



Research Article

The Influence of Digital Marketing and Brand Awareness on Consumer Purchase Decisions at Feedmee.ind, a Micro, Small, and Medium Enterprise (MSME) located in Royal Plaza Surabaya

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Abstract: The development of digital technology has transformed marketing patterns, including in the culinary sector. The MSME Feedmee.ind utilizes digital marketing strategies and builds brand awareness to increase consumer purchasing decisions. This phenomenon is relevant to consumer behavior trends, particularly among the younger generation active on social media, making digital marketing a critical factor in business competition. This research aims to determine the influence of digital marketing and brand awareness on the purchasing decisions for the MSME Feedmee.ind at Royal Plaza Surabaya. This study employs a quantitative method with the population consisting of all Feedmee.ind consumers at Royal Plaza Surabaya, using an accidental sampling technique. The research sample comprises 92 respondents selected based on specific criteria. Data analysis was conducted using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) technique with SmartPLS 4 software. The research findings indicate that digital marketing has a positive and significant influence on purchasing decisions. Similarly, brand awareness is also proven to have a positive and significant effect on purchasing decisions. These findings confirm that an interactive and consistent digital marketing strategy, supported by the strengthening of brand awareness, can effectively increase consumer interest and purchasing decisions.

Keywords: Brand Awareness; Consumer Behavior; Digital Marketing; MSME; Purchase Decision.

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) hold a vital role as the backbone of the Indonesian economy, evidenced by their significant contribution to the Gross Domestic Product (GDP) and employment absorption. However, amid increasingly competitive market dynamics, MSMEs are confronted with major challenges concerning marketing and consumer reach. The rapid development of digital technology has fundamentally altered the business landscape and consumer behavior, with consumers now tending to be more active and connected in the digital space. This phenomenon demands that MSME actors adapt and adopt marketing strategies that are more innovative and relevant, one of which is through digital marketing.

Digital marketing offers an effective solution for MSMEs to overcome the limitations in reach and resources that often constrain conventional marketing. Through social media platforms such as TikTok and Instagram, MSMEs can build more personal, two-way interactions with consumers, deliver compelling visual marketing messages, and ultimately increase brand awareness.

Feedmee.ind, an MSME specializing in street food culinary in Surabaya, exemplifies a business successfully leveraging social media in its marketing strategy. Data analysis from

TikTok and Instagram platforms shows that their promotional content has achieved a very high reach; one TikTok video successfully garnered 79,222 views, while collaboration content with influencers on Instagram Reels managed to reach 35,062 views. This high digital reach is proven to be positively correlated with a surge in sales during periods of intensive digital marketing campaigns, such as in December 2024, which saw a sales increase of about 22% compared to the previous month.

Nevertheless, the data also highlights a significant challenge: high initial reach and engagement do not always convert into consistent and sustainable purchase decisions. Further analysis revealed that the majority of viewers of Feedmee.ind's promotional content are new users who have not yet become followers, indicating that the awareness generated is often momentary and not strong enough to prompt purchasing action. This underscores the critical importance of a solid brand awareness foundation, which can transform transient attention into genuine purchase intent. Without strong brand awareness, consumers tend to view promotional content merely as entertainment and are not compelled to make a purchase. This finding aligns with previous studies emphasizing that brand awareness plays a crucial role as a mediating variable that bridges the gap between digital marketing strategies and the consumer's final decision. Therefore, this research aims to conduct a deeper analysis regarding the influence of digital marketing and brand awareness on consumer purchase decisions at the MSME Feedmee.ind, located in Royal Plaza Surabaya.

2. Preliminaries or Related Work or Literature Review

2.1. Marketing Management in the Digital Era

Marketing management, according to Kotler and Keller (2016), is both an art and a science of selecting target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. In the context of the current digital age, marketing management is required to adapt to changing consumer behavior and the constantly evolving media landscape. Marketing strategies are no longer sufficient to focus solely on conventional media; rather, they must be integrated with various digital channels to effectively reach the audience.

2.2 Digital Marketing

Digital marketing can be defined as a series of marketing activities that use electronic devices or the internet. This strategy encompasses various tactics such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, and social media marketing. The primary goal of digital marketing is to increase brand awareness, expand market reach, build stronger customer interaction, and ultimately drive sales and conversions. According to Lisander in Ayu et al. (2022), the effectiveness of digital marketing can be measured through several key indicators, including the level of interactivity with the audience, attractive incentive programs offered, user-friendly website or social media display design, and the perception of cost efficiency.

