

Digital Marketing Moderation on the Influence of Brand Awareness and Product Excellence on Buying Interest at PT. Parit Padang Global Jakarta

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Abstract: This research examines Brand Awareness influencing the digital marketing of Parit Padang Global consumers. Product Excellence influences consumer digital marketing. Parit Padang Global, Digital Marketing influences consumer buying interest of PT. Parit Padang Global, to determine the influence of brand awareness and product excellence on buying interest moderated by digital marketing among Parit Padang Global consumers. This study used 78 Consumers Padang Parit Global. Data sampling using Simple Random Sampling. These results show that the influence of brand awareness is positive and significant on digital marketing. These results show that the influence of product excellence is positive and significant on digital marketing. These results show that the influence of digital marketing is positive and significant on purchase intent.

1 INTRODUCTION

The business environment is fast-paced and requires companies to be able to adopt changes with a more accurate identity as an aspect of winning market competition. According to BPS data from the results of the 2022 Susenas Survey, 66.48 percent of the Indonesian population has accessed the internet in 2022 and 62.10 percent in 2021.

The Digital Era is currently used by the Company for marketing or promotional activities of a brand or product using digital media or the internet with the aim of attracting consumers or potential customers quickly. Companies that innovate, one of which is PT. Parit Padang Global which is a Pharmaceutical Distributor that has 25 branches in Indonesia. By looking at the conditions where internet usage is evenly distributed to provide convenience for customers in transactions and get other service information such as Brand Awareness and Product Excellence just by using the Parit Padang Global Online System (PPGOS) application.

The main problem in this study is the uneven use of PPGOS applications in the pharmaceutical sector of PT. Parit Padang Global Jakarta Branch 3. Product orders can be made through salesmen and or

can be downloaded through the Play Store just by searching or typing PPGOS accompanied and assisted by salesmen for registration, the advantage of using PPGOS is a fast and easy process because it can order anywhere and anytime and get complete information to customers. PPGOS of course also has weaknesses that can only be accessed via Android, problems that often occur are customer complaints using iPhone, there are delivery delays and frequent product vacancies. PT. Parit Padang Global targets all pharmaceutical sector customers in Indonesia to use PPGOS to be more effective and efficient.

1.1 Buying Interest

Consumer buying interest is consumer behavior where someone has the desire to buy or choose a product, based on experience in choosing, using, and consuming or even wanting a product. Buying interest is consumer behavior that arises in response to an object that indicates the customer's desire to make a purchase.

The interest that arises in making purchases creates motivation that continues to be recorded in his mind and becomes a very strong activity and in the end when a consumer must meet his needs, the

consumer will actualize what he has in mind (Ferdinand, 2014: 189). According to Julianti (2014: 88) buying interest is a driving force or as an intrinsic motive that can encourage someone to pay attention spontaneously, reasonably, easily, without coercion and selectively to one product to then make a purchase decision.

1.2 Brand Awareness

Brand awareness is the ability of consumers to identify brands under different conditions, as reflected by their brand recognition or recall achievement (Kotler and Keller, 2016: 346). According to Aaker, brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Siahaan and Yuliati, 2016: 499). Brand awareness or brand awareness is the ability of potential buyers to recognize or remember that the brand is part of a certain product category (Wijayanto, 2010). Meanwhile, according to Wahyudi (2012), brand awareness is a condition where the brand of a product is known by potential consumers and is appropriately associated with certain types of product categories. There are 4 indicators used to measure Brand Awareness, as follows:

1. The lowest level in the brand awareness pyramid is unaware of brand, where consumers are unaware of a particular brand.
2. Brand Recognition: At this level, consumers are aware of the existence of a brand and acknowledge its existence. Brand recognition indicates the minimum level of consumer brand awareness of a product. This level determines whether consumers will choose to buy the brand or not. This is important when the buyer chooses a brand at the time of making a purchase. Brand recognition, based on assisted recall tests.
3. Brand recall means that consumers not only know about the existence of a brand but remember the brand without even resorting to help or signs.
4. Top of Mind, Top of Mind means that the brand is the top choice, or the brand is the brand that first comes to the consumer's mind. The brand becomes the main brand of various brands in the minds of consumers. If a person is asked directly without the help of reminders and he can name one brand name, then the first most mentioned brand is top of the mind, in other words, the brand is the main brand of various brands in the minds of consumers. The

position of remembering that is stronger than the peak awareness of the mind is the dominant brand.

