

Research Article

How Digital Marketing and Brand Awareness Drive Online Purchasing: The Impact of Price Perception and Product Quality in Jakarta

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Abstract

This study examines the influence of digital marketing, product quality, brand awareness, and price perception on online purchasing decisions for Kanky shoes. The population comprised consumers of Kanky shoes in Jakarta, excluding the Seribu Islands. The sample included respondents who had purchased and used Kanky shoes, actively used social media, were at least 17 years old, and resided in Jakarta (excluding the Seribu Islands). A quantitative research method was employed, with data collected through questionnaires using purposive sampling. Data were analyzed using SPSS and Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that digital marketing, brand awareness, and price perception have positive and significant effects on purchasing decisions. In contrast, product quality does not significantly influence purchasing decisions. Managerially, the results suggest that companies should maximize digital platforms to deliver targeted messages and strengthen brand awareness among broader audiences. Although product quality was not a significant predictor, maintaining high quality remains essential for building consumer trust and meeting market expectations through continuous innovation.

Keywords: Digital Marketing, Product Quality, Brand Awareness, Price Perception, Purchase Decision

JEL Classification: M31, D12, L15

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1. Introduction

The rapid development of information and communication technology has brought significant changes in various aspects of life, including in the business world. Digital marketing is now one of the main strategies companies use to reach a wider target market. The use of the internet and social media as marketing platforms not only makes it easier for companies to promote products, but also for consumers to search for and buy products online. Effective digital marketing can increase purchasing decisions and attract consumer interest. Harto et al. (2021) explained that implementing marketing strategies through digital marketing involves greater use of electronic media to promote products or services to consumers, attract customers, and enable interaction with brands.

Kanky Shoes, established in 2019, is a local footwear manufacturer offering classy, futuristic designs at affordable prices. The tagline "More With Kanky" reflects their commitment to providing high-quality footwear for the Indonesian people without draining their pockets. Behind this brand is Alfonsus Ivan Kurniadi, a shoe entrepreneur with 26 years of experience. The name "Kanky" is inspired by the words "kanan" and "kiri", symbolizing the steps forward and achievements this brand aims to take. Kanky Shoes, a growing local shoe brand, has used digital marketing to increase sales and expand its market reach. However, digital marketing is not the only factor that influences consumer purchasing decisions. Product quality, brand awareness, and price perception also play an important role in the purchasing decision-making process.

Devi & Theresia (2021) state that product quality is one factor that can influence purchasing decisions. If the product meets customer expectations and needs, consumers are more likely to purchase. In addition, the quality of products that meet consumer needs and expectations can form the basis for purchasing decisions for products without hesitation. Product quality refers to the overall characteristics of a product that enable it to meet consumers' needs (Rosanti et al., 2021). Product quality is an important factor in consumers' product choices. The products offered should be well tested for quality. For consumers, product quality is currently quite important. Several previous studies have found that product quality significantly influences purchase decisions (Gain et al., 2017). The same was also found in a study by Prihartono (2020), which showed that product quality has a positive and significant impact on purchasing decisions. Also supported by Jasmani (2018) research, which found that product quality has a positive and significant impact on purchasing decisions. However, Devi & Theresia (2021) stated that product quality has a negative and insignificant effect on purchasing decisions.

Brand Awareness also significantly influences purchasing decisions. Brands that are known and trusted by consumers tend to gain attention and trust more easily. Building strong brand awareness takes time and consistent effort, including through various branding and promotional activities. According to Shintarani, quoted from Prastowo & Rahmadi (2023), brand awareness is the ability of consumers to recall the characteristics, attributes, and uniqueness of a particular product. Brand awareness is a marketing goal because it can influence someone to like, choose, buy, and use a particular brand of product. Brand awareness can be a signal of business success.

Arianty & Andira (2021) said that brand awareness is a general goal of marketing communications. With high brand awareness, when consumers need a product in a certain category, the brand will come to mind and be considered in purchasing decisions. Stated that information about well-known brands or brands that consumers understand provides a better opportunity for consumers to buy a product.

Price perception is another determining factor in purchasing decisions. Prices that are considered reasonable and comparable to product quality will be more attractive to consumers. Therefore, an effective pricing strategy is needed to enable products to compete in the market. According to Kotler & Armstrong (2018), price perception is the value customers are willing to sacrifice to obtain a product or service. The price includes information that can influence customer purchasing behavior, including the level of service. Furthermore, Tjiptono (2019) explains that price perception is the process by which consumers interpret the expected price value or attributes of goods and services. When consumers evaluate the price of this product, their behavior largely influences that evaluation.

