THE ROLE OF BRAND IMAGE AND BRAND AWARENESS IN MEDIATING THE RELATIONSHIP BETWEEN DIGITAL MARKETING AND CONSUMER DECISIONS OF SHOPEE USERS IN MALANG

Saiful Abidin[1], Lina Damayanti[2], Meinarti Puspaningtyas[3], Wawang Harianto[4]

[1]Akademi Komunitas Teknologi Syarifuddin
[2,3,4]STIE Jaya Negara Tamansiswa Malang

ABSTRACT

The objective of this study is to analyze the influence of digital marketing on Consumer Decisions through brand image and brand awareness among Shopee users in Malang. The population for this study consisted of Shopee users in Malang. A sample of 105 respondents was selected based on 15 indicators. The consideration of taking 105 samples was by multiplying seven times the number of indicators. Data were analyzed using component-based structural equation modeling (SEM) and partial least squares (PLS). The results obtained through PLS analysis demonstrate that digital marketing has a significant influence on the consumer decision. The study also discloses that brand image and brand awareness serve as mediating variables in the relationship between digital marketing and Consumer Decisions.
Keywords: Digital Marketing, Brand Image, Brand Awareness, Consumer decision

INTRODUCTION

In the globalization era, rapid technological advancement has led to a significant increase in internet usage, making various daily activities easier and more efficient. The internet has become an essential part of people's lives, contributing to the rising number of internet users in Indonesia. During the Covid-19 pandemic, digital services such as e-commerce and digital wallets experienced notable growth—69% of consumers used e-commerce more frequently, and digital wallet usage rose by 65%. Likewise, the use of digital services in health and education increased by 41% and 38%, respectively, showing that digital technology has become deeply integrated into modern life. One of the most dominant digital services is e-commerce, defined as a commercial transaction involving the exchange of value between parties facilitated by digital technology (Laudon & Traver, 2017).

In Indonesia, e-commerce competition continues to intensify. Data from 2020 show Tokopedia led with 66 million visitors, followed by Shopee with 56 million, while by 2021, Shopee overtook Tokopedia with 93.4 million visitors. Both Shopee and Tokopedia remain the leading platforms, with iPrice reporting that in the first quarter of 2022, Tokopedia had 157.2 million monthly visitors and Shopee 132.7 million. This demonstrates how fierce the rivalry is between the two platforms. Despite Shopee's strong brand performance—achieving a Top Brand Index of 52.9% in 2021—its position is not guaranteed to remain stable. Shifts in consumer preferences, growing expectations for better service, and the emergence of new competitors require Shopee to continuously enhance its digital marketing strategies to maintain brand image and brand awareness.

Digital marketing, which refers to promoting products through internet-based media, enables companies to directly connect with and understand consumer needs. It allows real-time communication between producers, marketers, and consumers through online channels such as websites and social media platforms like Instagram, Facebook, YouTube, and TikTok. As internet usage becomes more widespread, consumers are increasingly informed and selective in making purchasing decisions based on online information. Therefore, to stay competitive, businesses—including Shopee—must optimize their digital marketing strategies to build strong

brand awareness and a positive brand image that ultimately influence consumer purchasing decisions.

Harianto and Setyo (2014) found that digital marketing has a significant impact on consumer decisions, where customer comfort and satisfaction play crucial roles in encouraging purchasing behavior. Customers who feel comfortable engaging with a company's digital marketing platforms are more inclined to make a purchase. Similarly, Heikkinen (2012) revealed that digital marketing helps businesses reach a broader audience at a lower cost while simultaneously creating engaging consumer experiences through frequent online exposure to products or services. Supporting these findings, Mileva and Fauzi (2018) as well as Pamungkas and Zuhroh (2016) also confirmed that digital marketing positively and significantly affects consumer decisions. However, Zanjabila and Hidayat (2017) reported different results, stating that although digital marketing has a positive influence, the effect is not statistically significant. According to Belch and Belch (2017), digital marketing enables companies to associate their brands with unique activities or events that enhance consumer experience, while Saronto and Rosinta (2013) emphasized that well-executed digital marketing can strongly influence consumers and positively shape brand image.