1.3 Product Advantages

A product is anything that a manufacturer can offer to be noticed, demanded, sought, bought, used, or consumed by the market to meet relevant market needs or wants (Gofur 2019). Product excellence is one of the factors shaping the perception of consumer satisfaction. In the consumer's view, the value of a product is the quality of the product that the consumer enjoys at the expense of a certain amount of money or other resources (Oliver 2010). Quality also plays an important role towards increasing consumer satisfaction which increases consumer retention, lowers marketing costs, and increases revenue. By increasing consumer satisfaction with product quality, consumers will be able to improve memory so that they are more likely to refer potential buyers, while for companies will increase the number of sales and generate lower marketing costs because fixed costs tend not to change at a certain level of sales (Kotler 2011). Quality of service is the fulfillment of consumer expectations or consumer needs that compares results with expectations and determines whether consumers have received quality service (Kotler 2011). Robert (2011) argues that the quality of resident services has two dimensions. The first is the process dimension, which is about how residents receive services from the company, in this case about what happens in the buyer-seller interaction. The second dimension of results, specifically the results of service transactions, concerns what buyers feel in their interactions with service provider companies. Service companies have increased their market share competition based on on-time delivery, i.e. when goods are received by consumers. For development companies that produce homes, on-time delivery is defined as when the house is handed over to the consumer, which is called product handover.

1.4 Digital Marketing

Since the beginning of 2000, information technology has entered the mainstream market and further developed into the so-called new wave technology. New wave technologies enable connectivity and interactivity between individuals and groups (Kotler, 2011). The new wave includes three main forces:

cheap computers and mobile phones, cheap internet, and open source.

Digital marketing is a form of direct marketing that connects consumers with sellers electronically using interactive technologies such as email, websites, online forums and newsgroups, interactive television, mobile communications, etc. (Kotler & Armstrong, 2010). It facilitates many-to-many communication due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal, and cost-effective manner. (Bains, P., Fill, C., and Page, 2011). The purpose of digital marketing activities is to promote a brand, build preferences, and increase sales through various digital marketing techniques. Various digital marketing activities include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, E-Commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, optical discs, games, and various other forms of digital media. The reason for using digital marketing in this research is to find out the extent of online commerce trends among millennial teenagers today. Kotler and Keller (Arief Adi S 2017), Buying interest can be interpreted as consumer behavior in wanting a product based on their experience in buying or choosing and consuming a product they want. Kotler and Keller (2016) suggest several factors that shape consumer buying interest, especially the attitudes of others and unexpected situational factors. When someone is in the process of searching for the item they want, their feelings will affect their desire to buy an item. The feelings that occur at that time will determine whether to buy or not when feelings of pleasure will increase buying interest and vice versa. (Swastha and Irawan 2012). In the economic and service sectors, the development of internet technology is also accompanied by the presence of e-commerce to help the success of buying and selling transactions of a company. E-commerce means marketing, buying, or selling products and services using electronic media, for example through the internet, television, or other digital networks (Hamzah et al., 2020). So, nowadays many companies and retailers carry out various marketing strategies through the internet, social media, and e-commerce websites. In addition, along with the increasing number of sellers in e-commerce, companies innovate by having various sellers on special platforms, making it easier to make buying and selling transactions and companies do not need to spend capital to store

stock of goods to be sold. Based on the description above, this study will be conducted to explain about "digital marketing moderation on the influence of brand awareness and product excellence on buying interest at PT Parit Padang Global" because in the current digital era digital marketing is very influential on the sales of a product, therefore it is necessary to promote products with their respective styles and characteristics.

