

The Influence of Digital Marketing and Promotional Strategies in Shaping Brand Awareness on Consumer Purchasing Decisions: A Case in Indonesia

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The development of the internet certainly does not only affect technology and information. With this progress, people can access the world digitally. The digital world will become an important point for all human activities, including business activities. The digital era offers marketers a new and efficient way. Digital marketing studies consumer behavior, products, brands, and services tailored to customer needs and wants. The use of an effective promotional strategy can be seen in the extent to which the brand of the product being marketed becomes top of mind in the minds of consumers and becomes a brand preference for consumers when they want to make a purchasing decision. The purpose of this study was to determine the effect of digital marketing and promotional strategies in building brand awareness on purchasing decisions from an Islamic perspective. The sample used in this study was composed of 100 Senior High School student respondents in Bogor City using purposive sampling. This research methodology is quantitative, with multiple linear regression analysis techniques, and processed with SPSS AMOS 22. The results of this study are that digital marketing (X1) and promotion strategy (X2) have a direct and significant positive effect on the formation of the brand awareness (Z) variable of 58.3% and indirectly, the digital marketing variable (X1) and promotion strategy (X2) affect the purchasing decision variable (Y) through the brand awareness variable (Z) as an intervening variable with a value of 85.6%.

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INTRODUCTION

The Indonesian Internet Service Providers Association (APJII) states that in 2022 the internet penetration rate in Indonesia will be 77.02% (APJII, 2022). The rapid development of the internet certainly does not only affect technology and information. From this progress, people can access the digital world globally, be it sending emails, accessing public services, financial facilities, *video conferencing*, online shopping and many others. It can be said that the digital world will be an important point for all human activities, including business activities (Anggiawan, 2021).

According to Musnaini (2016) The presence of the digital world in today's business activities is marked by the increasing number of trade transactions that utilize the internet as a medium of communication, collaboration, and cooperation between companies or individuals. The use of *digital marketing* as a means of marketing today's business is indeed superior when compared to the previous conventional way (Jamaludin, 2022).

In using *digital marketing*, there are SEO (*Search Engine Optimization*) techniques on *Google* searches and advertisements on social media which certainly make it easier to reach consumers both domestically and abroad. In addition, business people can maximize *digital marketing* resources by using *Instagram*, *Youtube*, and *Tiktok* media stories to campaign for trending digital businesses (Mugnaini, 2016).

Digital marketing also gives consumers a long time to find out in advance related to information on the goods or services they will buy, so that this can also help in making considerations before making a purchase. In addition, marketing done online can be accessed 24 hours without stopping, distance and time are no longer a barrier for consumers and marketers (Pangabea & Sibolga, 2022).

Online transactions are transactions that are carried out without meeting face-to-face, but at a distance between the seller and the buyer (Wati et al., 2021). The use of social media as a buying and selling tool today certainly does not escape the risks that must be faced by marketers and consumers. Internet media itself is very vulnerable to crime, there are many cases that harm its users, including fraud by *hacking* which disrupts and damages other parties' websites. Advertising on the internet also has a high cost, especially if you want to reach a wide audience with good and attractive website maintenance (Hidayati, 2021).

Plagiarism in *digital marketing* advertisements is also unavoidable. Internet advertising and unregulated property rights are utilized by irresponsible plagiarists by imitating them and causing losses to the creators (Jamaludin, 2022). For this reason, creativity and innovation are needed in *digital marketing*. Creativity can be a differentiator between one another, if you lose in terms of creativity in making advertisements, the company's advertisements are easily displaced (Seo, 2019).

The Indonesian Internet Service Providers Association noted that 84.75% of people switch to marketing goods/services online. This condition certainly creates sharper competitiveness in business activities (Nuraisah, 2021). With the large number of competitors, the smaller the opportunity to run a business (Candra, 2018). In the face of this, what must be owned at this time is a strategy that other market players do not use.

However, it should be noted that an effective strategy is not seen from the number of sales targets met, but by carrying out marketing activities that can attract new customers by influencing them to try their products and widely introduce the existence of their products and how to make the brand of the product *top of mind* in the minds of consumers and make it *brand preferences* for consumers when making a purchase decision (Khairunnisaa, 2021).

Being active and communicative in marketing on social media is needed, this is because it can make consumers easily recognize and remember a particular brand. For this reason, a company needs the formation of Brand Awareness. Brand Awareness can dominate the market and facilitate the sales process. Trust is important to attract and retain consumers (Kartika & Firdaus, 2020). Awareness in the market will be protective for the sustainability of the company (Firmansyah, 2019). In forming Brand Awareness, it can be done by increasing continuous or repeated interactions until the consumer feels a familiar relationship with the product or service brand (Adrian & Mulyandi, 2021).

Brand Awareness begins with a sense of familiarity with a brand. This sense of familiarity gives consumers the confidence to choose a product from a particular brand. Existing confidence makes consumers less worried in considering it and start deciding on a purchase (Candra, 2018). This is supported by research Ningrum, (2020) in the role of *brand awareness* as an intervening variable in the influence of advertising and endorsers on purchasing decisions. Handono et al.,

(2021) examines the influence of social media *instagram* on purchasing decisions through *brand awareness*. Shintarani, (2018) examines the effect of Seafoodking Product Promotion on Product *brand awareness*, with the results of product promotion significantly related to *brand awareness*.