Furthermore, trust is an essential factor influencing the success of online transactions (Pavlou, 2013). When deciding to purchase a product or service, consumers often rely on brand image as a determinant of trust and quality. According to Kotler and Keller (2016), a strong brand image reinforces the product's character, differentiates it from competitors, and motivates buyers to seek more information. Keller (in Ferrinadewi, 2008) describes brand image as the consumer's perception based on memory and associations with the brand, which helps them identify products, assess quality, minimize purchase risk, and enhance satisfaction. Setiadi (2013) adds that brand image reflects the overall perception of a brand shaped by information and prior experiences, forming consumer attitudes through beliefs and preferences. In line with this, Rizan (2012) and Phil (2014) concluded that brand image has a positive and significant influence on customer loyalty. Conversely, Susilowati (2013) found that brand image does not significantly influence consumer purchasing decisions, indicating that other factors may moderate this relationship in certain contexts.

In addition to brand image, brand awareness can also influence consumers to make Consumer Decisions to choose a product. Consumers' Consumer Decisions are influenced by their brand awareness (Khasanah, 2013). This aligns with the findings of Lukman (2014) who discovered a strong correlation between brand awareness, brand image, and consumer satisfaction in Consumer Decisions. Similarly, Chi et al (2009) found a significant and positive relationship between brand awareness, perceived quality, and brand loyalty toward purchase intention. However, Wibowo (2007) found that brand awareness had no influence on Consumer Decisions. Some studies assert that brand awareness has a positive influence on Consumer Decisions (Ariyan, 2010), but others indicate that it has no significant influence on brand awareness. Advertising will have no significant influence on brand awareness (Keke, 2015) if the relationship occurs directly (Peter et al., 2017).

This research gap inspired this study on the role of brand awareness as a mediator for the influence of advertising on Consumer Decisions, which was conducted on the online shopping platform, Shopee. Shopee was selected as the study subject due to its status as a first mover in the e-commerce industry and its ability to maintain brand awareness through unique advertising strategies. Its emergence in 2009 was followed by the arrival of competitors, such as Bukalapak (2010), Lazada (2012), and Shopee (2015). This serves as a yardstick for measuring Shopee's ability to remain competitive in the industry through innovative advertising and brand awareness.

Theoretical Framework
Consumer decision

Consumer Consumer Decisions frequently involve more than two parties in the transaction (Arli & Tjiptono, 2014). There are five distinct roles that an individual can play, which can be performed by a single person or by a group of people. Understanding this role is essential for satisfying consumers' needs and desires.

Furthermore, Abdurrahman and Sanusi (2015) mention that the consumer purchase process has five stages: need recognition, information search, alternative evaluation, Consumer Decisions, and post-purchase behavior. The five stages are described below.

Digital Marketing

Digital Marketing is the examination of the connection between marketers and individuals, including digital consumers and sellers. Digital marketing can be defined as the psychology of consumer choice-making regarding products, brands, and services. Digital marketing also explores how customers think, feel, and react to marketing communications. This broad area of study examines the influence of both individual and group levels on consumer behavior. In recent years, the importance of digital marketing has grown rapidly as it provides a deeper understanding of what drives consumer purchasing behavior. For example, if a company wants to increase car sales, it must understand how to effectively market them to attract customers.

Digital marketing is an understanding of the motivations that shape the emotions and actions of a target audience in response to a business's product or service. Understanding several key psychological principles can help business owners improve their marketing strategies. Through effective content marketing, these principles can be used to attract, persuade, and convert a larger target audience. Priming, reciprocity, social proof, the decoy effect, and scarcity are some of these principles.

In digital marketing, the central concept is cognitive dissonance theory. According to this theory, people are motivated to resolve dissonance - the conflict between their beliefs, attitudes, and behaviors. When people resolve dissonance in one area of their lives, such as their attitudes, they frequently make changes in other areas as well, such as buying a product that conforms to their attitudes or beliefs.

Brand Image

According to Keller brand image (in Widyastuti & Said, 2017), brand image is a consumer's perception and reflection of memories related to a brand. Khuong and Tran (2018) defined brand image as a situation in which consumers think and feel about a brand attribute to properly stimulate consumer purchase intentions and increase brand value Suhaily and Darmoyo (2017) state that a better brand image leads to a greater chance of a consumer decision.