1.5 The Influence of Brand Awareness on Digital Marketing

According to Hasbun and Ruswanty (2016: 3) Brand awareness or brand awareness is a brand ability that appears in customer memory when customers assume about certain products and how often products appear. According to Romaniuk, Wight, and Faulkner (2007) "brand awareness is the capacity of a particular customer to recognize or remember that a particular brand belongs to a particular product category". This means that brand awareness is the capacity of customers to recognize or remember what the brand provides from a particular product. Brands have an important role to play in improving consumer purchasing decisions. The greater the level of customer understanding of a brand the greater the ability of an industrial product to be purchased by customers. Brand awareness is strongly related to the presence of brand traces in the minds of customers which results in the capacity of customers to recognize (identify) brands in various market conditions (O'Guinn, Allen, & Semenik, 2009). According to Ariyan (2013) in research Andhini Wulan Saputri (2017: 31) Increasing awareness is one way to enlarge the market. Awareness also influences customer assumptions and behavior. If the understanding is very small, it can be determined that the brand equity is small. The position of brand awareness in all brand equity depends on how far a brand's level of understanding is reached. Brand awareness measurement indicators in this study refer to Duriyanto's (2004) theory including: unaware of brand, brand recognition, brand recall, top of mind. The hypothesis is stated as follows:

Hypothesis 1: Brand Awareness affects Digital Marketing.

1.6 The Effect of Product Excellence on Digital Marketing

Product excellence is a corporate profit strategy that works together to compete more effectively in the

marketplace. The use of competitive advantage can have a positive impact on marketing performance (Haji, and Arifin, 2017). Product excellence is also known as a mediator of marketing performance in the tourism industry of Jatim Park group (Hidayatullah, S., Firdiansjah, A., Patalo, R. G., & Waris, 2019). This finding is in line with other studies that show that competitive advantage can be a mediator and positively affect marketing performance on MSME export products in Malang (Zaini, A., Hadiwidjojo, D., Rohman, F., and Maskie, 2014). In general, it can be concluded that product excellence is able to improve organizational performance (Agha, S., Alrubaiee, L., and Jamhour, 2012) in line with opinions (Majeed, 2011). Competitive advantage itself is influenced by several variables, particularly product uniqueness and product quality. According to Amelia (2021), product excellence is the completeness of customer integrity, which prioritizes the point of goods or assistance to meet customer targets. The hypothesis is stated as follows:

Hypothesis 2: Product Excellence affects Digital Marketing.

1.7 The Influence of Buying Interest on Digital Marketing

Buying interest is the willingness of consumers to buy certain products under certain conditions. Purchase intent is usually related to customer behavior, perceptions, and attitudes. Shah et al. (2012) show that purchase intent is a type of decision-making regarding the reasons why customers tend to buy a particular brand. From digital marketing is very influential on increasing the level of sales on a product, especially in the current digital era e-commerce significantly increases buying and selling activities because it makes it easier for people to access information about the products they want.

Hypothesis 3: Buying Interest influences Digital Marketing

1.8 Moderation of Buying Interest Can Strengthen or Weaken the Influence of Brand Awareness on Digital Marketing

In this sophisticated era, businesspeople in Indonesia face great challenges in competing with large companies. Therefore, businesspeople need to continue to innovate to grow and develop their business. One important step in this regard is to

implement an effective marketing strategy to increase buying interest and remain competitive with products from large companies. In addition, by supporting and developing businesspeople, we can also create more job opportunities for the community. In this context, digital marketing is a strategic key for businesses to increase their brand awareness among consumers (Pasaribu et al. 2023)

Hypothesis 4: Brand awareness influences digital marketing-moderated buying interest.