Based on the description of the problems above, this study aims to identify the effect of *digital marketing* and promotional strategies in the formation of *brand awareness* on consumer purchasing decisions at Bimbel Bintang Students in Bogor City with senior high school (SMA/MA) students as the research.

LITERATURE REVIEW

Digital Marketing

Digital marketing is defined as the result of the development of the internet which is used to promote products or services online with the aim of meeting consumer needs more effectively (Hartini et al., 2022). In its understanding, *digital marketing* is an effort to market the brand of a product by using digital media as a supporting tool in carrying out its marketing activities (Musnaini, 2016). Various types of *digital marketing* access that can be used are *websites*, *blogs*, social media, *Youtube*, *Podcasts*, *Display Ads* and many others (Panggabean & Sibolga, 2022).

From this it can be said that *digital marketing* is a combination of the application of the internet and digital technology used as a communication link to achieve marketing goals. There are four indicators of digital marketing in Liesander et al., (2017) as follows:

- a. Time Costs, efforts in promotion that have a high level of efficiency so as to reduce costs and time expenditures in the transaction process.
- b. Featured Programs, are interesting programs that are an advantage in every promotion carried out
- c. Page Design, attractive appearance in *digital marketing* media can give a positive impression to consumers as well as marketers
- d. Interactive, the attachment between marketers and consumers that can produce good and clear information.

The utilization of *digital marketing* as a marketing activity in business has many advantages when compared to conventional marketing. The advantages of digital marketing for marketers are speed of dissemination, ease of evaluation, wide reach, cheapness, and ease of building a corporate image (Kusuma, 2021). The advantages that can be felt by consumers in Wijaya, (2022) namely the convenience of

online marketer media, adequate features, speed of service, and ease of adjusting product quality.

However, it should be noted that a promotional media can not only provide benefits, there are risks of losses that will be felt by marketers and consumers (Wijaya, 2022). Arifin et al. (2019) discussed the weaknesses of *digital marketing* in his research, namely: (a) Skills and Training; (b) Time-consuming; (c) High Competition; (d) Complaints and Feedback; and (e) Security and Privacy Issues.

In addition, consumers also have complaints as digital marketing users. Among them are dependence on technology will affect unhealthy human life, there are also many cases of privacy data that are vulnerable to being hacked by irresponsible parties, and uneven technology makes it difficult for many people in remote villages to experience marketing developments (Panggabean & Sibolga, 2022).

Digital marketing has gained a place in the Islamic perspective, with sharia requirements that must be adhered to. This is to optimize the objectives in doing *digital marketing*, *falah* and profit can be achieved through complying with sharia provisions and prohibitions (Hartini et al., 2022).

Islam is a religion that is open to the times and is able to accept all forms of progress. Similarly, the development of a digital-based economy is basically approved by Islam on the condition that it does not contain elements that can harm one or both parties in making transactions (Panggabean & Sibolga, 2022).

Business activities through *digital marketing* have characteristics based on Sharia provisions, namely marketing in online media does not contain *maisir* (gambling), activities related to the process of making or selling goods or services that are haram are not allowed, marketing that contains elements of *gharar* (uncertainty) and *digital marketing* does not contain usury/interest (Hartini et al., 2022).

The traits taught by the Prophet Muhammad in research Iqbal, (2022) which can be applied in the development of *digital marketing* through sharia principles, namely:

- a. Shidiq (true and honest)
In offering goods and services, it will be a blessing if it is based on honesty.
- b. Amanah (trustworthy)
The activity of marketing and promoting goods or services must be in accordance with the principles of trustworthiness and in accordance with the initial agreement.
- c. Fathanah (intelligent)

Digital marketing requires smart strategies, creativity, and the ability to face competition and change. In this case, a Muslim must optimize all the potential that is very valuable and most expensive, namely the mind.

- d. Tabligh (communicative)
Conduct *digital marketing* activities properly, introduce the advantages of goods and services according to the facts and avoid implicit fraud.

Promotion Strategy

Promotion strategy is defined as a marketing activity that informs and encourages a demand for goods or services from the company by influencing consumers to be interested in making purchases (Rezki et al., 2019). There are six types of promotional strategies in research Shintarani, (2018) to support the sustainability of business activities as follows:

- a. Advertising
- b. Direct Marketing
- c. Interactive Marketing
- d. Sales Promotion
- e. Public Relations
- f. Personal Selling

Promotion strategy is also one way to win in superior competition with good goals for goods or services production companies (Mujiatun & Manullang, 2021).

The following are indicators of promotion according to Samuel & Setiawan, (2018) First, *need recognition* which focuses on and relates to the extent of marketers' knowledge. Second, *finding buyers* to observe consumer responses to a good or service. Third, *brand building* builds consumer understanding. Fourth, *evaluation of alternatives* evaluates by comparing and observing consumer behavior in deciding purchases and usage. Fifth, *customer retention* observes consumer behavior after making a purchase.