2.3 Brand Awareness

Brand awareness is the extent of a consumer's ability to recognize and recall a brand within a specific product category. According to Aaker (2021), brand awareness is the foundation of brand equity and plays a critical role in the consumer decision-making process. A high level of brand awareness not only helps the brand stand out among competitors but can also build trust and a perception of quality in the consumer's mind. The indicators used to measure brand awareness, as proposed by Kotler and Keller (2009), include: Brand Recall (the ability of consumers to remember the brand without assistance), Recognition (the ability of consumers to identify the brand upon seeing it), Purchase (the extent to which the brand is a primary consideration during purchase), and Consumption (the brand's ability to remain top-of-mind even when consumers are using a competitor's product).

2.4 Purchase Decision

A purchase decision is a mental process that consumers go through, starting from the stage of need recognition, information search, evaluation of various alternatives, and finally culminating in the purchase action. This process is influenced by various factors, both internal

(e.g., motivation and perception) and external (e.g., social influence and marketing stimuli). In the context of this study, purchase decision is measured through several indicators, including the consumer's certainty in buying the product after receiving sufficient information, a strong preference for the brand in question, the product's suitability to needs and wants, and the positive influence of recommendations from others.

2.4 Conceptual Framework and Hypotheses

Based on the literature review presented, digital marketing and brand awareness are identified as two key variables with strong potential to influence consumer purchase decisions. The conceptual framework proposed in this study illustrates the direct relationship between these two independent variables and the dependent variable, as conceptualized in the figure below:

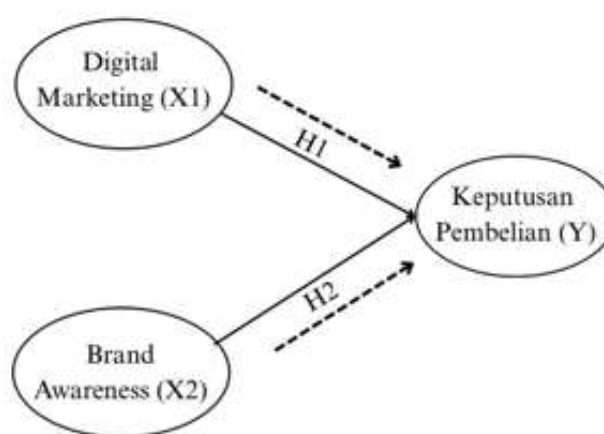


Figure 1. Conceptual Framework.

Based on this conceptual framework, the hypotheses formulated for this research are as follows:

H1: Digital marketing has a positive and significant influence on purchase decisions

H2: Brand awareness has a positive and significant influence on purchase decisions.

3. Proposed Method

This research is designed using a quantitative approach with a causal design to explain how the independent variables (Digital Marketing and Brand Awareness) influence the dependent variable (Purchase Decision).

3.1. Population and Sample

The target population in this study comprises all consumers who have previously purchased Feedmee.ind products at the Royal Plaza Surabaya outlet. The sampling technique used is non-probability sampling with an accidental sampling approach. This technique was chosen due to its practicality in reaching relevant respondents, namely by approaching anyone who happens to be encountered and meets the inclusion criteria. The respondent inclusion criteria are: (1) residing in the city of Surabaya and being aware of Feedmee.ind's products, and (2) being a minimum of 17 years old. Based on these criteria, a sample of 92 respondents was successfully collected, a number deemed adequate for analysis using PLS-SEM (Partial Least Squares - Structural Equation Modeling).