Supranto (2011) defines it as what consumers think or feel about a product when they hear or see its name. Durianto et al. (2004) describe the brand image as interrelated brand associations in consumer memory. Consumers form brand images in their minds because they are accustomed to using a specific brand and there is consistency with the brand image. According to some of the experts' opinions mentioned earlier, brand image is a set of beliefs in a name, symbol, design, and the impression that consumers have of a brand obtained from factual information before using the brand. This has the potential to leave a relatively long impression on consumers' minds.

Hypothesis

Based on the preceding context, the following problem statement, research objectives, prior research, and theoretical foundations can be articulated as follows:
H_1: Digital marketing influences consumer decision.
H_2: Digital marketing influences Consumer Decisions through brand image.

H$_3$: Digital marketing influences Consumer Decisions through brand awareness.

METHOD
Population and Sample
The population in research refers to the group of individuals, events, or things with similar characteristics that a researcher is interested in studying, and is considered the research universe (Ferdinand, 2006). In this study, the population is Shopee users in Malang.

A sample is a subset of the population, selected because it shares similar characteristics, to provide data for the research (Hadi, 2006). The size of the population is often unknown, so a non-probability sampling method is used, meaning that sampling does not guarantee an equal representation of each element in the sample (Sugiyono, 2016). The technique used in this study is a nonprobability sampling technique, namely snowball sampling. According to Sugiyono (2014), snowball sampling is a sample determination technique that begins with a small number of samples and gradually increases. Snowball sampling was chosen by the researcher because, when determining the sample, the researcher initially only determined one or two people, but because the data obtained was felt to be incomplete, the researcher sought out additional people to complete the data.

According to Ghozali and Imam (2016), the number of samples should be 5-10 times the number of estimated parameters. With 15 indicators in this study, the sample size was calculated as 15 x 7 = 105. They are Shopee users in Malang.

Data Analysis Technique
In this study, the data analysis was performed using a component-based Structural Equation Modeling (SEM) method with Partial Least Square (PLS). The Partial Least Squares (PLS) technique was chosen because it is commonly used for complex causal-predictive analysis and is suitable for use in predictive applications and theory development, as in this study. Covariance-based SEM necessitates a number of parametric assumptions, such as the observed variables having a multivariate normal distribution, which can be met if the sample size is large (between 200-800). With a small sample size, it will produce poor results for parameters and statistical models (Ghozali, 2008).

PLS does not require many assumptions. The data does not have to be normally distributed multivariate, nor does the sample size have to be large (Ghozali recommends between 30-100). Because there were only 100 samples in this study, PLS was used as an analytical tool. It is used with SmartPLS to perform tests with component-based SEM or PLS. PLS distinguishes two types of causal model components: measurement models and structural models.

Data analysis using PLS consists of two sub-models (Ghozali (2008):
1. The "Structural Model," also referred to as the "inner-model," explains the connection between latent variables in construction. Based on substantive theory, the structural model describes the relationship between latent variables. The formulation of the problem or research hypothesis serves as the foundation for the design of the structural model of the relationship between latent variables. In this study the structural model is related to the relationship between relationship marketing (X1), service quality (X2), and customer loyalty (Y).
2. The "Measurement Model," also known as the "outer-model," explains the association between latent construct. The measurement model determines how each indicator block relates to its latent variables and whether the indicators are reflexive or formative in nature.

RESULTS AND DISCUSSION
Partial Least Square Model
In this study, the PLS-SEM method is used for model analysis. The PLS analysis consists of two phases: the evaluation of the reflective measurement model and the evaluation of the structural model. Evaluation of the reflective measurement model consists of testing the

validity and reliability of research indicators. This evaluation aims to measure the relationship between the variables and the constituent indicators, meaning how much the latent variables are able to contain the diversity of data that exists in each indicator and how big the relationship between the latent variables and the indicators is. In this study, three aspects are evaluated: Convergent Validity, Discriminant Validity, and Composite Reliability. The evaluation of the structural model aims to test the research hypothesis and is illustrated in Figure 1.