The following is a research gap identified by several researchers, including Rifani et al. (2023), who found that product quality positively and significantly influences purchasing decisions. The results of Setyani & Prabowo's (2020) research are also consistent with Rifani et al. (2023), who found that product quality positively and significantly influences purchasing decisions. However, research by Yani & Ngora (2022) found that product quality did not affect purchasing decisions.

2. Literature Review and Hypothesis

Buying decision

Harjadi & Arraniri (2021) define purchasing decisions as an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one. Basuki et al. (2023) added that purchasing decisions are a process that connects knowledge to provide alternative assessments to help choose an option that can lead to behavioral decisions. Consumer purchasing decisions involve selecting among two or more alternatives. This means that choices must be available to consumers when making decisions. Saputro & Laura (2020) define purchasing decisions as consumers' actions to buy products offered to them. Purchasing decisions are operationally measured using indicators: problem recognition, information search, product selection, brand selection, and purchasing behavior.

Digital Marketing

Harto et al. (2021) define digital marketing as a strategy that uses electronic media to promote products or services to consumers. The goal is to attract customers and enable interaction with brands through digital media. Ayesha et al. (2022) noted that digital platforms are used by various parties, including entrepreneurs, investors, product-based companies, and others, to promote their products or services. Morrisani (2015) argues that advertising is any message about a product conveyed through a medium, financed by a known initiator, and aimed at some or all of society. Factors that contribute to digital marketing are the boom in available digital technology, such as laptops, smartphones and e-commerce platforms, as well as artificial intelligence (AI) (Alwan & Alshurideh, 2022)

Product Quality

Harjadi & Arraniri (2021) define a product as a tangible or intangible object that people can buy. Harjadi & Arraniri (2021) state that a product is a complex property, both tangible and intangible, including packaging, color, price, and the prestige of the company and retailer. Harjadi & Arraniri (2021) argue that quality is a combination of properties and characteristics that determine the extent to which it meets customer needs or assesses the extent to which those properties and characteristics meet those needs. Harjadi & Arraniri (2021) define quality as a dynamic condition that relates to products, services, people, processes, and environments and that meets or exceeds expectations.

Brand Awareness

Prastowo & Rahmadi (2023) stated that brand awareness is the ability of consumers to recall a product's characteristics, attributes, and uniqueness. Brand awareness is a marketing goal because it can influence consumers to like, choose, buy, and use certain brand products. Brand awareness can also be a signal of business success. Astuti et al. (2021) define brand awareness as the ability of customers to recognize or recall a brand and associate it with a particular product category.

Research Concept Framework

Overall, Figure 1 proposes that consumers' online buying decisions are shaped by marketing exposure (digital marketing), product evaluation (product quality), cognitive familiarity (brand awareness), and economic judgment (price perception). The framework suggests that improvements in any of these four factors will increase the likelihood that consumers will make a purchase.