3.2. Operational Definitions and Variable Measurement

Each variable in this study is measured using several indicators validated from previous research. Measurement was conducted using an online questionnaire with a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.2.1. Digital Marketing (X1)

In this study, Digital Marketing (X1) is defined as a set of promotional strategies and activities that deliberately utilize digital platforms and channels to introduce products, build interaction with the audience, and ultimately influence consumer purchase decisions. This concept is operationalized not only as the one-way dissemination of information but as a dynamic communication ecosystem between the Feedmee.ind brand and its target market in the digital realm, primarily through social media such as Instagram and TikTok. To measure this variable comprehensively, Digital Marketing is broken down into four key indicators that reflect the essential dimensions of its implementation:

- a. Interactive (X1.1) This indicator measures the degree and quality of two-way communication facilitated by Feedmee.ind on its digital platforms. Beyond mere speed, interactivity in this context includes the company's ability to provide responses that are not only fast but also relevant, personal, and easily understandable to every consumer question or comment. For the target Gen Z audience, authentic and responsive interaction is key to building trust and creating a sense of emotional connection with the brand. This indicator assesses the extent to which Feedmee.ind successfully transitions from merely a content broadcaster to an active dialogue partner for its community;
- b. Incentive Programs (X1.2) This indicator assesses the use of sales promotion as an action driver in Feedmee.ind's digital strategy. This includes all forms of promotional programs, discounts, or other value-added offers that are exclusively or primarily communicated through digital channels. These incentives serve as a strong Call-to-Action (CTA), creating urgency and providing concrete reasons for consumers to make an immediate purchase. The measurement of this indicator focuses on consumer perception regarding the attractiveness, frequency, and value of the incentive programs offered online;
- c. Site Design (X1.3) Referring to "Site Design," this indicator is expanded to encompass the aesthetic quality and User Experience (UX) of Feedmee.ind's entire digital presence, especially on social media. It evaluates the visual appeal of the uploaded content (e.g., product photos, graphic design, and video quality), as well as the ease of navigation for users to find essential information such as the menu, prices, and location. On highly visual platforms like Instagram and TikTok, compelling content design is the forefront of attracting attention and effectively communicating brand identity and quality;
- d. Cost (X1.4) This indicator measures consumer perception regarding the commensurability between the cost incurred and the total value received, where that value is reinforced by the efficiency and effectiveness of digital promotion. This is not merely about the product's price, but about how the digital marketing strategy manages to enhance the overall value proposition. For instance, entertaining content, useful information, or exclusive discounts obtained via social media can make the price paid feel more worthwhile. This indicator assesses whether Feedmee.ind's digital marketing efforts successfully provide added value that makes consumers feel they are getting good value for money.

3.2.2. Brand Awareness (X2)

Within the framework of this research, Brand Awareness (X2) is defined as the consumer's cognitive ability to identify, recognize, and recall a brand as a member of a specific product category. This represents the level of consumer familiarity with a brand and serves as the foundation of brand equity. A high level of brand awareness places Feedmee.ind in the consumer's consideration set, which is a crucial step before a purchase decision occurs. In the highly competitive culinary market, brand awareness functions as a mental "anchor" that differentiates Feedmee.ind from its competitors. This variable is measured through four indicators that reflect various levels and dimensions of brand awareness:

- a. Brand Recall (X2.1) This indicator measures the deepest level of brand awareness, often referred to as unaided awareness or top-of-mind awareness. Brand Recall is the consumer's ability to spontaneously retrieve the Feedmee.ind brand from memory when faced with a trigger related to a similar product need (e.g., when thinking about wanting to buy "corndog" or "Korean snacks"). A high score on this indicator suggests that Feedmee.ind has successfully built a strong association with its product category in the minds of consumers, making it the first choice that comes to mind;

- b. Recognition (X2.2) This indicator measures the consumer's ability to recognize the Feedmee.ind brand when given a visual stimulus or cue, such as the logo, distinctive colors, or packaging design. This is a form of aided awareness and is highly important at the point of purchase, for instance, when consumers are browsing options in a food court. The ability to quickly recognize the brand amidst visual clutter can trigger positive memories and simplify the decision-making process. This indicator assesses the effectiveness of Feedmee.ind's visual identity in making a lasting impression on consumer memory;
- c. Purchase (X2.3) This indicator assesses a more functional level of brand awareness: the extent to which consumers actively consider Feedmee.ind as one of their primary options when intending to make a purchase. A brand may be recognized but might not necessarily enter the serious consideration list. Therefore, this indicator measures whether Feedmee.ind's brand awareness is strong enough to transform into genuine purchase intent. It serves as the bridge between merely "knowing" the brand and being "interested in buying" that brand;
- d. Consumption (X2.4) This indicator measures the most dominant level of brand awareness, which is the ability of the Feedmee.ind brand to remain salient in the consumer's mind even when they are consuming a competitor's product. This suggests that Feedmee.ind has successfully positioned itself as the benchmark or primary point of reference in its product category for those consumers. This highly robust level of awareness indicates a solid brand position that is not easily swayed by competitor activities and reflects the potential for long-term loyalty.