Figure 1. Conceptual Model of Path Diagram
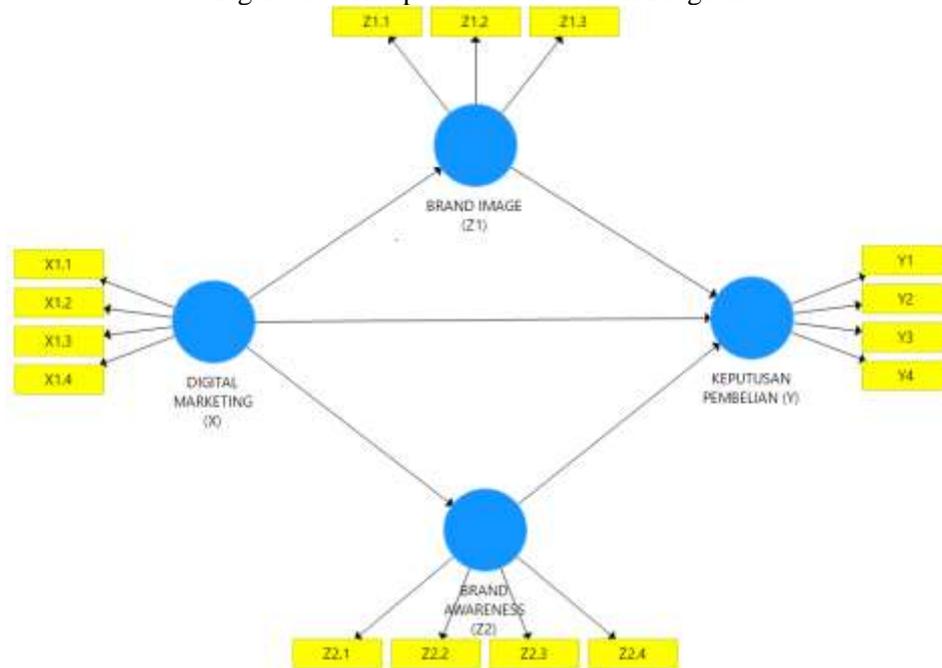
Source: Output smart-PLS (2022).

Evaluation of the Reflective Measurement Model
        A reflective measurement model evaluation is an assessment of the relationship between variables and their indicators, with the description indicated by arrows from the construct (elliptical) to several indicators (box-shaped). This evaluation is divided into two stages: Convergent Validity and Discriminant Validity tests.

Stage 1: Convergent Validity Test
        Convergent Validity assesses the compatibility between the indicators of a variable measurement and the theoretical concepts that explain the presence of these indicators. The evaluation of Convergent Validity can be carried out in three stages: examining outer loadings, composite reliability, and Average Variance Extracted (AVE). Outer loadings are tables that display the correlation between indicators and latent variables, with a minimum acceptable loading factor of 0.5. These loadings can be obtained from the PLS Algorithm Report in SmartPLS.
        The results of the evaluation indicate that all indicators possess good validity, as they exhibit a loading factor of 0.50 or higher. Since the validity test using outer loadings has been completed, the measurement model can now be subjected to further testing. The other form of presentation of the output outer loadings of the estimation results is shown in table 1.

Table 1. Outer Loading

	BRAND AWARENESS (Z2)	BRAND IMAGE (Z1)	DIGITAL MARKETING (X)	CONSUMER DECISION (Y)
X1.1			0.752	
X1.2			0.832	
X1.3			0.771	
X1.4			0.766	
Y1				0,726
Y2				0.713
Y3				0.750
Y4				0.604
Z1.1		0.872		
Z1.2		0.869		
Z1.3		0.629		
Z2.1	0.580			
Z2.2	0.779			
Z2.3	0.665			
Z2.4	0.703			

Source: Output smart-PLS (2022).

The subsequent step in evaluating Convergent Validity is to assess reliability. Reliability refers to the ability of an instrument's indicators to consistently produce the same results in every research activity. The reliability level is measured by the Composite Reliability value, the Cronbach Alpha, and the AVE value. Both the Composite Reliability and the Cronbach Alpha values assume that the indicators have unequal assessment weights. A Composite Reliability and Cronbach Alpha value greater than 0.6 signifies that the construct has reliability. Table 2 in the PLS Algorithm Report in SmartPLS presents the results of the Composite Reliability and Cronbach Alpha.

Table 2. Composite reliability and Cronbach Alpha

	Cronbach's Alpha	Composite Reliability
BRAND AWARENESS (Z2)	0.627	0.778
BRAND IMAGE (Z1)	0.700	0.838
DIGITAL MARKETING (X)	0.789	0.862
CONSUMER DECISION (Y)	0.654	0.7105

Source: Output smart-PLS (2022).

