



THE EFFECT OF DIGITAL MARKETING STRATEGY AND BRAND AWARENESS ON CONSUMER PURCHASE DECISIONS AT BUTIK GUMUYU

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ABSTRACT

This study aims to analyze the effect of digital marketing strategy and brand awareness on consumer purchase decisions. The research employs a quantitative approach using simple and multiple linear regression analyses to examine both partial and simultaneous effects of the independent variables on the dependent variable.

The results show that digital marketing strategy has a strong, positive, and statistically significant effect on consumer purchase decisions, with a coefficient of determination of 60.9%. Brand awareness also has a positive and statistically significant effect on consumer purchase decisions, contributing 37.3% to the variance. Simultaneously, digital marketing strategy and brand awareness significantly influence consumer purchase decisions, explaining 60.9% of the total variance.

These findings indicate that digital marketing strategy and brand awareness play important roles in influencing consumer purchase decisions. Companies are therefore encouraged to integrate effective digital marketing activities with strong brand-building efforts to enhance purchasing outcomes.

Keywords: digital marketing strategy, brand awareness, consumer purchase decisions.

I. INTRODUCTION

A. Research Background

The rapid advancement of digital technology has fundamentally transformed the way businesses communicate value and interact with consumers. The proliferation of social media platforms, search engines, e-commerce marketplaces, and mobile applications has shifted marketing activities from conventional channels to digital ecosystems. Digital marketing strategy is no longer an optional tool but a strategic necessity for firms seeking competitiveness and sustainability (Candra et al., 2020). Recent studies confirm that the effective use of digital channels significantly enhances customer engagement and influences consumer behavioral outcomes (Dwivedi et al., 2021). This transformation is particularly relevant for retail fashion businesses, where visual presentation, brand storytelling, and online interaction strongly shape consumer perceptions.

Digital marketing strategy refers to the structured use of digital platforms such as social media marketing, search engine optimization (SEO), content marketing, influencer collaboration, and online advertising to achieve marketing

objectives. Empirical research demonstrates that digital marketing activities positively affect consumer purchase decisions by increasing perceived value and trust (Yadav & Rahman, 2021). Furthermore, interactive and personalized digital content has been shown to strengthen consumer-brand relationships, which in turn drives purchasing behavior (Laksamana, 2020). These findings highlight that the strategic execution of digital marketing is not limited to information dissemination but also functions as a mechanism for building emotional and cognitive connections with consumers.

Alongside digital marketing strategy, brand awareness plays a crucial role in shaping consumer purchase decisions. Brand awareness reflects the ability of consumers to recognize and recall a brand when considering a product category. According to a recent study by Khuong and Nguyen (2022), higher levels of brand awareness significantly increase the likelihood of purchase decisions because consumers tend to choose brands that are familiar and easily remembered. Similarly, research conducted by Setiawan and Prabowo (2023) found that brand awareness mediates the relationship between digital marketing exposure and purchase decisions, suggesting that digital marketing efforts are more effective when they successfully enhance brand recognition.

In the fashion retail industry, brand awareness is particularly important due to intense competition and rapidly changing consumer trends. Consumers are frequently exposed to various fashion brands through social media feeds, influencer promotions, and online advertisements. A study by Rahman et al. (2024) indicates that consistent digital branding and visual identity across platforms significantly improve brand recall and positively influence purchase decisions in the apparel sector.

Butik Gumuyu, as a fashion retail business, operates within this dynamic digital environment. The increasing use of Instagram, TikTok, and online marketplaces among consumers creates both opportunities and challenges. While digital platforms provide broader market reach, they also intensify competition among similar brands. Understanding how digital marketing strategy and brand awareness jointly influence consumer purchase decisions at Butik Gumuyu is therefore critical. Although numerous studies have examined these variables in general retail or e-commerce contexts, limited research specifically focuses on boutique fashion businesses at the local level. This study aims to fill that gap by empirically examining the effect of digital marketing strategy and brand awareness on consumer purchase decisions at Butik Gumuyu.