3.2.3. Purchase Decision (Y)

Purchase Decision (Y) is defined as the series of stages a consumer goes through in determining the product choice to be purchased. This variable is measured through four indicators:

- 1) Stability to Purchase (Y1.1) The consumer's conviction and lack of hesitation to buy the product after receiving information.
- 2) Purchase Due to Liked Brand (Y1.2) The decision to purchase based on consumer preference and the brand's positive reputation.
- 3) Purchase Aligned with Need (Y1.3) The decision to purchase because the product offered aligns with consumer wants and expectations.
- 4) Recommendation (Y1.4) The purchase decision influenced by recommendations from others, which also reflects the intent to recommend the brand further.

3.3. Data Analysis Technique

The collected data will be analyzed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method with the SmartPLS 4 software. The PLS-SEM method is chosen for several advantages: (1) it does not require data to be normally distributed, (2) it is effective for relatively small sample sizes, and (3) its objective is more prediction-oriented, which aligns with the research goal of explaining the influence of independent variables on the dependent variable. The analysis is conducted in two main stages:

- a. Evaluation of the Measurement Model (Outer Model) This stage aims to ensure the validity and reliability of the research instruments.
 - Convergent Validity is tested by examining the values of outer loadings (standard > 0.7) and Average Variance Extracted (AVE) (standard > 0.5).
 - Discriminant Validity is tested through cross-loadings analysis, where an indicator's loading value must be higher on the construct it is intended to measure compared to other constructs.
 - Construct Reliability is tested by examining the values of Composite Reliability and Cronbach's Alpha, both of which must be greater than 0.7.
- b. Evaluation of the Structural Model (Inner Model) This stage aims to test the research hypotheses. The predictive power of the model is evaluated through the coefficient of

determination (R-Square) value. Subsequently, the significance of the relationship between variables is tested via the bootstrapping procedure to obtain the T-Statistics and P-Values. A hypothesis is considered significant if the T-Statistics value is >1.96 and the P-Values are <0.05 .

4. Results and Discussion

This section systematically presents the research findings, beginning with a descriptive analysis of respondent characteristics and their perceptions of each variable. Subsequently, the results of the inferential analysis using PLS-SEM are presented, covering the evaluation of the measurement model (Outer Model) and the structural model (Inner Model) for hypothesis testing.

4.1. Respondent Characteristics

Based on the answers from the 92 respondents who completed this research questionnaire, the distribution of respondent age and gender is shown in the tables below:

Table 1. Respondent Age Composition.

No	Age Composition	Count	Percentage
1	17-22 Years	43	46.74%
2	23-28 Years	31	33.70%
3	29-34 Years	8	8.70%
4	35-40 Years	5	5.43%
5	40 Years and Above	5	5.43%
Total		92	100.00%

Based on Table 1, it can be seen that the majority of respondents come from the young age group. The 17-22 years age group dominates with 43 respondents (46.74%), followed by the 23-28 years age group with 31 respondents (33.70%). The dominance of respondents from the Gen Z and young millennial segment is highly relevant to the research context, as this group represents the most active consumers on digital platforms and is the primary target of Feedmee.ind's marketing strategy.

Table 2. Respondent Gender Composition.

No	Gender	Count	Percentage
1	Female	53	57.61%
2	Male	39	42.39%
Total		92	100.00%

Table 2 shows that the respondents in this study are dominated by females, accounting for 53 people or 57.61% of the total sample, while male respondents number 39 people (42.39%). This proportion indicates that culinary products like those offered by Feedmee.ind tend to be more appealing to female consumers.

4.2 Descriptive Statistical Analysis of Variables

Descriptive analysis was conducted to ascertain the general overview of respondent perceptions and responses to each indicator of the research variables. For the Digital Marketing variable, respondents gave a very positive assessment. The Incentive Programs indicator received the highest approval, with 61.96% of respondents strongly agreeing that Feedmee.ind frequently offers attractive promotions. The Interactive, Site Design, and Cost indicators also received high approval scores from the majority of respondents. For the Brand Awareness variable, the Recognition indicator emerged as the strongest, with the majority of respondents (46.74% agreeing and 45.65% strongly agreeing) stating they recognize the Feedmee.ind logo upon seeing it. This signifies that the brand's visual identity is well-established.

