

# PROMOTION STRATEGY AND WORD OF MOUTH ON PURCHASE DECISIONS WITH BRAND AWARENESS AS A MODERATING VARIABLE ON BEZZIE MINI SOCCER

Al Hilal Akbar Ferdynanda<sup>1\*</sup>, Endang Sulistya Rini<sup>2</sup>, Syahyunan<sup>3</sup>  
<sup>1,2,3</sup> Universitas Sumatera Utara

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## Abstract

This study aims to analyze the influence of promotional strategies and word of mouth on purchase decisions, with brand awareness as a moderating variable at Bezzie Mini Soccer. Competition in the sports industry, particularly in mini soccer field rentals, is becoming increasingly intense, requiring effective marketing strategies to sustain and enhance consumer purchasing decisions. The research adopts a quantitative approach through a survey method involving 85 respondents who have previously used Bezzie Mini Soccer's services. The data analysis technique employed is Structural Equation Modeling – Partial Least Square (SEM-PLS). The results indicate that both promotional strategies and word of mouth have a positive and significant effect on purchase decisions. Brand awareness also significantly influences purchase decisions and moderates the relationship between promotional strategies and word of mouth with purchase decisions. These findings highlight the importance of consistent promotion, positive recommendations, and strong brand awareness in shaping consumer purchasing behavior.

**Keywords:** *Promotional Strategy, Word of Mouth, Brand Awareness, Purchase Decision*

## INTRODUCTION

Business competition in the sports industry is getting tougher as public awareness of the importance of a healthy lifestyle and physical activity increases. One rapidly growing sector is the sports facilities business, including mini soccer. Mini soccer is also known as small soccer because it has a smaller field size than regular soccer, with a team size of 7-9 players. Mini soccer was first introduced in the 1960s and is a modified form of soccer (Shcools, 2021). Mini soccer has become a popular alternative for soccer fans who want to train or compete on a smaller and more flexible scale. Bezzie Minisoccer, as a provider of mini soccer facilities, must be able to compete with various competitors by implementing effective marketing strategies to attract more customers.

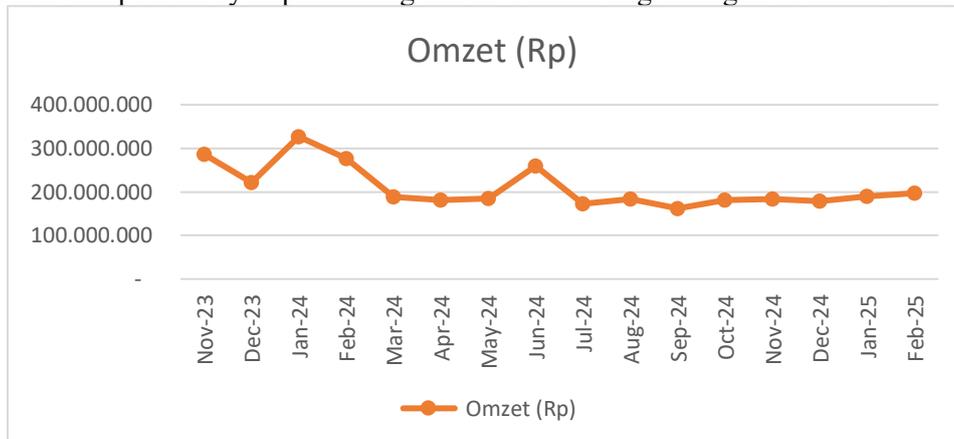


Figure 1. Bezzie Mini Soccer Monthly Turnover

The Bezzie Mini Soccer monthly revenue graph shows a fluctuation pattern reflecting the influence of various factors on consumer purchasing decisions. In the first few months (October 2023 - January 2024), there was a significant increase in revenue, followed by a sharp decline from February to March 2024. The phenomenon shown in Figure 1.1 illustrates the dynamics of consumer purchasing decisions over time. The increase in January 2024 indicates a strong incentive for consumers to make purchases during that period. However, the decline that