B. Research Formulation

1. Does Digital Marketing Strategy (X1) significantly affect Consumer Purchase Decisions (Y) at Butik Gumuyu?
2. Does Brand Awareness (X2) significantly affect Consumer Purchase Decisions (Y) at Butik Gumuyu?
3. Do Digital Marketing Strategy (X1) and Brand Awareness (X2) simultaneously affect Consumer Purchase Decisions (Y) at Butik Gumuyu?

C. Research Objectives

1. To analyze and determine the effect of Digital Marketing Strategy (X1) on Consumer Purchase Decisions (Y) at Butik Gumuyu.
2. To analyze and determine the effect of Brand Awareness (X2) on Consumer

Purchase Decisions (Y) at Butik Gumuyu.

3. To analyze and determine the simultaneous effect of Digital Marketing Strategy (X1) and Brand Awareness (X2) on Consumer Purchase Decisions (Y) at Butik Gumuyu.

II. LITERATURE REVIEW

A. Digital Marketing Strategy

Digital marketing strategy refers to a structured and integrated plan that utilizes digital technologies and online platforms to achieve marketing objectives such as customer acquisition, engagement, and retention. In recent years, digital transformation has reshaped marketing practices across industries, compelling firms to shift from traditional promotional tools toward data-driven and interactive digital channels. The increasing use of social media, search engines, mobile applications, and e-commerce platforms has made digital marketing strategy a central component of competitive advantage. According to Dwivedi et al. (2021), digital and social media marketing strategies significantly influence customer engagement and brand-related outcomes, highlighting the strategic importance of digital platforms in contemporary marketing ecosystems.

Digital marketing strategy encompasses multiple dimensions, including social media marketing, search engine optimization (SEO), content marketing, email marketing, influencer collaboration, and online advertising. Each component contributes differently to consumer engagement and purchase behavior. Chaffey and Ellis-Chadwick (2022) argue that a well-designed digital marketing strategy integrates paid, owned, and earned media to create consistent brand messaging and measurable performance outcomes. This integration enables firms to optimize consumer touchpoints and enhance overall marketing effectiveness.

Empirical studies demonstrate that digital marketing activities significantly affect consumer decision-making processes. Yadav and Rahman (2021) found that interactive digital content and personalized communication positively influence consumer attitudes and purchase intentions. Their findings suggest that personalization and engagement are key determinants of digital marketing effectiveness. Similarly, Alalwan (2020) emphasizes that social media marketing activities such as entertainment, interaction, and trendiness significantly shape consumer responses and behavioral intentions.

More recent research confirms the strategic value of digital marketing in influencing purchase decisions. Bala and Verma (2021) state that digital marketing enables firms to gather consumer insights through analytics tools, allowing for real-time performance measurement and strategic adjustment. The ability to track consumer behavior, evaluate campaign performance, and optimize communication strategies strengthens firms' responsiveness to market dynamics. Furthermore, Tuten and Solomon (2023) explain that digital marketing strategy fosters relationship marketing by building long-term consumer engagement through interactive communication and user-generated content.

B. Brand Awareness

Brand awareness refers to the extent to which consumers can recognize and recall a brand under different conditions. It represents the strength of a

brand's presence in consumers' memory and plays a crucial role in shaping purchase decisions. Brand awareness is often considered the foundation of brand equity because it determines whether a brand enters the consumer's consideration set during the decision-making process. According to Foroudi (2022), brand awareness significantly influences consumer perception, trust, and purchase intention, especially in competitive markets.

In contemporary digital environments, brand awareness is increasingly shaped by online exposure and digital interactions. Social media platforms, influencer marketing, and online advertising continuously expose consumers to brand-related content, thereby strengthening recognition and recall (Ramdhan & Rahayu, 2025). Keller (2021) explains that brand awareness consists of brand recognition and brand recall, both of which influence consumer confidence and reduce perceived risk during purchase decisions.

Recent empirical studies confirm the importance of brand awareness in driving purchasing behavior. Khuong and Nguyen (2022) found that higher brand awareness significantly increases consumer purchase decisions because familiarity fosters trust and reduces uncertainty. Their study indicates that consumers are more likely to choose brands that they can easily remember and associate with positive attributes. Similarly, Bilgin (2020) demonstrated that social media marketing activities enhance brand awareness, which subsequently affects consumer purchase intention.