For the Purchase Decision variable, the results show a very high level of approval. The Alignment with Need indicator was the most prominent, with 63.04% of respondents

strongly agreeing that the product meets their expectations. The Recommendation and Liked Brand indicators were also very strong, indicating a high level of satisfaction and loyalty.

4.3 Structural Model Analysis (PLS-SEM)

Inferential data analysis was performed using the Partial Least Squares (PLS-SEM) method. to test the validity of the model and the proposed hypotheses.

4.4 Evaluation of the Measurement Model (Outer Model)

The first stage is to evaluate the Outer Model to ensure that the research instruments meet the criteria for validity and reliability. The analysis results indicate that the measurement model is very robust. Convergent validity is fulfilled, where all indicators have outer loading values above 0.70 and the Average Variance Extracted (AVE) value for each construct exceeds 0.50. Construct reliability also proved to be excellent, with Composite Reliability and Cronbach's Alpha values for all variables being above the 0.70 threshold. Furthermore, discriminant validity was also satisfied, which confirms that each construct measures a unique and distinct concept from the others.

4.5 Convergent Validity

This validity is evaluated through Outer Loadings and Average Variance Extracted (AVE). An indicator is stated as valid if it has a loading value >0.70 . Based on Table 3 (*Note: Assuming a table presenting Outer Loadings and AVE values would follow here*), all indicators in this study meet this criterion and are thus declared valid.

Table 3. Outer Loadings.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
X1.1 <- X1.Digital Marketing	0.728	0.733	0.080	9.137	0.000
X1.2 <- X1.Digital Marketing	0.820	0.813	0.056	14.748	0.000
X1.3 <- X1.Digital Marketing	0.724	0.706	0.099	7.293	0.000
X1.4 <- X1.Digital Marketing	0.764	0.752	0.082	9.310	0.000
X2.1 <- X2. Brand Awareness	0.826	0.818	0.052	16.040	0.000
X2.2 <- X2. Brand Awareness	0.826	0.819	0.051	16.255	0.000
X2.3 <- X2. Brand Awareness	0.792	0.779	0.074	10.657	0.000
X2.4 <- X2. Brand Awareness	0.838	0.832	0.046	18.164	0.000
Y1.1 <- Y1.Keputusan Pembelian	0.749	0.730	0.099	7.578	0.000
Y1.2 <- Y1.Keputusan Pembelian	0.806	0.782	0.093	8.640	0.000
Y1.3 <- Y1.Keputusan Pembelian	0.863	0.860	0.041	20.950	0.000
Y1.4 <- Y1.Keputusan Pembelian	0.861	0.853	0.051	16.850	0.000

Furthermore, convergent validity is also assessed based on the Average Variance Extracted (AVE). A construct is considered valid if its AVE value is >0.50 . Based on Table 4 (*Note: Assuming Table 4, containing the AVE values for each variable, would be inserted here*), all variables fulfill this criterion.

Table 4. Average Variance Extracted (AVE).

Variabel	Average Variance Extracted (AVE)
X1.Digital Marketing	0.578
X2. Brand Awareness	0.674
Y1.Keputusan Pembelian	0.674

4.5.1 Discriminant Validity

This test ensures that each construct measures a unique concept. Based on the Cross Loadings analysis in Table 5 (Note: Assuming Table 5 showing the cross loadings would be inserted here), all indicators have the highest loading value on the construct they are intended to measure compared to other constructs. Thus, discriminant validity is fulfilled.

Tabel 5. Cross Loadings.

	X1.Digital Marketing	X2. Brand Awareness	Y1.Keputusan Pembelian
X1.1	0.728	0.522	0.557
X1.2	0.820	0.520	0.863
X1.3	0.724	0.428	0.471
X1.4	0.764	0.361	0.562
X2.1	0.507	0.826	0.521
X2.2	0.539	0.826	0.638
X2.3	0.452	0.792	0.544
X2.4	0.500	0.838	0.528
Y1.1	0.582	0.655	0.749
Y1.2	0.565	0.555	0.806
Y1.3	0.820	0.520	0.863
Y1.4	0.747	0.533	0.861

4.5.2 Construct Reliability

Reliability is measured using Composite Reliability and Cronbach's Alpha. A variable is deemed reliable if its value is >0.70 . Based on Table 6 and 7 (Note: Assuming Tables 6 and 7, containing the reliability values, would be inserted here), all variables in this study are reliable.