The results from Table 2 show that the composite reliability and Cronbach Alpha tests indicate that all constructs are reliable or have adequate composite reliability and Cronbach Alpha values, as the composite reliability and Cronbach Alpha for each construct exceed 0.7. Another measure used to evaluate reliability and validity is the Average Variance Extracted (AVE). The AVE value measures the level of variance in a construct's components as collected from its indicators, correcting for error rates. Testing with AVE values is more stringent than with composite reliability, and a minimum AVE value of 0.50 is recommended. Table 3 in the PLS Algorithm Report in SmartPLS presents the AVE output.

Table 3. Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)
BRAND AWARENESS (Z2)	**0.570**
BRAND IMAGE (Z1)	**0.637**
DIGITAL MARKETING (X)	**0.610**
CONSUMER DECISION (Y)	**0.591**

Source: Output smart-PLS (2022).

The test results with the AVE value in table 3 show that all constructs have the potential validity to be tested further. This is because the AVE value in all constructs is greater than 0.50.

Stage 2: Discriminant Validity Test
Discriminant validity is the level of differentiation of an indicator in measuring the instrument constructs. To test discriminate validity, compare the correlation coefficient of the indicator to the associated construct (loading) to the correlation coefficient to other constructs (cross-loading). The value of the indicator correlation coefficient must be greater for the association constructs than for the other constructs. This higher value indicates that an indicator is better suited to explaining the association construct than other constructs. Another discriminant validity test is to compare the correlation between variables with the square root of AVE ($\sqrt{}$). The measurement model has good discriminant validity if the $\sqrt{AVE}$ of each variable is greater than the correlation between other variables. A discriminant validity test is included in SmartPLS as a tool for PLS-SEM analysis. SmartPLS generates a discriminant validity assessment using the Fornell-Lacker Criterion and cross-loadings criteria. Table 4 displays the output cross-loading results obtained from the PLS Algorithm Report SmartPLS.

Table 4.Cross Loading

	BRAND AWARENESS (Z2)	BRAND IMAGE (Z1)	DIGITAL MARKETING (X)	CONSUMER DECISION (Y)
X1.1	0.385	0.387	0.752	0.536
X1.2	0.497	0.421	0.832	0.560
X1.3	0.464	0.349	0.771	0.564
X1.4	0.547	0.652	0.766	0.694
Y1	0.565	0.537	0.642	0.726
Y2	0.603	0.409	0.521	0.713
Y3	0.583	0.422	0.631	0.750
Y4	0.471	0.522	0.291	0.604
Z1.1	0.488	0.872	0.471	0.590
Z1.2	0.513	0.869	0.480	0.542
Z1.3	0.417	0.629	0.485	0.449
Z2.1	0.580	0.423	0.215	0.384
Z2.2	0.779	0.490	0.507	0.618
Z2.3	0.665	0.240	0.392	0.586
Z2.4	0.703	0.492	0.505	0.552

Source: Output smart-PLS (2022).

Table 4 displays cross-loading results based on columns. The indicators X1.1, X1.2, X1.3, and X1.4 are seen to have a stronger correlation with their associated construct, Digital Marketing (X), with correlation coefficients of 0.752, 0.832, 0.771, and 0.766, respectively. This implies that these indicators have a greater value for the association construct than the other constructs.

Indicators Y1, Y2, Y3, and Y4 are more closely related to Digital Marketing (X) than to other constructs. The indicators Y1, Y2, Y3, and Y4 also exhibit a stronger correlation with their associated construct, Consumer decision (Y). The correlation of the indicators is higher with their associated construct than with other constructs, thereby indicating good discriminant validity.

Lastly, the discriminant validity of the measurement model is confirmed by comparing the correlation between variables with the $\sqrt{AVE}$. The measurement model is considered to have good discriminant validity if each variable's $\sqrt{AVE}$ is greater than the correlation between variables. The results of the Fornell-Larcker Criterion test performed using SmartPLS are displayed in Table 5.