Brand awareness also functions as a mediating variable between marketing efforts and consumer behavior. Setiawan and Prabowo (2023) found that digital marketing exposure strengthens brand awareness, which in turn significantly influences purchase decisions. This finding suggests that marketing activities alone may not directly lead to purchasing behavior unless they successfully build brand recognition and recall.

Another study by Rahman et al. (2024) in the fashion industry reveals that consistent digital branding and visual identity significantly improve brand recall and positively impact consumer purchase decisions. Fashion consumers are highly influenced by visual presentation, brand symbolism, and social identity, making brand awareness particularly crucial in this sector.

C. Consumer Purchase Decisions

Consumer purchase decision refers to the process through which individuals select a product or service among available alternatives. The decision-making process generally consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. According to Kotler, Kartajaya, and Setiawan (2021), digital transformation has significantly altered each stage of this process by providing consumers with instant access to information and peer reviews.

In digital contexts, consumer purchase decisions are influenced by multiple internal and external factors, including trust, perceived value, brand image, and digital engagement. Hanaysha (2022) states that marketing stimuli, particularly digital promotions and brand communication, significantly affect consumer attitudes and purchasing behavior. Consumers often rely on digital content such as online reviews, ratings, and social media posts to evaluate product alternatives.

Trust and perceived risk also play critical roles in purchase decisions. According to Santoso et al. (2024), consumers are more likely to complete transactions when they perceive lower risk and higher credibility. Brand familiarity, positive online reputation, and consistent communication contribute to reducing uncertainty and strengthening purchasing confidence.

Another recent study by Nguyen et al. (2023) indicates that digital customer experience significantly affects purchase decisions. A seamless online browsing experience, clear product information, and responsive communication increase consumer satisfaction and likelihood of purchase. This highlights the importance of integrating digital marketing and brand-building efforts to create a positive purchasing environment.

Furthermore, Lim et al. (2020) found that online consumer reviews and electronic word-of-mouth significantly influence purchase decisions. Consumers tend to rely on the opinions of others when making purchasing choices, especially in online environments where physical product inspection is not possible.

In summary, consumer purchase decisions are the result of complex interactions between psychological, social, and marketing factors. Understanding these determinants is essential to explain how digital marketing strategy and brand awareness influence purchasing behavior at Butik Gumuyu.

III. RESEARCH METHODOLOGY

A. Research Types

This study employs a quantitative research approach using an explanatory (causal) research design. Quantitative research is appropriate because this study aims to measure the effect of independent variables Digital Marketing Strategy (X1) and Brand Awareness (X2) on the dependent variable, Consumer Purchase Decisions (Y), using numerical data and statistical analysis.

An explanatory research design is selected because the primary objective of this study is to examine causal relationships between variables. Specifically, the research seeks to determine whether Digital Marketing Strategy influences Consumer Purchase Decisions, whether Brand Awareness influences Consumer Purchase Decisions, and whether both independent variables simultaneously affect Consumer Purchase Decisions at Butik Gumuyu.

B. Population and Sample

1. Population

The population refers to the entire group of individuals or elements that meet specific criteria relevant to the research objectives (Ramdhan, 2021). In this study, the population consists of all consumers who have purchased products from Butik Gumuyu.

Because the exact number of consumers may not be precisely known or documented, the population can be categorized as an infinite or unknown population. Therefore, sampling techniques are required to determine representative respondents.

2. Sample

The sample is a subset of the population selected to represent the entire population in the study. This research uses a non-probability sampling technique, specifically purposive sampling. Purposive sampling is chosen

because respondents must meet certain criteria to ensure relevance to the research objectives.

The sample size is determined using the Lemeshow formula (if the population size is unknown) or Slovin's formula (if the population size is known). For quantitative regression analysis, it is generally recommended to have a minimum sample size of 5–10 times the number of questionnaire indicators. If the study contains approximately 20 indicators, a minimum of 100–200 respondents is considered adequate to ensure statistical reliability. In this study, the targeted sample size is at least 100 respondents to provide sufficient statistical power for multiple regression analysis.