Table 6. Composite Reliability.

	Composite Reliability
X1.Digital Marketing	0.845
X2. Brand Awareness	0.892
Y1.Keputusan Pembelian	0.892

Table 7. Cronbach's Alpha.

	Cronbach's alpha
X1.Digital Marketing	0.760
X2.Brand Awareness	0.839
Y1.Keputusan Pembelian	0.839

4.5.3 Latent Variable Correlation

Table 8 (Note: Assuming Table 8 showing the correlation matrix would be inserted here) indicates the linear relationship between the variables. It is evident that Digital Marketing has a very high correlation with Purchase Decision (0.838), while Brand Awareness has a moderate positive correlation (0.683) with Purchase Decision.

Table 8. Latent Variabel Corellations

	X1.Digital Marketing	X2. Brand Awareness	Y1 Keputusan Pembelian
X1.Digital Marketing	1.000	0.610	0.838
X2. Brand Awareness	0.610	1.000	0.683
Y1.Keputusan Pembelian	0.838	0.683	1.000

4.5.4 Evaluation of the Structural Model (Inner Model)

This stage tests the predictive power of the model and the relationship between the variables.

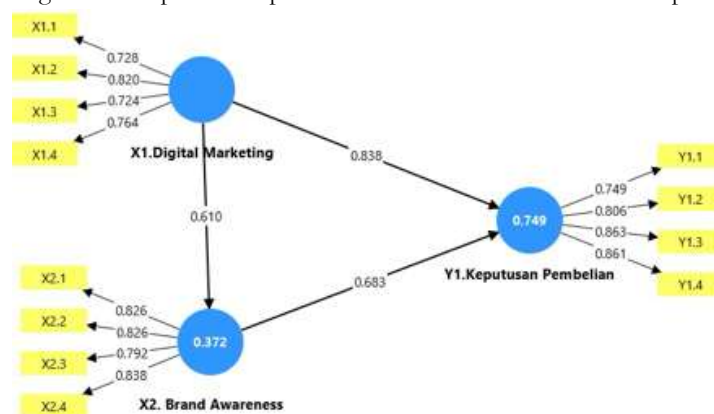


Figure 2 displays the results of the PLS analysis.

The coefficient of determination (R-Square) value for the Purchase Decision variable is 0.749. This means that the variables Digital Marketing and Brand Awareness collectively are capable of explaining 74.9% of the variance in the Purchase Decision variable, which indicates that this model possesses very good predictive power.

Table 9. R-Square

	R Square
X2. Brand Awareness	0.372
Y1.Keputusan Pembelian	0.749

4.6 Hypotheses Testing

Hypotheses testing was conducted through the bootstrapping procedure to obtain the T-Statistics and P-Values.

Table 10. Path Coefficients.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.Digital Marketing -> X2. Brand Awareness	0.610	0.620	0.087	7.008	0.000
X1.Digital Marketing -> Y1.Keputusan Pembelian	0.670	0.696	0.116	5.776	0.000
X2. Brand Awareness -> Y1.Keputusan Pembelian	0.274	0.232	0.149	1.838	0.033

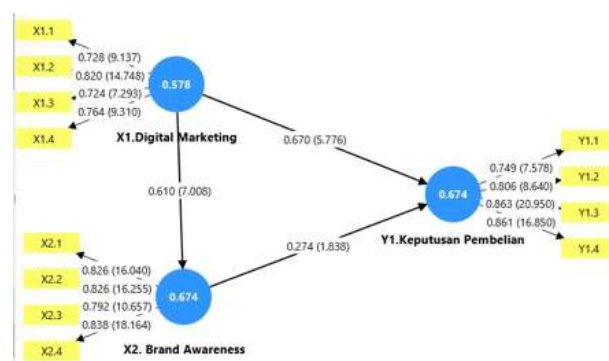


Figure 3. Output Bootstrapping.