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began to appear from February to March 2024 indicates that consumer purchasing decisions are volatile and can decline if not followed by consistent efforts to maintain purchasing interest. After experiencing a decline at the beginning of the year, consumer purchasing decisions appeared to strengthen again in June 2024. This indicates that there are factors that successfully encourage consumers to make repeat purchases after a period of decline. Despite the decline again in July 2024, the graph shows stability in purchasing decisions in the following months. In the last quarter of 2024, purchasing decisions tended to remain stable, although they did not show significant increases. This consistency can be interpreted as a result of established and relatively persistent purchasing patterns. The rebound in January and February 2025 suggests that consumer purchasing decisions can still be improved, depending on the approach used by service providers. Thus, this graph illustrates that purchasing decisions are dynamic and influenced by various moments and strategies implemented over time.

Table 1 Pre-Promotion Survey

No	Question	Yes	No
1	Have you seen or heard any promotional information about Bezzie Mini Soccer in the last month?	4 13.3%	26 86.7%
2	Do you think Bezzie Mini Soccer promotions are easy to find and consistent across media (such as social media, flyers, or banners)?	9 30%	21 70%
3	Are you interested in joining the activities at Bezzie Mini Soccer after seeing the promotion?	13 43.3%	17 56.7%

Source: Processed data

Based on the results of the pre-survey data involving 30 respondents, several conclusions can be drawn. First, in terms of promotional information exposure, the majority of respondents, namely 86.7%, admitted to having never seen or heard information about Bezzie Mini Soccer in the past month. This finding indicates a fundamental problem in the distribution of promotional materials, which may not have targeted the right media or channels, or even the frequency of information delivery is still too low to create strong brand recognition. When the target audience is never exposed to a brand's information, it will be very difficult for the brand to build an initial relationship in the form of recognition and understanding of the product or service offered. Second, in terms of promotional consistency and accessibility, 70% of respondents stated that Bezzie Mini Soccer promotions are not easy to find and are not displayed consistently across various media. This indicates that the promotions carried out have not utilized a multi-channel approach optimally, or even if they have been carried out, the presentation is less attractive, irregular, and not sufficiently attention-grabbing. In building brand awareness, consistent communication is crucial so that the public can recognize and remember the brand repeatedly and comprehensively, whether through social media, brochures, banners, or other forms of promotion. Third, although some respondents (43.3%) expressed interest in the promotion presented by Bezzie Mini Soccer, this figure is still relatively low when compared to the main essence of the promotional strategy itself. In a marketing context, promotions not only function as a means of conveying information, but also aim to arouse interest, create a lasting impression in the minds of consumers, and encourage them to make purchasing decisions. This relatively low percentage of interest indicates that the promotional material delivered may not have been optimally designed, both in terms of the strength of the message conveyed, visual appeal, and the relevance of the offer to the needs and preferences of the target market. This condition indirectly indicates that the promotional strategy used has not been able to effectively build strong brand awareness, namely the ability of consumers to recognize and remember the Bezzie Mini Soccer brand in various purchasing decision situations. As a result of this weak brand awareness, consumers tend not to have a psychological or emotional bond with the brand, so that purchasing decisions are not significantly moved by the promotional activities carried out.

Table 2 Pre-Survey Word of Mouth

No	Statement	Yes	No
1	I learned about Bezzie Mini Soccer from a recommendation from a friend or family member.	10 (33%)	20 (67%)
2	I often hear people talking about Bezzie Mini Soccer in a positive way.	8 (26.6%)	22 (73.4)
3	I recommend Bezzie Mini Soccer to others.	7 (23.3)	23 ((76.7)

Source: Processed data

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Based on the results of a pre-survey of 30 respondents, it was found that *the Word of Mouth* (WOM) variable towards Bezzie Mini Soccer still shows a negative or weak tendency. This is evident from the majority of respondents who answered "No" to the three questions asked; only 33% of respondents stated that they knew Bezzie Mini Soccer from recommendations from friends or family, 27% often heard people talking about this brand positively, and even only 23% stated that they had ever recommended it to others.