C. Location and Subject

This research is conducted at Butik Gumuyu, which operates in the fashion retail sector. The selection of this location is based on the relevance of the business to the research variables, particularly in terms of its use of digital marketing strategies and brand-building efforts to attract customers. Butik Gumuyu utilizes digital platforms such as social media and online marketplaces as part of its promotional strategy. Therefore, it provides an appropriate setting to examine the influence of digital marketing and brand awareness on consumer purchasing decisions.

The subjects of this research are consumers of Butik Gumuyu who meet the sampling criteria. These individuals serve as respondents and provide information regarding: 1) Their perceptions of Butik Gumuyu's digital marketing strategies, 2) Their level of awareness and recognition of the brand, 3) Their purchasing decisions and buying behavior

IV. RESEARCH RESULT

A. Correlation Coefficient Test

1. Correlation Test of Digital Marketing Strategy and Consumer Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.605	3.55570

a. Predictors: (Constant), X1

b. Dependent Variable: Y

Based on the Model Summary output, An R value of 0.780 indicates a very strong and positive relationship between Digital Marketing Strategy and Consumer Purchase Decisions. This means that when Digital Marketing Strategy increases, Consumer Purchase Decisions tends to improve. Based on R value interpretation guidelines, a correlation between 0.700–0.899 is considered strong, thus concluding that the relationship between Digital Marketing Strategy and Consumer Purchase Decisions is very strong.

2. Correlation Test of Brand Awareness and Consumer Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.373	.367	4.50090

a. Predictors: (Constant), X2

b. Dependent Variable: Y

An R value of 0.611 indicates a strong and positive relationship between Brand Awareness and Consumer Purchase Decisions. This means that when Brand Awareness increases, Consumer Purchase Decisions tends to improve. Based on R value interpretation guidelines, a correlation between 0.600–0.799 is considered very strong, thus concluding that the relationship between Brand Awareness and Consumer Purchase Decisions is strong.

3. Correlation Test of Digital Marketing Strategy and Brand Awareness on Consumer Purchase Decisions

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.601	3.57350

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The R value of 0.780 indicates a very strong and positive relationship between Digital Marketing Strategy and Brand Awareness on Consumer Purchase Decisions. Statistically, an R value between 0.700-0.899 is considered very strong, thus concluding that the combination of these two independent variables has a very strong relationship with the dependent variable (Consumer Purchase Decisions).

B. Determination Coefficients Test

1. Digital Marketing Strategy Determination Test Against Consumer Purchase Decisions

The table shows an R-square value of 0609. This figure indicates that Digital Marketing Strategy influences Consumer Purchase Decisions by 60.9%. The remaining 39.1% is influenced by other factors not included in this model. This indicates that Digital Marketing Strategy is a significant factor influencing Consumer Purchase Decisions, although not the only one.

2. Brand Awareness Determination Test Against Consumer Purchase Decisions

Based on Table, the R Square value of 0.373 indicates that Brand Awareness has a 37.3% effect on Consumer Purchase Decisions. The remaining 62.7% is explained by factors outside this model.

3. Digital Marketing Strategy and Brand Awareness Determination Test Against Consumer Purchase Decisions

Based on Table, the R-square value of 0.609 indicates that Digital Marketing Strategy and Brand Awareness contribute 60.9% to Consumer Purchase Decisions. Meanwhile, the remaining 39.1% is influenced by other variables not included in this model. This indicates that this model is quite effective in explaining changes in Consumer Purchase Decisions.

C. Partial Significance Test

1. The Influence of Digital Marketing Strategy on Consumer Purchase Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.076	1.895		7.955	.000
X1	.628	.051	.780	12.354	.000

a. Dependent Variable: Y

Based on Table, the calculated t-value is 12.354 for the Digital Marketing Strategy variable, while the calculated t-value is 1.984. Since the calculated t-value (12.354) is greater than the calculated t-value (1.984), it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Furthermore, the significance value (Sig.) is $0.000 < 0.05$, which also indicates that the results of this t-test are statistically significant.

Therefore, it can be concluded that there is a significant influence between Digital Marketing Strategy and Consumer Purchase Decisions. This means that Digital Marketing Strategy significantly influences changes in Consumer Purchase Decisions, and the higher the Digital Marketing Strategy, the higher the Consumer Purchase Decisions tends to be.