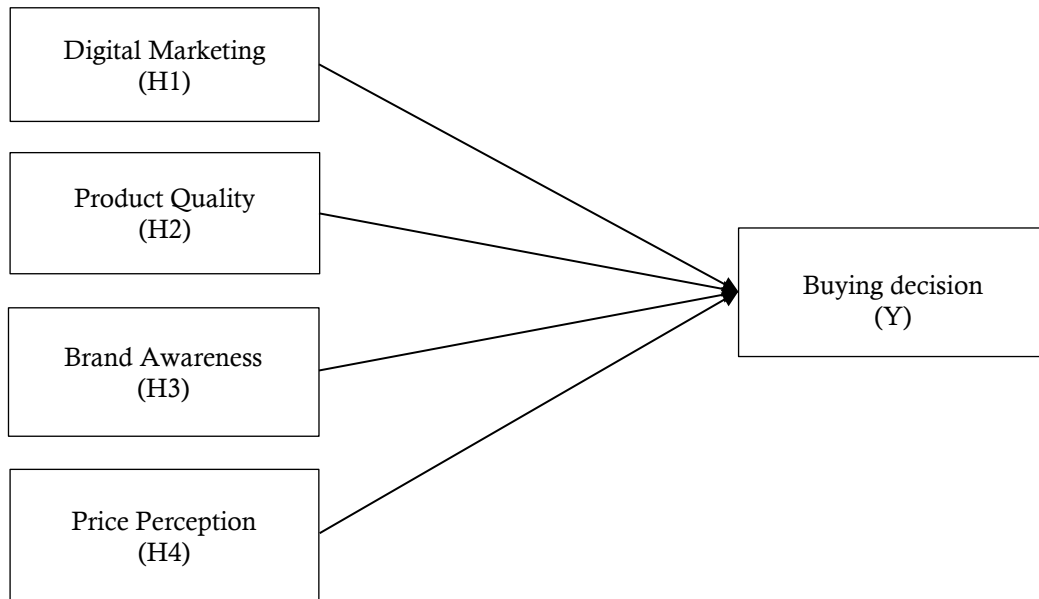


Figure 1. Research Concept Framework

Research Hypothesis

The Influence of Digital Marketing on Purchasing Decisions

Kartika & Rino (2021) found a relationship between digital marketing and purchasing decisions. Many marketers are gradually abandoning traditional marketing models and switching to modern models, namely digital marketing. If digital marketing models such as Search Engine Marketing (SEM), Online Public Relations, Online Partnerships, Interactive Advertising, Opt-in e-mail and Viral marketing are implemented effectively, then they will affect consumer purchasing decisions. Therefore, effective digital marketing strategies can strengthen consumer trust, increase engagement, and ultimately influence purchase decisions, including for Kanky shoes. The results of research conducted by Aguspriyani et al. (2023) and Agustian & Murwanti (2023) showed that digital marketing strategies positively and significantly influence purchasing decisions. Based on previous theories and research, it can be said that the results of the hypothesis are as follows:

H1: Digital Marketing has a positive influence on Purchasing Decisions

The Influence of Product Quality on Purchasing Decisions

Consumers will recognize companies that produce high-quality products and can build consumer trust in their products. Consumers who already know the company's existence will make it easier for the company to monitor and identify high-quality products, thereby increasing the likelihood of purchase. The results of Rifani et al.'s research. (2023) to decide to buy the product. Sari & Hidayat's (2021) research indicated that product quality influences purchasing decisions. Based on previous theories and research, it can be said that the results of the hypothesis are as follows:

H2: Product quality has a positive and significant effect on purchasing decisions.

The Influence of Brand Awareness on Purchasing Decisions

Brand awareness plays an important role in a company's purchasing decisions. When consumers have strong brand awareness, they tend to purchase more of that product. The higher the brand awareness among consumers, the more likely they are to make a purchase. The results of research by Ekawati et al. (2020) and Supiyandi et al. (2022) indicated that brand awareness significantly influences purchasing decisions. Based on previous theories and research, it can be said that the results of the hypothesis are as follows:

H3: Brand Awareness has a positive and significant effect on Purchasing Decisions

The Influence of Price Perceptions on Purchasing Decisions

Wijaya & Zulfa (2017) perception of product price also plays a very important role. Demand for a product increases when its price is low and decreases when its price is high. When the product price is adjusted to reflect the consumer's purchasing power, consumers tend to choose it. Stated that price perception has a positive and significant influence on purchasing decisions. Then, Widyastuti & Said (2017) found a positive relationship between price perception and purchasing decisions. Based on previous theories and research, it can be said that the results of the hypothesis are as follows:

H4: Price Perception has a positive and significant effect on Purchasing Decisions

3. Data and Method

Types of research

In this study, researchers will distribute questionnaires using a research scale to measure attitudes and opinions through the Likert Scale. The data collection method used is a questionnaire. The questionnaire is used to collect quantitative primary data for research on the variables under study.

Method of collecting data

This study uses primary data obtained directly from respondents who have purchased and used Kanky Shoes. The data include respondents' opinions, attitudes, and characteristics. This study uses a questionnaire as a data collection instrument. Respondents complete an online questionnaire via Google Forms, which includes questions to obtain the information needed for this study.

Data Analysis Methods

This study uses descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM). Descriptive statistics are used to provide a general picture and describe sample data; this is done in WarpPLS. To see and measure the relationships between variables using the PLS-SEM method.