Table 3Pre-Brand Awareness Survey

No	Statement	Yes	No
1	Can you recognize the Bezzie Mini Soccer logo or brand when you see it?	6 (20%)	24 (80%)
2	Are you aware of the services or facilities offered by Bezzie Mini Soccer?	9 (30%)	21 (70%)

Source: Processed data

Based on the results of a pre-survey of 30 respondents, it was found that the level of brand awareness of Bezzie Mini Soccer is still relatively low. This is reflected in the majority of respondents who could not recognize the Bezzie Mini Soccer logo or brand (80%) and were not aware of the services or facilities offered (70%), which indicates that this brand does not have a strong memory in the minds of consumers or effective information delivery. This low level of brand awareness shows the important role of promotion and *Word of Mouth* in building better brand awareness, in order to increase its influence on consumer purchasing decisions more significantly. In the world of marketing, promotion has a crucial role in influencing consumer purchasing decisions. Promotion includes various marketing activities, such as advertising, sales promotions, digital marketing, sponsorship, and discount strategies that can attract consumer interest. Choosing the right promotion can increase the appeal of a product or service and build better relationships with potential customers. Recent research shows that online marketing strategies, including social media, digital advertising, marketing content, and search engine optimization, have a significant impact on consumer behavior and purchasing decisions. A quantitative study of 500 respondents found a strong positive relationship between brand-consumer interactions on social media and consumer trust in the brand. Personalized digital advertising and retargeting strategies have been shown to increase purchase intent, while informative marketing content and search engine optimization build trust and influence purchasing decisions (Elisabet, 2024).

Furthermore, product promotions and pricing also influence consumer purchasing decisions. A study on Emina products showed that consumers perceive product prices to be commensurate with their quality. Discounts and social media advertising have proven to be successful promotions in influencing consumer decisions (Arianto, 2024). Research conducted by Prihanto and Huzaifi (2021) showed that promotions have a positive and significant influence on consumer purchasing decisions. Using explanatory research methods and a sample of 100 respondents, this study found that promotions have a strong correlation with purchasing decisions, with a determination value of 60.3%. Another equally important factor influencing purchasing decisions is *word of mouth* (WOM). WOM is informal communication that occurs among consumers regarding a product or service. Recommendations from friends, family, or the community can significantly impact customer perceptions and purchasing decisions. Consumers tend to trust information obtained from sources deemed credible more than commercial advertising. Therefore, positive WOM can increase trust and brand appeal, including in the mini soccer industry. Research conducted at GPI Futsal and Sport Center Manado found that WOM, along with other factors such as facilities, reference groups, healthy lifestyles, and social media promotions, had a positive and significant influence on the decision to choose a sports venue for the millennial generation (Paat & Massie, 2022).

However, the effectiveness of promotions and WOM in influencing purchasing decisions is often influenced by the level of *brand awareness*. *Brand awareness* reflects the extent to which consumers recognize and remember a brand in a particular product category. Brands with high levels of *brand awareness* tend to be more easily remembered and chosen by consumers compared to lesser-known brands. In the context of Bezzie Minisoccer, *brand awareness* can be a moderating factor that strengthens or weakens the influence of promotions and WOM on customer purchasing decisions. Previous research often focuses on general consumer products or specific industries such as air purifiers or food MSMEs (Sari & Isharina, 2024). Studies on the influence of promotions and WOM on purchasing decisions with *brand awareness* as a moderating variable in the context of the sports industry, especially in facilities such as Bezzie Minisoccer, are still limited. This study aims to analyze the influence of promotions and WOM on purchasing decisions at Bezzie Minisoccer with *brand awareness* as a moderating variable. The results of this study are expected to provide insights for Bezzie Minisoccer management in designing more effective marketing strategies to increase competitiveness and attract more customers. In

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addition, this study can also contribute to the academic literature regarding the role of *brand awareness* in moderating the relationship between marketing strategies and consumer behavior, especially in the sports services industry .

