and what has been done by previous researchers namely Kotler and Keller where it was found that brand awareness has a positive influence on purchasing decisions.

The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions

Based on the F-count test in the table that was made by the researcher, there was an F-count value of $61.859 >$ F table 3.09. Then, judging by the significant probability value of $0.000 < 0.05$ H_0 was rejected and H_a was accepted. From the SPSS calculation results above, it shows that there is a simultaneous positive and significant influence between digital marketing and brand

awareness on purchasing decisions. It was found in the results of this study that there was alignment with research that had been conducted by previous researchers where the results of this study showed a positive and significant impact between digital marketing and brand awareness on purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion that have been discussed previously, the researchers obtained conclusions that can be drawn from research regarding the Effects of Digital Marketing and Brand Awareness on Purchase Decisions for MSME Local Fashion Brands in Bandung City Post New Normal as follows:

- Based on the results of hypothesis testing, it shows that there is a partial positive effect between digital marketing (X1) on purchasing decisions (Y). This means that digital marketing has a significant effect on purchasing decisions.
- Based on the results of hypothesis testing, it shows that there is a partial positive effect between brand awareness (X2) on purchasing decisions (Y). This means that brand awareness has a significant effect on purchasing decisions.
- Based on the results of testing the hypothesis, it shows that there is a simultaneous positive influence between digital marketing (X1) and brand awareness (X2) on purchasing decisions (Y). This means that digital marketing and brand awareness have a significant effect on purchasing decisions.

SUGGESTION

In connection with the conclusions regarding the Effects of Digital Marketing and Brand Awareness on Purchase Decisions for MSME Local Fashion Brands in the Post-New Normal City of Bandung, there are several recommendations, suggestions and inputs that the researchers submit. The recommendations, suggestions and input in question are as follows:

- Especially readers, this scientific research is expected to increase insight and knowledge regarding the influence of digital marketing and brand awareness on purchasing decisions for local fashion brands and the factors that influence them. Especially for readers who have an interest in exploring local fashion brands in the city of Bandung. Therefore, it is necessary to modify the independent variables either by adding variables or adding time series data so that they can be more objective and varied in conducting research.
- For future researchers, it is hoped that they can add variables that can have an impact or influence on purchasing decisions or can also implement the same variables in this study, but it is hoped that the same variables in this context can use different measuring instruments and are also advised to be able to use different objects.

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