In Islam, it is not a prohibition if its followers have a plan or desire to succeed in their business, but on condition that it must be carried out in accordance with Islamic law and not contradictory (Rifai, 2020). As in the words of Allah SWT in Surah An-Najm verses 24-25.

Promotional strategies in an Islamic perspective need to be applied because advertising or offers in conventional concepts become the art of deception and manipulation, including exaggerating words to lure impulsive buyers with rigged contests (Rinawati et al., 2022).

In muamalah, a false promotion strategy is said to be *najashi*, which means praising one's own merchandise in order to sell it (Farma & Umuri, 2020). Islam has explained that in promoting a good or service, you should use good methods, such as promotions that prioritize honesty and truth (Rahmatillah & Hasanah, 2020).

Honesty in promotion and dishonesty as a despicable behavior is very important, as has been conveyed through the hadith of the Prophet Muhammad SAW "What is called trading with false promises is an attempt to sell merchandise and also trying in a despicable way." (HR. Bukhari and Muslim). From the hadith, it is explained that the damage to "profit" or the loss of financial, relational, trust and long-term business sustainability for marketing actors (Rifai, 2020). Narrated by Muslim as follows: "An oath or promise made to promote trade can damage profits." (HR.Muslim).

Brand Awareness

Brand Awareness is the ability of consumers to remember and recognize a brand of goods or services that are part of a certain company category product (Sihotang & Malau, 2020). *Brand awareness* can be increased by actively and regularly advertising related goods or services repeatedly and continuously so that consumers can feel a familiar relationship with a particular brand (Adrian & Mulyandi, 2021).

The basic nature of consumers who tend to look for and choose goods or services based on evidence of comfort quality, makes consumers decide on purchases through consideration of familiar brands. (Irawan et al., 2020). There are several indicators of *brand awareness* in research Samuel & Setiawan, (2018) namely:

- a. Consumer understanding of a brand of goods/services
- b. The speed with which consumers recognize a brand among competing brands
- c. Awareness of a brand's existence
- d. Consumer intelligence in illustrating the brand with details
- e. Consumer expertise in recognizing the characteristics of a brand logo or symbol

Marketers want memories related to a brand of goods or services that are promoted to appear in the minds of consumers as a consideration when making purchasing decisions (Riyadh et al., 2022). There are several levels of *brand awareness* in sequence as shown in the following pyramid (Firmansyah, 2019):

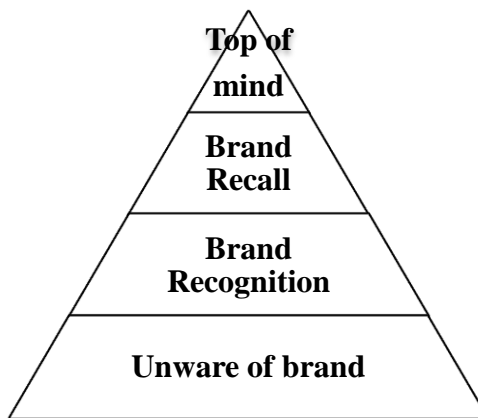


Figure 1. Brand Awareness Pyramid

- a. *Top of Mind* is the highest level where the brand that first appears in the minds of consumers
- b. *Brand Recall* is a brand that is recalled by consumers
- c. *Brand Recognition* is the recognition of a brand after recall through marketing assistance
- d. *Unware of Brand* is the lowest level where

consumers do not recognize the existence of a brand

Brand awareness plays an important role in helping a brand to be understood by examining how brand awareness creates value such as brand awareness being a source of other associations, familiarity, commitment, and considering brands (Firmansyah, 2019). The chart regarding the role of brand awareness in research Yacub & Mustajab, (2020) namely:

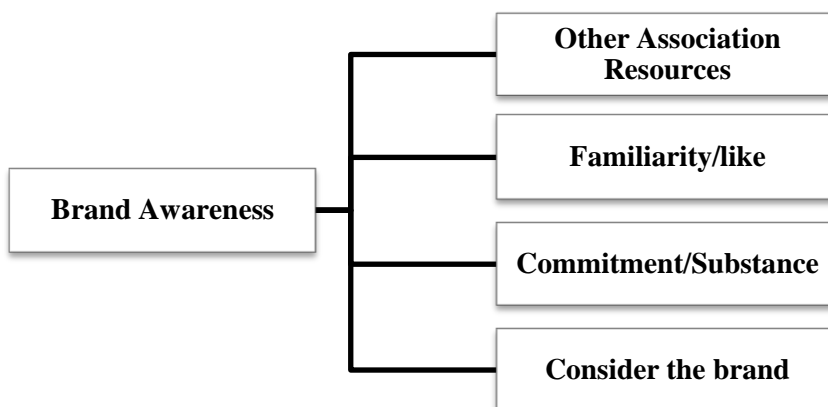


Figure 2. Brand Awareness Values

The explanation of the four values is as follows:

- a. Another source of associations, a brand that is widespread and recognized by the community can help the associations that are part of the brand
- b. Familiarity or liking, if a brand is well known, consumers will be familiar and cause a sense of liking for the brand.
- c. Substance or commitment, a brand that can be managed well will create brand awareness that can signify the existence of the brand.