Population and Sample

The population of this study comprised all consumers of Kanky shoes in the Jakarta area, excluding the Seribu Islands. This population was chosen because Kanky shoes are a local brand quite popular among young people in the Jakarta area. The sample in this study is a subset of the population that represents its characteristics. The sample of this study was determined using a purposive sampling technique. Based on these considerations, a sample of 100 people was obtained. This sample is considered sufficient to represent the population and produce valid research results. The data collection technique used was a questionnaire. The questionnaire was distributed online through social media such as Instagram, Facebook, and Twitter.

4. Results

Evaluation of Measurement Model

Table 1. Evaluation of Measurement Model

Variables	Information
Digital Marketing Variables	
Average Variance Extracted (AVE)0.525 > 0.5	Valid
Composite Reliability0.869 > 0.70	Reliable
Product Quality Variables	
Average Variance Extracted (AVE)0.501 > 0.5	Valid
Composite Reliability0.909 > 0.70	Reliable
Brand Awareness Variable	
Average Variance Extracted (AVE)0.506 > 0.5	Valid
Composite Reliability0.877 > 0.70	Reliable
Price Perception Variable	
Average Variance Extracted (AVE)0.514 > 0.5	Valid

Composite Reliability 0.881 > 0.70	Reliable
Purchase Decision Variables	
Average Variance Extracted (AVE) 0.540 > 0.5	Valid
Composite Reliability 0.921 > 0.70	Reliable

Source: Processed primary data (2024)

The evaluation results in Table 1 show that all variables digital marketing, product quality, brand awareness, price perception, and purchasing decisions have strong construct validity and consistency. This is evidenced by a P-value < 0.001 and composite reliability values exceeding 0.70 for each variable, indicating high reliability.

Structural Model Evaluation

Table 2. Structural Model Evaluation

Evaluation Size	Criteria Rules	Model Test Results
R ² or adjusted R ²	Weak ≤ 0.25 Moderate 0.26- 0.45 Strong 0.46 – 0.70 Very strong ≥ 0.70	R ² (Purchase Decision) = 0.880 (Very Strong)
Q ² predictive relevance	Q ² > 0 = the model has predictive relevance Q ² < 0 = model lacks predictive relevance	Q ² (Purchase Decision) = 0.887 (predictive relevance)
Tenenhaus Goodness of Fit (GoF)	Small if ≥ 0.1 – 0.24 Medium ≥ 0.25 – 0.35 Large ≥ 0.36	GoF = 0.675 (Large)

Source: Processed primary data (2024))

Based on Table 2 above, the model's test results indicate that it is very strong, highly relevant to purchasing decisions, and well-suited. The results of the structural model test using the WarpPLS 8.0 application and producing a pattern of relationships between variables can be seen in Figure 2

Research Hypothesis Testing

Table 3. Research Hypothesis Testing

Variable Relationship	Coefficient	P-Value	Hypothesis	Information
Digital Marketing Purchase Decisions	0.403	<0.001	H1	Accepted
Product Quality Purchasing Decision	0.001	0.496	H2	Rejected
Brand Awareness Purchase Decision	0.299	<0.001	H3	Accepted
Price Perception Purchasing Decisions	0.245	0.004	H4	Accepted

Source: Processed primary data (2024))

Table 3 shows that digital marketing, brand awareness, and price perception significantly influence purchasing decisions for Kanky shoes online, with positive coefficients and P-values < 0.05. However, product quality does not have a significant impact, as indicated by a P-Value >0.05.

5. Discussion

The Influence of Digital Marketing on Purchasing Decisions

Based on Table 3 above, Digital Marketing has a positive effect on Purchasing Decisions. This shows that the better the digital marketing strategy implemented, the more likely consumers are to make purchases. The results of this study are supported by research conducted by Agustian &

Murwanti (2023), which discovered that buying decisions are significantly and favorably impacted by digital marketing. Businesses can more effectively reach the right audience through digital marketing initiatives such as search engine optimization (SEO), social media engagement, tailored content, and targeted ads.

Furthermore, in the digital age, customers primarily rely on information found online before making a purchase. Consumer confidence in purchasing decisions is further reinforced by factors such as influencer recommendations, interactive ads, and online reviews. To stay competitive and boost sales, businesses must continually develop and refine their digital marketing strategy.

The Influence of Product Quality on Purchasing Decisions

Based on Table 3 above, Product quality does not have a significant influence on the decision to purchase Kanky shoes online. Although product quality is an important factor, the difference is not large enough to influence purchasing decisions. The results of this study align with those of Yani & Ngora (2022). It was found that the quality of the goods did not significantly influence purchase decisions. One rationale is that rather than evaluating products directly, online shoppers can place greater trust in digital marketing, brand reputation, or pricing perception. Online purchasing decisions are frequently influenced by social media, reviews, and discounts, whereas in physical locations, buyers can assess product quality firsthand.