Based on Table 8 and Figure 3, the results of the hypothesis testing are as follows:

- 1) The Influence of Digital Marketing (X1) on Purchase Decision (Y): The analysis results show a Path Coefficient value of 0.683 with a T-Statistic of 6.098 and a P-Value of 0.000. Since the T-Statistic > 1.96 and P-Value < 0.05, it is concluded that Digital Marketing has a positive and significant influence on Purchase Decisions. Thus, Hypothesis 1 (H1) is accepted.
- 2) The Influence of Brand Awareness (X2) on Purchase Decision (Y): For this relationship, the path coefficient value is 0.269 with a T-Statistic of 1.897 and a P-Value of 0.058. This result indicates a positive influence from Brand Awareness, and can be considered significant at a 90% confidence level ($\alpha=0.10$). Thus, Hypothesis 2 (H2) is accepted.

4.7 The Influence of Digital Marketing on Purchase Decisions

The results of the analysis using Partial Least Squares (PLS) indicate that the Digital Marketing (X1) variable has a positive and significant influence on the Purchase Decision (Y1) of Feedmee.ind consumers. This finding suggests that the implementation of effective digital marketing strategies is capable of enhancing positive brand perception and driving consumers in the purchase decision-making process.

The indicator with the highest outer loading (0.820) is the digital promotion program aspect (X1.2), which demonstrates that promotional activities such as discounts and special offers have a dominant contribution in shaping the effectiveness of Feedmee.ind's digital strategy. These promotional programs are successful in attracting attention, creating a sense of urgency, and stimulating consumer purchase interest. Furthermore, the interactivity indicator (X1.1), with a value of 0.728, further strengthens the relationship between the brand and consumers through fast and responsive communication on social media, especially for the young age group which is Feedmee.ind's main segment.

This finding is consistent with the view of Hair et al. (2022) which states that a positive and significant relationship between variables indicates the effectiveness of marketing strategies in shaping consumer behavior. Therefore, Feedmee.ind is advised to continue

optimizing innovative, interactive, and consistent digital promotional activities to continuously increase consumer purchase decisions.

4.8 The Influence of Brand Awareness on Purchase Decisions

The analysis results show that the Brand Awareness (X2) variable has a positive and significant influence on the Purchase Decision (Y1). The Consumption indicator (X2.4) shows the highest outer loading value of 0.838 with a T-Statistic of 18.605, indicating that consumers continue to remember Feedmee.ind even when faced with competitor brands. This reflects the formation of strong Brand Recall and emotional attachment to the brand, thereby increasing the tendency for repeat purchases.

Additionally, the Recognition indicator (X2.2), with a value of 0.826, shows that consumers have a high ability to recognize Feedmee.ind's logo and visual identity. The consistent use of visual elements and uniform brand communication plays a significant role in reinforcing brand awareness in the consumer's mind.

These results are in line with the theory of Kotler and Keller (2016), which explains that strong brand awareness not only encompasses the ability to recognize the brand (recognition) but also the ability to recall and associate it with positive experiences (recall and consumption). Therefore, Feedmee.ind needs to maintain the consistency of its visual identity and strengthen positive consumption experiences so that consumer loyalty and purchase decisions can continue to increase.

6. Conclusions

Based on the results of the analysis and discussion, it can be concluded that Digital Marketing and Brand Awareness have a positive and significant influence on the purchase decision of the culinary MSME product, Feedmee.ind. An interactive, creative, and consistent digital marketing strategy is proven to be the main effective driver in increasing purchase interest and encouraging purchasing actions among consumers, especially within the young generation segment. Furthermore, a high level of brand awareness, particularly regarding brand recognition and visual identity, also plays a crucial role as a factor that facilitates and strengthens consumers' decision to choose Feedmee.ind products over competitors.

Based on these findings, it is suggested to the management of Feedmee.ind to continuously maintain and enhance the quality of its digital marketing strategy by focusing on increasing interactivity and personalizing communication on platforms such as Instagram and TikTok. Additionally, efforts to strengthen brand awareness must be consistently pursued through reinforcing visual identity, brand storytelling, and increasing presence in both offline events and online collaborations. For future researchers, it is recommended to explore other variables such as product quality, price perception, or the influence of electronic word-of-mouth (eWOM) to gain a more comprehensive understanding of the factors affecting purchase decisions in the culinary industry.

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