- d. Considering the brand, choosing and considering the brand to be purchased is the first step in making a purchase, a brand that is not stored in the memory of consumers will not be considered in purchasing decisions. Consumers keep memories of brands that they love and hate.

Branding in Islam is branding that refers to Sharia principles, such as using honesty values and showing Islamic values to consumers through marketed goods or services (Isnaini, 2022). Products with Islamic brands will build brand confidence in their users, when

someone has used these goods or services, a sense of calm will arise, because they have fulfilled their needs based on their beliefs and can become an extension of their hands in reaching other Muslim consumers (Idris et al., 2020). The Islamic ethics in Candra's research (2018) do branding or advertising, namely:

- a. Sincerity
- b. Obedience
- c. Exemplary
- d. Honesty
- e. Brotherhood
- f. Educative
- g. Humble

Purchase Decision

Purchasing Decisions are the process of consumers evaluating and arranging brands in a pile of choices by forming purchase intentions for the selected brand (Handayani, 2018). Consumers tend to make purchasing decisions related to the object of goods or attributes that have an important role in the process of making purchasing decisions at one time (Irawan et al., 2020).

The decision-making process is based on an urgent need that must be met, it takes several choices in fulfilling needs in order to evaluate which aims to get the best results from a choice (Ningrum, 2020). There are three types of purchasing decision making in research Firmansyah, (2019) namely, expanded decision making, limited decision making, and intermediate decision making.

It takes an understanding of decision making in purchasing a good or service, after determining the needs and having a desire, a purchase transaction will be expected to appear in the minds of consumers, there are eight structures of purchasing decisions that influence consumers in research Firmansyah, (2019) as follows:

- a. Decision on product type
- b. Decisions about product characteristics
- c. Decisions about brands
- d. Decisions about sales
- e. Decisions about product quantities
- f. Decision about time of purchase
- g. Decision on mode of payment
- h. Decision on service

In fulfilling the needs of life, consumers must be able to consider the purchasing decision-making process in choosing goods or services (Yuvita & Wahab, 2019). The indicators of purchasing decisions in research Nasution, (2021) namely:

- a. Confidence in deciding to purchase goods or services
- b. Thorough in searching for information
- c. Desire to make a purchase
- d. Adjusting the fulfillment of needs
- e. Interest in a brand of goods or services
- f. Recommend to others

In Islam, all activities of a Muslim must reflect his relationship with Allah SWT, involvement in any process Allah SWT prohibits his people from feeling a loss, as is the case in purchasing activities (Nuraisah, 2021).

Determining a purchase decision on a brand of goods or services, a Muslim must be able to consider several things, namely how to get goods or services with the condition that they must not be haram and so is the substance (Nasution, 2021).

Islam recommends making decisions in making purchases, Muslim consumers are required to be able to assume the function of the usability of an item and the purpose of using a service that is needed, not just because they follow their desires (Nuraisah, 2021).

There is an Islamic formulation of human needs in research Candra, (2018) as follows:

- a. Dharuriyyat needs are needs that must exist or can be called primary needs. Dharuriyyat needs have 5 (five) main elements, namely the maintenance of religion, soul, mind, offspring, and property. These five needs include a unity that cannot be separated.
- b. Hajjiyyat needs are secondary needs that if not implemented do not threaten safety, but someone can experience difficulties in the long run, but not to the point of causing helplessness.
- c. Tahsiniyyat needs are tertiary needs that if not met will not cause difficulties.

RESEARCH METHODOLOGY

In this study using quantitative methods with multiple linear regression analysis models with the help of the IBM SPSS AMOS 22 data processing application. The research data used is primary data in the form of questionnaires distributed to SMA and MA students, both public and private, in Bogor City as many as 100 respondents with *purposive sampling* technique. As for the sample size needed in this study, it was obtained using the Solvin formula.

It is known that the population size is 25,061 and the amount of tolerance for inaccuracy is 10%. So, based on this formula, it can be determined that the number of samples needed in this study is 100 people obtained from SMA / MA students in Bogor City.

Questionnaire data can be said to be valid if the statements submitted in the questionnaire are able to reveal something that will be measured by the questionnaire itself (Candra, 2018). In this study, the r table set at 0.195, to achieve significance the value of r count $>$ r table.