Furthermore, Kanky Shoes' target market may place a higher value on convenience, fashion, or price than on superior product quality. Customers may believe that most items in the same category are of comparable quality, which makes other considerations more important when deciding what to buy. Businesses could focus on better brand positioning, customer feedback, and distinctive quality aspects to increase the influence of product quality on purchase decisions.

The Influence of Brand Awareness on Purchasing Decisions

Based on Table 3 above, Brand awareness significantly influences the decision to purchase Kanky shoes online. This shows that the higher the brand awareness among consumers, the more likely they are to make a purchase. The results of this study are supported by research conducted by Supiyandi et al. (2022), which found that brand awareness has a positive and significant effect on purchasing decisions. A product with high brand recognition stays at the forefront of consumers' minds when they are considering a purchase in a given category. This is especially important in the footwear sector, where consumer decisions are greatly influenced by brand familiarity and reputation.

Furthermore, regular marketing campaigns, social media interaction, influencer collaborations, and word-of-mouth referrals are frequently used to increase brand awareness. Businesses can develop a strong brand identity that promotes repeat business and consumer loyalty by investing in these tactics. Kanky Shoes should thus continue to enhance its brand awareness through targeted advertising and strategic partnerships to boost sales further.

The Influence of Price Perceptions on Purchasing Decisions

Based on Table 3 above, price perception significantly influences the decision to purchase Kanky shoes online. This indicates that consumer perceptions of appropriate or affordable prices increase the likelihood that they will purchase products. The results of this study are supported by research conducted by Muhammad Imam Nur Yassin et al. (2023) and Widyastutir & Said (2017), which stated that price perception has a positive and significant effect on purchasing decisions, attesting to the positive and substantial influence that consumers' perceptions of pricing fairness have on their purchase decisions. Customers are more likely to make a purchase when they believe they are getting a fair bargain, particularly in fiercely competitive areas like the footwear industry.

Promotions, discounts, installment plans, and the product's overall perceived worth all influence how people perceive prices. Potential customers may be turned off by a negative price perception, even if the product is of excellent quality. Kanky Shoes should continue to use competitive pricing,

offer discounts, and emphasize value-for-money features to build customer confidence in their purchase decisions and sustain strong sales performance.

6. Conclusion

Based on the results of the study on the influence of digital marketing, product quality, brand awareness, and price perception on purchasing decisions for Kanky shoes in the Jakarta area (except the Seribu Islands), several things can be concluded as follows: Digital Marketing has a positive and significant influence on purchasing decisions for Kanky shoes, Product Quality, although it has a positive influence on purchasing decisions, its influence is not significant, Brand Awareness has a positive and significant influence on purchasing decisions for Kanky shoes, Price Perception has a positive and significant influence on purchasing decisions.

In summary, purchasing decisions for Kanky shoes in Jakarta are driven primarily by external market stimuli (digital marketing), cognitive brand strength (brand awareness), and economic evaluation (price perception). At the same time, functional assessment (product quality) plays a supportive rather than a decisive role. Future research employing longitudinal, experimental, and comparative approaches is essential to validate causality, enhance generalizability, and uncover deeper behavioral mechanisms underlying these relationships.

In practical terms, the managerial implication of this study is that companies must move from a conceptual understanding of marketing to a measurable execution discipline. By calibrating discount structures, deploying targeted digital campaigns, systematically tracking brand awareness, institutionalizing review-management protocols, and enforcing quarterly conversion and retention targets, firms can translate marketing drivers into sustainable purchasing growth and long-term customer relationships.

Recommendation

Based on the conclusions above, some suggestions are: Companies need to continue developing innovative and creative digital marketing strategies to attract more consumers, such as creating short video content in the form of unboxing & review videos and styling tutorials, and running social media campaigns that feature challenges where users can post photos of themselves wearing Kanky shoes with a special hashtag. Then the company can give prizes for the most creative photos or the most likes. Companies can increase brand awareness by continuing to collaborate with influencers who have relevant audiences to promote Kanky shoes through posts, stories, or reviews. Companies can offer seasonal discounts at certain times, such as the end of the year or the shopping season.

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