## LITERATURE REVIEW

### Promotion Strategy

A promotional strategy is a series of marketing activities undertaken by a company to communicate the value of a product or service to consumers with the aim of influencing purchasing behavior. Kotler and Keller (2020) explain that promotion includes advertising, sales promotions, direct marketing, public relations, and personal selling. Effective promotion can increase interest, expand market reach, and strengthen a brand's position in the minds of consumers. Empirical research shows that promotional strategies significantly influence purchasing decisions. Prihanto and Huzaifi (2021) found that promotions have a positive and significant influence on consumer purchasing decisions. In the service context, consistent and relevant promotions can encourage consumers to try and use the services offered.

### Word of Mouth

Word of mouth (WOM) is informal communication between consumers regarding experiences, assessments, or recommendations for a product or service. According to Sernovitz (2012), WOM is considered one of the most credible forms of marketing communication because it originates from direct consumer experience. Information conveyed through WOM tends to be more trusted than commercial advertising. Several studies have shown that WOM has a strong influence on purchasing decisions. Paat and Massie (2022) found that WOM has a positive and significant effect on consumer decisions in choosing sports facilities. Positive WOM can increase trust and accelerate the purchasing decision-making process.

### Buying decision

Purchasing decisions are the process consumers go through in selecting and using products or services to meet their needs. Kotler and Keller (2020) state that purchasing decisions involve five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process is influenced by various internal and external consumer factors. Research shows that purchasing decisions are influenced by promotions, WOM, and consumer perceptions of the brand. Sumarwan (2020) emphasizes that purchase intention, product confidence, and post-purchase satisfaction are important indicators in measuring consumer purchasing decisions.

### Brand Awareness

Brand awareness is a consumer's ability to recognize and remember a brand as belonging to a specific product category. Keller and Swaminathan (2020) state that brand awareness reflects the strength of a brand in consumers' memory. The higher the level of brand awareness, the more likely the brand is to be chosen in the purchasing process. Previous research has shown that brand awareness plays a significant role in influencing and strengthening purchasing decisions. Al Akbar and Hadi (2024) found that brand awareness has a positive and significant effect on purchasing decisions. Furthermore, brand awareness can also act as a moderating variable, strengthening the influence of promotions and WOM on consumer purchasing decisions.

## METHOD

### Types of research

This study uses a quantitative approach with explanatory and associative research. The quantitative approach was chosen because this study aims to objectively examine the relationships and

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influences between variables through numerical data. Explanatory research is used to explain the causal relationship between promotional strategies, word of mouth, brand awareness, and purchasing decisions.

## Location and Time of Research

This research was conducted at Bezzie Mini Soccer, located in Banda Aceh City. The location was selected based on the consideration that Bezzie Mini Soccer was relevant to the research variables. The research period was March to June 2025.

## Population and Sample

The population in this study was all consumers who had used Bezzie Mini Soccer services. Because the exact population size was unknown, the sampling technique used was non-probability sampling with a purposive sampling method. The sample size was determined at 85 respondents, in accordance with the minimum SEM-PLS requirement of 5–10 times the number of research indicators.

## Data collection technique

The data used in this study is primary data collected through a questionnaire. The research instrument was constructed using a five-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was distributed to respondents who met the criteria for Bezzie Mini Soccer users.

## RESULTS AND DISCUSSION

### Validity and Reliability Test

#### 1. Convergent Validity Test (Outer Loading / Loading Factor)

Table 4 Loading Factor

Variables	Short Statement	Loading
Promotion Strategy	I often see Bezzie digital ads	0.867
	I am interested in Bezzie discount/bundling	0.850
	I received a promotion directly from Bezzie	0.893
	I know Bezzie is active in community events	0.891
	Bezzie has been a sponsor in sports activities	0.888
Word of Mouth	Friends/family recommended Bezzie	0.903
	I often hear people talking about Bezzie in a positive way.	0.917
	Other people's recommendations influence my decisions	0.902
Buying decision	I realized the importance of sports and rented a field.	0.889
	I looked for information about Bezzie before renting	0.909
	I compared Bezzie to other places	0.833
	I decided to rent a field in Bezzie	0.899
Brand Awareness	I recognize the name Bezzie Mini Soccer	0.851
	I recognize Bezzie's logo and distinctive look	0.885
	I am more familiar with Bezzie than other rental places.	0.862
	I prefer Bezzie to any other rental provider	0.879

Based on the table above, all loading factor values for each indicator are above 0.70, indicating convergent validity. Therefore, all indicators can be retained in the model and are suitable for further testing.