Table 5..Fornell-Larcker Criterion

	BRAND AWARENESS (Z2)	BRAND IMAGE (Z1)	DIGITAL MARKETING (X)	CONSUMER DECISION (Y)
BRAND AWARENESS (Z2)	0.685			
BRAND IMAGE (Z1)	0.596	0.798		
DIGITAL MARKETING (X)	0.616	0.601	0.781	
CONSUMER DECISION (Y)	0.656	0.666	0.765	0.701

Source: Output smart-PLS (2022).

The results of the Fornell-Larcker Criterion, displayed in table 5, can be interpreted by looking at the intersection of rows and columns. t is evident that the $\sqrt{AVE}$ value of the Brand Awareness variable is 0.685, and its highest correlation value with other variables is only 0.656, indicating that the $\sqrt{AVE}$ value of Brand Awareness variable has a stronger correlation than its correlation with other variables. This pattern holds for all other variables, implying that the $\sqrt{AVE}$ of discriminant validity requirements have been satisfied.

Structural Model Evaluation

The structural model evaluation seeks to determine whether or not there is an influence between constructs, R Square, and the influence of an indirect relationship between constructs. The structural model is evaluated using the p-value to determine the significance of the structural path parameter coefficients and R Square to determine whether the independent latent variable has a significant influence on the dependent latent variable.

a) **R Square Value**

R Square is used to explain how exogenous variables influence endogenous variables. Table 6 shows the R Square value obtained from the PLS Algorithm Report SmartPLS.

Table 6. R Square

	R Square
BRAND AWARENESS (Z2)	0.380
BRAND IMAGE (Z1)	0.361
CONSUMER DECISION (Y)	0.769

Source: Output smart-PLS (2022).

The influence of Digital Marketing on Brand Image (Z1) can be explained by 36.1% according to its R Square value of 0.361. The other 63.9% of the influence is contributed by variables outside the scope of the study. The R Square value of 0.380 for Brand Awareness (Z2) indicates that Digital Marketing can explain 38% of its influence on Brand Awareness, while the remaining 62% is due to other external factors. The R Square value of 0.769 for Consumer decision (Y) shows that the combination of Digital Marketing, Brand Image, and Brand Awareness can together account for 76.9% of their influence on consumer decision, while the remaining 23.1% is attributed to other variables not considered in the study.

The Q-Square value can then be used to assess the goodness of fit in this study. In regression analysis, the Q-Square value has the same meaning as the coefficient of determination (R-Square), with the higher the Q-Square, the better or more fit the model can be with the data. The following are the results of calculating the value of Q-Square:

Q-Square = $1 - [(1 - R^2 1) \times (1 - R^2 2)]$

$= 1 - [(1 - 0.361) \times (1 - 0.380) \times (1 - 0.769)]$

$= 0.908$

Based on the above calculations, a Q-Square value of 0.908 is obtained. This demonstrates that the research model can explain 90.8% of the diversity of the research data. The remaining 9.2% is explained by factors outside the scope of this study. As a result of these findings, this research model can be said to have very good goodness of fit.

b) **Evaluation of the Significance of the Path Relationship to the Research Hypothesis**

To conclude whether the hypothesis is accepted or rejected, the p-value is used at a significance of $\alpha = 5\%$ or 0.05. If the p-value < 0.05 then H_0 is rejected, meaning there is influence. Conversely, if the p-value > 0.05 then H_0 is accepted meaning there is no influence. Following are the evaluation results of the structural model obtained from the SmartPLS Bootstrapping Report presented in table 7.

Table 7. Path Coefficient, T-Values, P-Values

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Description
DIGITAL MARKETING (X) -> CONSUMER DECISION (Y)	0.383	5.619	**0.000**	**There is an influence**

Source: Output smart-PLS (2022).

c) **Evaluation of the Significance of the Indirect Path Relationship / Indirect Influence (Mediation)**

To determine whether the hypothesis is accepted or rejected, the indirect or mediating (intervening) influence must be determined, p-value is used at a significance of $\alpha = 5\%$ or 0.05. If the p-value <0.05 then H_0 is rejected, meaning that there is an indirect effect (mediation). Conversely, if the p-value > 0.05 then H_0 is accepted meaning there is no mediating influence. Following are the results of the evaluation of the structural model obtained from the SmartPLS Bootstrapping Report presented in table 8.