RESULTS AND DISCUSSION

Validity and Reliability Test

a) Validity Test

Table 1. Validity Test Results (X1, X2, Z and Y)

Variables	Indicator	R count	R table	Description
Digital Marketing (X1)	P1	0,719	0,195	Valid
	P2	0,515	0,195	Valid
	P3	0,711	0,195	Valid
	P4	0,724	0,195	Valid
	P5	0,735	0,195	Valid
	P6	0,688	0,195	Valid
	P7	0,759	0,195	Valid
	P8	0,792	0,195	Valid
	P9	0,747	0,195	Valid
Promotion Strategy (X2)	P1	0,833	0,195	Valid
	P2	0,683	0,195	Valid
	P3	0,653	0,195	Valid
	P4	0,679	0,195	Valid
	P5	0,718	0,195	Valid
	P6	0,707	0,195	Valid
	P7	0,722	0,195	Valid
Brand Awareness (Z)	P1	0,638	0,195	Valid
	P2	0,774	0,195	Valid
	P3	0,821	0,195	Valid
	P4	0,788	0,195	Valid
	P5	0,747	0,195	Valid
	P6	0,697	0,195	Valid
	P7	0,656	0,195	Valid
Purchase Decision (Y)	P1	0,723	0,195	Valid
	P2	0,777	0,195	Valid
	P3	0,730	0,195	Valid
	P4	0,763	0,195	Valid
	P5	0,737	0,195	Valid
	P6	0,780	0,195	Valid
	P7	0,746	0,195	Valid
	P8	0,801	0,195	Valid
	P9	0,649	0,195	Valid

Source: Data Processed (2023)

The table above shows that variables X1, X2, Z and Y or all indicators have valid statements. Can be calculated with r count $>$ r table, obtained r table value of 0.195, so if the value of r count $>$ table.

b) Reliability Test

The reliability test is carried out to determine whether the questionnaire indicators that have been

declared valid can be said to be reliable if at any time they are questioned again. If Cronbach Alpha > 0.60 it can be said that a variable is significant or reliable. The

following results have been obtained in the reliability test in this study:

Table 2. Reliability Test Results (X1, X2, Z and Y)

Variables	Indicator	Cronbach Alpha	Minimal Cronbach Alpha	Description
Digital Marketing (X1)	P1	0,864	0,60	Reliable
	P2	0,880	0,60	Reliable
	P3	0,864	0,60	Reliable
	P4	0,863	0,60	Reliable
	P5	0,862	0,60	Reliable
	P6	0,867	0,60	Reliable
	P7	0,861	0,60	Reliable
	P8	0,856	0,60	Reliable
	P9	0,861	0,60	Reliable
Promotion Strategy (X2)	P1	0,790	0,60	Reliable
	P2	0,821	0,60	Reliable
	P3	0,829	0,60	Reliable
	P4	0,823	0,60	Reliable
	P5	0,814	0,60	Reliable
	P6	0,819	0,60	Reliable
	P7	0,817	0,60	Reliable
Brand Awareness (Z)	P1	0,849	0,60	Reliable
	P2	0,830	0,60	Reliable
	P3	0,818	0,60	Reliable
	P4	0,825	0,60	Reliable
	P5	0,836	0,60	Reliable
	P6	0,840	0,60	Reliable
	P7	0,846	0,60	Reliable
Purchase Decision (Y)	P1	0,892	0,60	Reliable
	P2	0,886	0,60	Reliable
	P3	0,890	0,60	Reliable
	P4	0,887	0,60	Reliable
	P5	0,890	0,60	Reliable
	P6	0,886	0,60	Reliable
	P7	0,889	0,60	Reliable
	P8	0,883	0,60	Reliable
	P9	0,896	0,60	Reliable

Source: Data Processed (2023)

The table above shows that variables X1, X2, Z and Y or all indicators have reliable statements. It can be calculated that the statement has *Cronbach Alpha* > 0.60, with this it can be concluded that the research indicators are reliable or significant.

The normality test aims to show that the sample data comes from a normally distributed population (Abdullah, 2015). Data normality testing can be done using the *Kolmogorov-Smirnov* normality test through the SPSS 22 measuring instrument as follows:

Classical Assumption Test

a) Normality Test

**Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

			Unstandardized Residual	
N			100	
Normal Parameters ^{a,b}	Mean		,0000000	
	Std. Deviation		,06792222	
Most Extreme Differences	Absolute		,090	
	Positive		,090	
	Negative		-,082	
Test Statistic			,090	
Asymp. Sig. (2-tailed)			,046 ^c	
Monte Carlo Sig. (2-tailed)	Sig.		,378 ^d	
		99% Confidence	Lower	
		Interval	Bound	,365
			Upper	,390
		Bound		

Source: Data Processed (2023)

Based on the table above, it can be concluded that the digital marketing variables, promotional strategies, brand awareness, and purchasing decisions that have been tested have normal results with a significant level of 0.378, this is > from 0.05.

The heteroscedasticity test is carried out to test for deviations, to determine whether or not this is needed the Glejser test, which regresses each independent variable on the absolute value and residuals provided that the value of each independent variable > 0.05 means that there are no symptoms of heteroscedasticity.

b) Heteroscedasticity Test

**Table 4. Heteroscedasticity Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,992	,831		2,397	,018
Digital Marketing	-,040	,034	-,224	-1,181	,241
Promotion Strategy	,047	,043	,181	1,099	,275
Brand Awareness	-,025	,039	-,111	-,637	,526

Source: Data Processed (2023)

Based on the table above, it can be concluded that each variable that has been tested has a significant value result, digital marketing is 0.241, promotional strategy is 0.275, and brand awareness is 0.526, this is > from 0.05 so that it avoids heteroscedasticity.