#### 2. Convergent Validity Test: AVE and Composite Reliability

Table 5 AVE and Composite Reliability

Variables	Cronbach's Alpha	Information
Promotion Strategy	0.926	Valid and Reliable
Word of Mouth	0.893	Valid and Reliable
Brand Awareness	0.892	Valid and Reliable
Buying decision	0.905	Valid and Reliable

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The table above shows that all variables have an AVE value greater than 0.50, indicating that each construct meets convergent validity requirements. Furthermore, the composite reliability values for all variables are also greater than 0.70, indicating that the indicators within each construct meet the criteria for good internal reliability .

a. Model Fit Test

Model fit testing in the Structural Equation Modeling Partial Least Squares (SEM-PLS) approach is conducted through two main tests: the coefficient of determination ( $R^2$ ) and the predictive relevance ( $Q^2$ ). Both are used to measure the extent to which the model is able to explain and predict endogenous variables.

Based on the results of the  $R^2$  and  $Q^2$  tests, it can be concluded that the structural model in this study has good model fit. The independent variables are able to significantly explain and predict the dependent variable, which strengthens the validity of the overall research results.

b. Coefficient of Determination ( $R^2$ )

Table 6  $R^2$  Values

Endogenous Construct	R Square ( $R^2$ )	Adjusted R Square
Buying decision	0.913	0.908
Brand Awareness	0.859	0.856

Based on the analysis results, the R Square ( $R^2$ ) value for the endogenous variable *Purchase Decision* is 0.913, indicating that 91.3% of the variability in Purchase Decision can be explained by the independent variables in the model. Meanwhile, the Adjusted  $R^2$  value of 0.908 confirms that the model has excellent predictive ability and does not experience overfitting, because the difference between  $R^2$  and Adjusted  $R^2$  is very small. As for *the Brand Awareness variable* , the  $R^2$  value of 0.859 indicates that 85.9% of the variation in Brand Awareness is explained by the independent constructs used in the model. The Adjusted  $R^2$  value of 0.856 also supports the validity of the model, by indicating that most predictors are relevant in explaining changes in Brand Awareness. Overall, both endogenous constructs have high  $R^2$  values, indicating that the model built has very strong explanatory power and can be relied upon to explain the phenomenon studied.

c. Predictive Relevance ( $Q^2$ )

Table 7  $Q^2$  Value (Predictive Relevance)

Endogenous Construct	$Q^2$ (Predictive Relevance)
Purchase Decision (Y)	0.522

result for the purchasing decision variable was 0.522, which is above the minimum threshold of 0.35 and indicates that the model has strong predictive ability. According to Hair, Hult, Ringle, and Sarstedt (2020), the  $Q^2$  value is used to assess how well the observed values can be reconstructed by the model and its parameter estimates. A  $Q^2$  value  $> 0.00$  indicates predictive relevance, while a  $Q^2$  value  $> 0.35$  is categorized as strong. Thus, the structural model in this study statistically has excellent ability to predict purchasing decisions among Bezzie Mini Soccer consumers.

d. Path Coefficient Test (Relationship Between Variables)

Table 8 Path Coefficient Test Results

Relationship between variables	Original Sample	T-Statistic	P-Value	Information
Promotion Strategy → Purchase Decision	0.297	4,569	0.004	Significant
Word of Mouth → Purchase Decision	0.258	3,259	0.001	Significant
Brand Awareness → Purchase Decision	0.437	3,221	0,000	Significant
Promotion Strategy × Brand Awareness → Purchase Decision	0.045	0.577	0.564	Insignificant Moderation
Word of Mouth × Brand Awareness → Purchase Decision	-0.029	0.376	0.707	Insignificant Moderation