2. The Influence of Brand Awareness on Consumer Purchase Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.169	2.257		9.380	.000
X2	.454	.059	.611	7.642	.000

a. Dependent Variable: Y

Based on Table, the calculated t-value is 7.642 while the calculated t-value is 1.984. Since the calculated t-value 7.642 is greater than the calculated t-value 1.984, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that the Brand Awareness variable has a statistically significant effect on Consumer Purchase Decisions. Furthermore, the significance value (Sig.) of 0.000, which is less than 0.05, further confirms this result's significance.

Therefore, it can be concluded that there is a significant influence between Brand Awareness and Consumer Purchase Decisions. The higher the Brand Awareness, the higher the Consumer Purchase Decisions tends to be. This indicates that Brand Awareness can be a positive driver for Consumer Purchase Decisions if managed properly.

D. Simultaneous Significance Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1929.827	2	964.913	75.561	.000 ^b
Residual	1238.683	97	12.770		
Total	3168.510	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the F-test results in table, the calculated F-value was 75.561, while the F-table value was 3.09. Since the calculated F-value 75.561 is greater than the F-table value 3.09, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that the regression model consisting of Brand Awareness and Digital Marketing Strategy variables simultaneously has a significant effect on Consumer Purchase Decisions. Furthermore, the significance value (Sig.) of 0.000 is also less than

0.05, further confirming the statistical significance of this F-test result.

Therefore, it can be concluded that there is a significant simultaneous effect between Brand Awareness and Digital Marketing Strategy on Consumer Purchase Decisions. In other words, the two independent variables in this model are jointly able to explain the variation that occurs in Consumer Purchase Decisions. This regression model is suitable for predicting Consumer Purchase Decisions based on the combination of Brand Awareness and Digital Marketing Strategy.

E. Discussion

1. The Effect of Digital Marketing Strategy on Consumer Purchase Decisions

The correlation coefficient ($R = 0.780$) shows a strong positive relationship between digital marketing strategy and consumer purchase decisions. This means that improvements in digital marketing strategy are consistently associated with higher levels of consumer purchase decisions. The strength of this relationship suggests that digital marketing activities play a substantial role in influencing how consumers decide to purchase.

The coefficient of determination ($R^2 = 0.609$) indicates that 60.9% of the variation in consumer purchase decisions can be explained by digital marketing strategy. This represents a high level of explanatory power, demonstrating that more than half of consumers' purchasing decisions are influenced by how effectively digital marketing strategies are implemented. The Adjusted R^2 (0.605) is very close to R^2 , confirming that the model is stable and reliable.

The t-test result ($t = 12.354$, $p = 0.000$) demonstrates that the effect of digital marketing strategy on consumer purchase decisions is statistically significant. Since the significance value is far below 0.05, the hypothesis stating that digital marketing strategy influences consumer purchase decisions is accepted.

Overall, the findings reveal that digital marketing strategy has a strong, positive, and significant influence on consumer purchase decisions. This indicates that businesses that optimize their digital marketing efforts through online promotion, social media engagement, content quality, and digital communication channels are more likely to enhance consumer purchasing decisions.

2. The Effect of Brand Awareness on Consumer Purchase Decisions

The correlation coefficient ($R = 0.611$) demonstrates a moderate positive relationship between brand awareness and consumer purchase decisions. This suggests that higher levels of brand awareness are associated with stronger consumer tendencies to make purchasing decisions. In other words, when consumers are more familiar with and recognize a brand, they are more likely to choose and purchase its products.

The coefficient of determination ($R^2 = 0.373$) shows that 37.3% of the variation in consumer purchase decisions can be explained by brand awareness. This reflects moderate explanatory power, indicating that brand awareness plays an important role in influencing purchasing decisions, although a substantial portion (62.7%) of the variation is influenced by other factors not included in this model. The Adjusted R^2 (0.367) is very

close to R Square, confirming that the regression model is stable and reliable.

The t-test result ($t = 7.642$, $p = 0.000$) shows that the effect of brand awareness on consumer purchase decisions is statistically significant. Since the p-value is well below 0.05, the hypothesis stating that brand awareness influences consumer purchase decisions is accepted.