In this study using the tolerance value and VIF (Variance Inflation Factor), namely the low tolerance value is the same as the high VIF value ($VIF = 1 / \text{tolerance}$), which means that it shows high multicollinearity. The commonly used value is a tolerance value of more than 0.10 or a VIF value below 10 (Candra, 2018).

c) Multicollinearity Test

Table 5. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,890	2,084		1,387	,169		
Digital Marketing	,244	,086	,252	2,844	,005	,278	3,599
Promotion Strategy	,260	,108	,186	2,405	,018	,366	2,730
Brand Awareness	,623	,098	,519	6,359	,000	,329	3,041

Source: Data Processed (2023)

Based on the table above, it can be concluded that each variable that has been tested has no multicollinearity because the Tolerance value is greater than 0.10 and the VIF value is smaller than 10.0.

1) Hypothesis Test

Hypothesis testing is carried out to determine whether there is an influence of digital marketing, promotional strategies in the formation of brand awareness on consumer purchasing decisions through multiple linear regression analysis. In examining the intervening variables using multiple linear regression analysis, there are two absolute tests in it, namely T test

analysis (Partial) and coefficient of determination analysis.

a) Multiple linear regression analysis

T test (partial)

Testing is done by looking at the t-count statistics with the t table and the significant level (p-value) (Sugito, 2019). In this study, it is known that N = 100 at the error rate ($\alpha = 0.05$) with a derivative of freedom (df) = $n - k - 1$, so the t table value (97: 0.025) is 1.988.

Table 6. T-test results H1 (X1 and Z)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,149	1,895		2,717	,008
Digital Marketing	,646	,049	,802	13,295	,000

Based on the test results table above, it can be explained that H1 has a t value > t table ($13.295 > 1.988$) and a significance value (0.000) less than 0.05, it is

concluded that digital marketing variables have a positive effect on the formation of brand awareness.

Table 7. H2 T-test results (X2 and Z)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,609	2,540		1,421	,159
Promotion Strategy	,846	,081	,728	10,506	,000

Based on the test results table above, it can be explained that H2 has a t value > t table ($10.506 > 1.988$) and a significance value (0.000) less than 0.05, it

is concluded that the promotional strategy variable has a positive effect on brand awareness formation.

Table 8. T-test results H3 (Z and Y) **Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,237	1,907		4,319	,000
Brand Awareness	1,029	,063	,856	16,405	,000

Based on the test results table above, it can be explained that HIII has a t value > t table (16.405 > 1.988) and a significance value (0.000) less than 0.05, it is concluded that the brand awareness variable has a positive effect on purchasing decisions.

a) Path Coefficient Analysis

Table 9. Path coefficient test results

Model		Beta Coefficient	Sig.	R ²
Equation (1)	X1 to Z	0,802	0,000	0,643
Equation (2)	X2 against Z	0,728	0,000	0,530
Equation (3)	Z against Y	0,856	0,000	0,733

Based on the table above, it can be explained that the value of equation (1) between the digital marketing variable (X1) and the brand awareness variable (Z) is 0.802 with a significance value of 0.000, it is concluded that digital marketing has a positive effect on brand awareness. In equation (2) between the promotional strategy variable (X2) and the brand awareness variable (Z) of 0.728 with a significance value of 0.000, it is concluded that the promotional strategy also has a positive effect on brand awareness. And equation (3) between the brand awareness variable (Z) and the purchasing decision variable (Y) of 0.856 with a significance value of 0.000, it is concluded that brand awareness has a positive role in consumer purchasing decisions.

DISCUSSION

The influence of digital marketing in building brand awareness

Digital marketing is a form of business that is real time, where entrepreneurs can directly pay attention to the development of interest and feed back from the sales market, with this of course making it easier to adjust the advertising content strategy to be even better and easily attract consumers (Andri et al., 2019).

Based on the test results that have been carried out previously, it can be seen that the t value owned by digital marketing is 13.295 with a significance of

In regression analysis there are 2 (two) equations, the first to determine the relationship between the independent variable and the intervening variable. And the second is to determine the relationship between the mediating variable and the dependent variable. The following are the results of each variable analysis value:

0.000 < 0.05. For this reason, it is concluded that t count is at Ho rejected and H1 accepted and partially digital marketing has a significant positive effect on purchasing decisions.

In the sense that digital marketing carried out by Bimbel Bintang Pelajar has been able to form brand awareness in the minds of consumers, both through advertising uploads on social media that always include slogans or the distribution of Islamic bimbel uploads that can make it easier for consumers to remember. From the research that has been done, there are similar results in research Yacub & Mustajab, (2020) which states that digital marketing does have a positive and significant influence on brand awareness.

The influence of promotional strategies in shaping brand awareness

Promotion strategy is one of the determining factors for the success of a company, how the quality of the services or products offered, if consumers do not know, hear, or even know, consumers will not be sure in making a purchase (Radji & Kasim, 2020).

Based on the results of the tests that have been carried out previously, it can be seen that the t value owned by the promotion strategy is 10.506 with a significance of 0.000 < 0.05. For this reason, it is concluded that t count is at Ho rejected and H1

accepted and partially the promotion strategy has a significant positive effect on purchasing decisions.