Table 8. Specific Indirect influence T-Values, P-Values

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Description
DIGITAL MARKETING (X) -> BRAND IMAGE (Z1) -> CONSUMER DECISION (Y)	0.096	1.985	**0.048**	**There is an influence**
DIGITAL MARKETING (X) -> BRAND AWARENESS (Z2) -> CONSUMER DECISION (Y)	0.286	5.822	**0.000**	**There is an influence**

Source: Output smart-PLS (2022).

     The bootstrapping output for evaluating direct influence by looking at the path coefficient values and P-values are presented in Figure 2.

Figure 2. Output Bootstrapping with P-Value
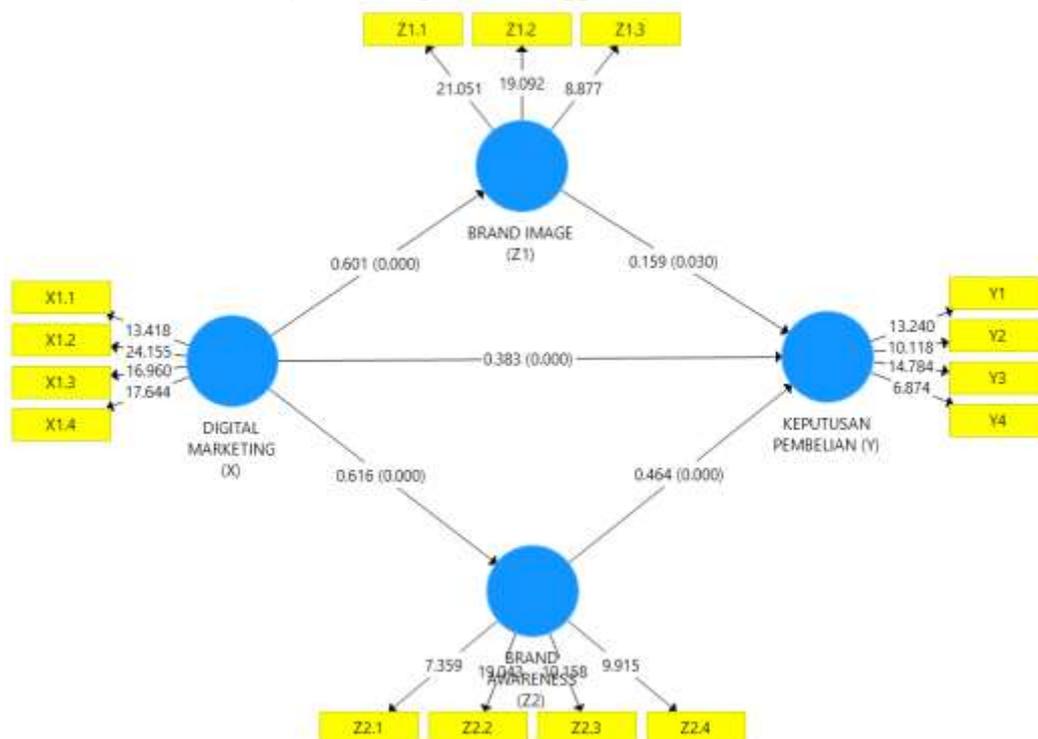
Source: Output smart-PLS (2022).

Hypothesis testing

According to the results of tables 7 and 8, the hypotheses state:

H_1:   The hypothesis that reads *Digital Marketing Influences Consumer decision* is accepted, with a path coefficient of 0.383 and a T-Value of 0.048 or a P-Value of 0.000 less than 0.05, then there is significant (positive) influence.

H_2:   The hypothesis that reads that *Digital Marketing influences Consumer Decisions through Brand Image* is accepted, with path coefficients of 0.096 with a T-Value of 1.985 or a P-Value of 0.048 less than 0.05, then the results have a significant (positive) influence or there is a mediating influence.

H$_3$.   The hypothesis that reads that *Digital Marketing influences Consumer Decisions through Brand Awareness* is Accepted, with path coefficients of 0.286 with a T-Value of 5.822 or a P-Value of 0.000 less than 0.05, so the results have a significant (positive) influence or there is a mediating influence.