1.9 Moderation of Buying Interest Can Strengthen or Weaken the Influence of Product Excellence on Digital Marketing

Product excellence is the perception of superior value or superior value that is relatively attached to the product to achieve competitive advantage. Superior value can be seen from product quality and technical matters that are in accordance with what is expected and needed by consumers (Hadi, 2013). With digital marketing, you can get important information about the advantages of the product, so that businesspeople can improve marketing strategies. Using this method, businesspeople can analyze what similar techniques are used by competitors and do better than what they do. Businesspeople can take advantage of this opportunity to see the disadvantages and advantages of competitors. The most important thing is an increase in the number of product sales. Marketing through social media makes it easier for businesspeople to find consumers and provide interesting information for potential customers. In this way, potential customers will be interested in buying the product.

Hypothesis 5: Product Excellence influences digital marketing's moderate buying interest.

2 RESEARCH METHODS

This research is a type of quantitative research. The data obtained is analyzed quantitatively. The nature of this study is descriptive and aims to know the characteristics of the market. Multiple linear regression analysis is used as data analysis with the intention to reveal the relationship between many variables between one dependent variable and more than one independent variable (Gani & Amalia, 2015). This study had two independent variables

(X), one dependent variable (Y), and one moderation variable (Z).

3 RESEARCH RESULTS

From the results of research and literature review, the author argues that there is a great opportunity in the use of digital marketing to promote, from brand awareness, product advantages can do everything possible to promote, for example is to do live on media facilities to compare competing products and the advantages of the products demoed. This allows customers to watch, thus increasing purchasing power.

The results of the Reliability Test found that the value of the Cronbach alpha coefficient was more than 0.6 for the variables Brand Awareness, Product Excellence, Digital Marketing, and Buying Interest. As for the Validity Test for the items, all Brand Awareness, Product Excellence, Digital Marketing, and Purchase Interest statement items show valid because the calculated r value is greater than the table r value (the statement item shows valid). The valid meaning is that all statement items that define Brand Awareness, Product Excellence, Digital Marketing, and Buying Interest can be measured.

3.1 Hypothetical Results

In PLS, testing of each relationship is done using a simulation with bootstrapping method against the sample. This test aims to minimize the problem of abnormalities in the research data. The results of testing with the Bootstrapping method from PLS analysis are as follows:

	Sampel Asli (O)	Rata-rata Sam...	Standar Devias...	T Statistik (O ...	P Values
Moderasi_Z11 -> Y -> Y_Marketing Digital	0.08	0.15	0.08	0.99	0.04
Moderasi_Z12 -> Y -> Y_Marketing Digital	0.45	0.29	0.45	1.00	0.03
X1_Brand Awareness -> Y_Marketing Digital	-0.13	-0.12	0.07	1.66	0.03
X2_Product Excellence -> Y_Marketing Digital	-0.14	-0.16	0.06	2.24	0.01
Z_Minat Beli -> Y_Marketing Digital	0.62	0.60	0.07	8.71	0.00

4 CONCLUSION

This research provides evidence of digital marketing moderation on the influence of brand awareness and product excellence on buying interest. This study has limitations, respondents in the sample are only respondents of the consumers of PT. PPG. Research

recommends that detailing can lead to sales that make it sustainable because of trust in consumers.

Brand Awareness and the influence of product excellence, digital marketing, and moderate buying interest are significant important factors in creating trust and confidence in customers of every transaction. Based on the results of the analysis that has been carried out in this study, conclusions can be drawn that brand awareness and product excellence affect digital marketing and moderated buying interest is significantly an important factor in creating trust and confidence in customers every transaction.

5 SUGGESTION

Discussion and conclusions based on the above provide suggestions that are used as references and considerations from this study: businesspeople must remain committed to maintaining good trust given directly by customers. The existence of digital marketing can increase product sales revenue.

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