It is concluded that the promotional strategy carried out by Bimbel Bintang Pelajar is already known to the public, especially among students, one of which is the provision of free trial classes, and of course with the addition of religious learning, this makes consumers able to recognize Bimbel Bintang Pelajar easily and quickly.

This research has similarities with research conducted [Shintarani, \(2018\)](#) which explains that there is a significant positive influence between the promotional strategy variable and brand awareness.

The effect of brand awareness on purchasing decisions

Brand awareness has an important role in purchasing decisions made by consumers, because if consumers do not recognize a product or service, consumers will not choose products that they do not know, for this reason, brand awareness is considered capable of encouraging consumers to make purchasing decisions ([Ningrum, 2020](#)).

Based on the results of the tests that have been carried out previously, it can be seen that the t value owned by brand awareness is 16.405 with a significance of $0.000 < 0.05$. For this reason, it is concluded that t count is at H_0 rejected and H_1 accepted and partially brand awareness has a significant positive effect on purchasing decisions.

With this it is concluded that the dissemination of information by Bimbel Bintang Pelajar to fellow Muslims regarding Bimbel Bintang Pelajar, which is an Islamic bimbel, greatly influences consumer purchasing decisions, especially Muslim consumers. Similar to research conducted [Apriliani & Hanifa, 2020](#) which uses one of the tutors as a source of research and results in testing that brand awareness does have an important role in purchasing decisions.

Path coefficient analysis

The influence of digital marketing and promotional strategies in shaping brand awareness on purchasing decisions

From the results of SPSS output data processing that has previously been carried out and explained, that the values contained in equations (1), (2), and (3) each produce significant positive values. With the conclusion that digital marketing variables not only directly influence the formation of brand awareness but also indirectly influence purchasing

decisions through brand awareness as an intervening variable.

The magnitude of the direct effect is $(0.802 \times 0.728) = 0.583$, while the indirect effect is 0.856, with a total of $(0.856 + 0.583) = 1.439$. This shows that Digital Marketing and Promotion Strategy can directly shape Brand Awareness by 58.3% and can indirectly influence consumer purchasing decisions through Brand Awareness by 85.6%.

Digital marketing carried out by Bimbel Bintang Pelajar has an effect on the formation of brand awareness, especially the use of promotional strategies can maximize this. This is because brand awareness can be formed if there is a dissemination of information that is quickly accessed by consumers, through the internet for example. Information that also contains promotions makes it easier for consumers to recognize a good or service, so that consumers can easily make a good or service as a reference before making a purchase decision.

The influence of digital marketing and promotional strategies in shaping brand awareness on purchasing decisions in an Islamic perspective

In Islam, buying and selling activities as a whole use provisions based on sharia, Islam teaches that in business is not only pursuing profit but achieving welfare or *falah* ([Hartini et al., 2022](#)). Islam does not prohibit its people from having plans or desires to succeed in their business, but everything that is done must be in accordance with sharia and not contradict the teachings of Islamic law ([Rifai, 2020](#)).

Businesses run through digital marketing have characteristics based on sharia law, namely marketing in cyberspace does not contain *maisir* (gambling), activities related to the production or distribution process are prohibited if there are haram elements, marketing that contains elements of *gharar* (uncertainty) and digital marketing does not contain usury/interest ([Hartini et al., 2022](#)).

Digital marketing in accordance with Sharia can be implemented through the use of several provisions in the Qur'an regarding the ethics of trade, sales, or marketing, as follows: ([Iqbal, 2022](#)).

- **Product Assurance**

Goods or services marketed by marketers must be guaranteed quality, in terms of materials, processing, to the provisions of halal and haram. As the hadith of the Prophet Muhammad SAW which means: *"Keep yourself away from swearing a lot in sales,*

because indeed it manipulates (trade advertising) then removes blessings." (HR. Muslim, An-Nasa'i and Ibn Majah). Marketing functions play a very important role in a sale or purchase of goods or services, so that it is required to avoid uncertainty.

Similar to the results of research on Bimbel Bintang pelajar, as many as 67% of respondents agreed on the use of social media as an effective and powerful marketing tool for the convenience of consumers in finding information on services provided, especially information in the form of photos and videos, this is done in order to avoid uncertainty about the guarantee of a marketed good or service.

- **Product Benefits**

Useful products are products that are produced properly and correctly. As the following Qur'anic verse: *There are eight farm animals in pairs (four pairs, namely) a pair of sheep and a pair of goats. Say, "Is what He has forbidden two males, two females, or what is in the womb of both females? Explain to me from knowledge if you are truthful."* (Qs.Al-An'am: 143). The verse explains that to convince someone of goodness, it must be based on science, facts and data. So that in marketing goods or services, transparency is needed.

Similar to the research results at Bimbel Bintang pelajar, 62% of respondents agreed that the learning program offerings marketed were very useful, and the process of learning religion with professional and trustworthy teachers was a good learning support.