Overall, the findings demonstrate that brand awareness has a positive and significant influence on consumer purchase decisions. This implies that strengthening brand recognition, visibility, and recall in the minds of consumers can meaningfully increase the likelihood of purchase.

3. The Effect of Digital Marketing Strategy and Brand Awareness on Consumer Purchase Decisions

The model summary shows a correlation coefficient ($R = 0.780$), indicating a strong overall relationship between digital marketing strategy and brand awareness together with consumer purchase decisions. This means that when both variables are considered simultaneously, they are strongly associated with variations in purchasing decisions.

The coefficient of determination (R Square = 0.609) indicates that 60.9% of the variance in consumer purchase decisions can be explained jointly by digital marketing strategy and brand awareness. This represents substantial explanatory power, meaning that more than half of consumers' purchasing decisions are influenced by these two variables combined. The Adjusted R Square (0.601) is very close to R Square, confirming that the model remains stable after adjusting for the number of predictors included.

The standard error of the estimate (3.57350) reflects the average prediction error of the model. This relatively moderate value suggests that the regression model provides reasonably accurate predictions of consumer purchase decisions.

The ANOVA results further confirm the overall significance of the model. The F-value of 75.561 with a significance level of 0.000 indicates that the regression model is statistically significant. Since the p-value is far below 0.05, it can be concluded that digital marketing strategy and brand awareness simultaneously have a significant effect on consumer purchase decisions. In other words, the model as a whole is valid and capable of explaining changes in purchasing decisions.

These findings demonstrate that digital marketing strategy and brand awareness together play a crucial role in influencing consumer purchase decisions. Effective digital marketing efforts increase consumer engagement and exposure, while strong brand awareness enhances recognition and trust. When both factors are strengthened simultaneously, they substantially improve the likelihood of consumers making purchasing decisions.

In conclusion, digital marketing strategy and brand awareness collectively have a strong and significant impact on consumer purchase decisions, explaining a considerable proportion of the variance and confirming the importance of integrating strategic digital marketing with efforts to build brand awareness.

V. CLOSURE

A. Conclusion

Based on the results of the regression analyses, the following conclusions can be drawn:

1. The Effect of Digital Marketing Strategy on Consumer Purchase Decisions

Digital marketing strategy has a strong, positive, and statistically significant effect on consumer purchase decisions. The analysis shows that digital marketing strategy explains 60.9% of the variation in consumer purchase decisions. The positive regression coefficient indicates that improvements in digital marketing strategy lead to an increase in consumer purchase decisions. The significance value ($p < 0.05$) confirms that this influence is statistically meaningful. Therefore, digital marketing strategy is a major factor influencing consumer purchase decisions.

2. The Effect of Brand Awareness on Consumer Purchase Decisions

Brand awareness has a positive and statistically significant effect on consumer purchase decisions. The findings indicate that brand awareness explains 37.3% of the variation in consumer purchase decisions. The positive regression coefficient shows that higher brand awareness increases the likelihood of consumers making purchase decisions. The statistical test confirms that this effect is significant. Although its explanatory power is moderate compared to digital marketing strategy, brand awareness remains an important determinant of consumer purchase decisions.

4. The Effect of Digital Marketing Strategy and Brand Awareness on Consumer Purchase Decisions

Simultaneously, digital marketing strategy and brand awareness have a strong and statistically significant effect on consumer purchase decisions. Together, both variables explain 60.9% of the variation in consumer purchase decisions. The F-test results indicate that the regression model is significant, meaning that the two variables collectively influence purchasing decisions. This demonstrates that integrating effective digital marketing strategies with strong brand awareness significantly enhances consumer purchase decisions.

B. Suggestion

1. Companies should strengthen their digital marketing strategies by optimizing online promotions, social media engagement, and targeted advertising, as these significantly influence consumer purchase decisions.
2. Companies should also enhance brand awareness through consistent branding, increased visibility, and strong brand positioning to encourage higher purchasing decisions.
3. Future researchers are encouraged to include additional variables to better explain consumer purchase decisions, as part of the variance is influenced by factors beyond digital marketing strategy and brand awareness.

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