Discussion

The Influence of Digital Marketing on Consumer decision

Based on the results of the research, the results show that the hypothesis stating that digital marketing has a positive influence on Consumer Decisions, is acceptable. The biggest factor driving digital marketing success is the Incentive Program offered by Shopee, which is an attractive feature of the company's promotions. Shopee offers a wide range of products including fashion, household items, electronics, and automobiles, making it easier for consumers to find what they need. The company also provides various promos through digital marketing channels to attract customers. 'Waktu Indonesia Belanja' is a Shopee promotion that provides a large-scale promo at the end of the month, specifically from the 25th to the 31st. To attract more customers, Shopee Indonesia Shopping Time also presents a show, namely the Shopee Indonesia Shopping Time Tv Show, in addition to product promotions. The promotion was broadcast on national television channels, Shopee Play, and Shopee Official Youtube, and was accompanied by music performances by local and foreign musicians, as well as a quiz segment with prizes, promos, and cashback, as well as premium prizes for purchasing specific products only during the promotion's duration.

The findings of this study are consistent with the findings of Harianto and Setyo (2014), who discovered that digital marketing significantly influences Consumer Decisions, where digital marketing strategies aim to make customers feel comfortable and there is the interaction between companies and customers, and consumers who If you are pleased with the company, it will be much easier to make a consumer decision. Furthermore, according to Heikkinen (2012) research, using digital marketing allows businesses to reach a larger target audience while saving money.

The Influence of Digital Marketing on Consumer decision through Brand Image

Apart from the direct influence, it can also be seen that the total influence or influence or indirect influence, namely the influence of digital marketing on Consumer Decisions through brand image, with the company image indicator in this study, the image of Shopee is the biggest indicator that influences Brand Image. The image of Shopee is the biggest factor that influences brand image, due to its incentives such as reward points, loyalty points, bonuses, and prizes for frequent customers. Then, one of the main features that people love is a flash sale. The flash sale feature is also highly valued by customers and has become a unique offering of Shopee in the Indonesian market.

Effective use of digital marketing can reinforce the brand in consumers' minds, resulting in increased Consumer Decisions. Continuously creating and maintaining a strong brand image in consumers' minds is crucial for the brand to be positively received. A strong and positive brand image will stay in the memory of consumers, leading to a higher likelihood of purchasing the brand.

These findings align with Ayuningtyas' (2019) research, which found that exposure to Instagram had a significant influence on the decision process to visit, with destination image serving as a mediating variable.

The Influence of Digital Marketing on Consumer Decisions Through Brand Awareness

In addition to the direct influence, the study also reveals the total or indirect influence of brand image on Consumer Decisions (Y) through brand awareness, where the level of consumers' recognition of the brand is the biggest factor influencing brand awareness. . This suggests that Shopee is an attractive and easily memorable product that can increase consumers' consumer decision. Digital marketing is a marketing activity that involves the development and

maintenance of relationships with customers through online activities such as exchanging opinions, products, and services to achieve common goals for both groups. Using digital marketing can provide convenience and add value to its products while also being less expensive and more efficient. One of the goals of internet marketing is to increase customer awareness of the existence of a product and to make the product itself top of mind in the minds of customers.

These results corroborated with previous research by Jeanne (2015), Siahaan and Lili Yuliati (2016), Timpal et al. (2016), and Bradanata and Wibowo (2017), which show that digital marketing not only directly influence consumer decision, but also indirectly through brand awareness as a mediating variable.

CONCLUSION AND SUGGESTION
Conclusion
The following conclusions were drawn based on the results of PLS analysis testing the influence of several variables on Consumer Decisions:
1. It has been confirmed that digital marketing influences Consumer Decisions.
2. Brand Image is proven as a mediating variable in the relationship between digital marketing and Consumer Decisions.
3. Brand awareness is proven as a mediating variable in the relationship between digital marketing and Consumer Decisions.

Suggestion
From the results of this study, several suggestions can be considered in decision-making, including:
1. It should be prioritized to enhance Shopee's Brand Awareness and improve marketing efforts so that the company's brand becomes top of mind in the minds of consumers and makes it a brand preference for consumers when they want to make transactions in e-commerce. This can be achieved by utilizing advertising spaces like billboards or videotrons in high-traffic areas and highlighting Shopee's features and promotions.
2. For Shopee, it is important to be consistent in uploading digital marketing content to drive Consumer Decisions. Additionally, maintaining a good corporate image and educating consumers through targeted campaigns should be a key focus to improve the brand image.
3. Future studies can add other variables that can influence Consumer Decisions, including Product Quality, Personal Selling, etc.

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