- **Product goals**

In marketing a good or service, it is required to be in accordance with the intended target or customer, in the form of goods or services that do not harm, mislead consumers, but lead humans to piety, namely halal material, clean processing, and Islamic presentation. As the surah below: *"O mankind, eat some (food) on earth that is halal again good and do not follow the steps of Satan. Indeed, he is a real enemy to you"* (Qs.Al-Baqarah: 168).

Similar to the research results at Bimbel Bintang pelajar, as many as 50% of respondents agreed that the products and services of the facilities marketed are in accordance with the current needs of students, in the sense that the programs offered are right on target and can bring goodness and *manfaat*.

In conducting marketing, a Muslim is prohibited from promoting uncontrollably or exaggerating, such as lying or making things up, this

will affect the blessing of business activities (Farma & Umuri, 2020). Based on the results of research on Bimbel Bintang Pelajar in Indonesia, 63% of respondents agreed that the promotion of free webinar procurement related to learning preparation information is a good and appropriate thing, in the sense that the promotions offered are true and not excessive.

As for the other one of the principles of doing business in promoting Islam which was carried out by the Prophet Muhammad, namely in offering goods or services must be with good and sympathetic behavior (siddiq). (Fitriana et al., 2021). Bimbel Bintang Pelajar itself prioritizes good behavior in all existing activities, trustworthy, professional, glorifying women, and caring for the family is an image attached to Bimbel Bintang Pelajar.

The Prophet Muhammad SAW succeeded in building a marketing image in sharia by people recognizing him as an honest person (al-amin). Islam recommends the value of honesty to develop the image of a good or service, by attracting consumers, especially Muslim consumers. This is done by Bimbel Bintang Pelajar by building an Islamic brand image, as many as 53% of respondents agreed that fellow Muslims could recommend Bimbel Bintang Pelajar as an alternative choice of Islamic Bimbel.

Islamic branding is a brand that can show Islamic identity, from halal product guarantees Islamic values, with this, consumers can feel safe and comfortable before deciding to purchase these goods or services (Isnaini, 2022).

In the process of determining purchasing decisions on a brand of goods or services, a Muslim must be able to consider several things, namely how to get goods or services on condition that they cannot be haram and so is the substance (Nasution, 2021). Islam recommends that in making purchasing decisions, Muslim consumers are required to be able to assume the function of the usability of an item and the purpose of using a service that is needed, not just because they follow their desires (Nuraisah, 2021). Based on the research, 50% or half of respondents agreed that the adjustment of tutoring with moral guidance affects consumer purchasing decisions.

CONCLUSIONS

This study aims to determine the effect of digital marketing and promotional strategies in forming brand awareness on purchasing decisions in an Islamic perspective. This research was conducted by analyzing 100 respondents who are high school and MA students both public and private in Bogor City. Based on the results of research and discussion, the following conclusions can be drawn:

1. Directly digital marketing variables (X1) and promotional strategies (X2) have a significant positive effect on the formation of brand awareness variables (Z) by 58.3% and indirectly digital marketing variables (X1) and promotional strategies (X2) affect the purchasing decision variable (Y) through the brand awareness variable (Z) as an intervening variable with a value of 85.6%. In this study, it is concluded that digital marketing variables and promotional strategies are able to influence the formation of brand awareness variables at Bimbel Bintang Pelajar and brand awareness variables play an important role in purchasing decision variables at Bimbel Bintang Pelajar. Thus the influence that occurs in this study is the direct influence of the formation of brand awareness variables and indirectly on the purchasing decision variable at Bimbel Bintang Pelajar through the brand awareness variable as an intervening variable.
2. In an Islamic perspective, digital marketing carried out by Bimbel Bintang Pelajar in achieving company goals is in accordance with sharia, which does not only focus on worldly success, but pursues prosperity (falah). The promotions carried out are also not excessive, far from lies, and always use sharia values. The use of sharia elements both by employees and students characterizes the praiseworthy morals of Bintang Pelajar Bimbel. As the slogan formed by Bimbel Bintang Pelajar itself, namely high achievement and praiseworthy morals. The existence of this slogan allows consumers to recognize Bimbel Bintang Pelajar and make it an alternative choice in making purchasing decisions on Islamic Bimbel.

Based on the research results and conclusions that have been explained, there are several suggestions as follows:

1. For students, it is expected to add insight related to digital marketing, promotional strategies, brand awareness, and consumer purchasing decisions, so that they can know and learn how these things are related, especially within the scope of an Islamic perspective.
2. For Bimbel Bintang Pelajar to add promotions to other interesting learning programs because the assessment is <50 , it is advisable to focus on digital marketing through video or video media because $50 >$ consumers like advertisements and visual content, then others are advised to continue to develop Bimbel Bintang Pelajar as one of the best Islamic Bimbel so that it can be used as a comparison by consumers, because the previous value was <50 , and it is expected to maintain the existing learning program package because >50 consumers agree that it suits their needs.
3. For the public to be aware of the topics discussed so that they can influence interest in purchasing decisions at Islamic tutoring centers.

For further authors to increase the sample, especially in the Bogor Regency area so that the research results are more representative and add other variables that are not in this study.

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