1. Promotion Strategy → Purchase Decision

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A coefficient value of 0.297, with a T-statistic of 4.569 and a P-value of 0.004, indicates that promotional strategies have a positive and significant influence on purchasing decisions. This indicates that the more effective the promotional strategy implemented, such as providing discounts, using social media, or other marketing campaigns, the greater the consumer's tendency to make a purchase. These results align with the findings of Hair et al. (2020) who stated that a well-designed promotional strategy can increase consumer attraction to a product or service.

## 2. Word of Mouth → Purchase Decision

A path coefficient of 0.258, accompanied by a T-statistic of 3.259 and a P-value of 0.001, indicates that word of mouth has a significant and positive influence on purchasing decisions. This means that the more frequently consumers receive positive recommendations or reviews from those closest to them or their community, the more likely they are to decide to purchase a product or use the offered service. The effectiveness of word of mouth as a form of interpersonal communication has been proven to be very powerful in shaping consumer perceptions and decisions.

## 3. Brand Awareness → Purchase Decision

With a coefficient value of **0.437**, a T-statistic of **3.221**, and a P-value of **0.000**, brand awareness is proven to have a **positive and significant direct influence** on purchasing decisions. Consumers who have high awareness of a brand—for example, through a strong logo, name, or brand image—will be more likely to choose that brand in the decision-making process. This finding shows the importance of building strong brand awareness in marketing strategies, because consumers are more likely to buy products from brands they know and trust.

## 4. Promotion Strategy × Brand Awareness → Purchase Decision

The interaction coefficient value of 0.045, T-statistic of 0.577, and P-value of 0.564 indicate that brand awareness does not significantly moderate the relationship between promotional strategy and purchasing decisions. This means that although promotional strategy directly influences purchasing decisions, this influence does not become stronger or weaker depending on the level of brand awareness. In other words, brand awareness neither strengthens nor weakens the influence of promotions on purchasing decisions in this context.

## 5. Word of Mouth × Brand Awareness → Purchase Decision

The interaction coefficient of -0.029, with a T-statistic of 0.376 and a P-value of 0.707, indicates that brand awareness does not significantly moderate the relationship between word of mouth and purchasing decisions. This means that regardless of a consumer's level of brand awareness, it does not significantly strengthen or weaken the influence of recommendations from others on purchasing decisions. In this case, brand awareness does not function as an effective moderating variable between word of mouth and purchasing behavior.

## DISCUSSION

### The Influence of Promotional Strategy on Purchasing Decisions

Based on the analysis results, it is known that the promotional strategy has a positive and significant effect on purchasing decisions, with a coefficient value of 0.297, a T-statistic of 4.569, and a P-value of 0.004. This value is above the significance threshold ( $P < 0.05$ ), which means the first hypothesis is accepted. This means that the better and more targeted the promotional strategy implemented, the higher the likelihood of consumers deciding to make a purchase or use the services offered. In this context, promotional strategies encompass various forms of marketing communications, such as sales promotions, digital advertising, seasonal discounts, and sponsorships. These promotions are an effective way to generate initial consumer interest, introduce service advantages, and build long-term relationships with customers. These findings align with Kotler and Keller (2021), who stated that promotional strategies are a crucial element of the marketing mix, directly influencing consumer perceptions and behavior toward a product or service. Furthermore, in the context of increasingly fierce competition in the service industry—including in the sports and recreation industry—targeted promotions that target relevant segments are crucial. In the case of Bezzie Mini Soccer, the majority of respondents learned about the service through social media advertisements and discount promotions, indicating that a digital marketing approach is effective in targeting the young age group. Therefore, the results of this study also support previous research such as that conducted by Simamora and Umry (2020) and Puspitasari and Nugroho (2021), which found that a consistent promotional strategy can improve purchasing decisions, particularly in the service business.

### The Influence of Word of Mouth on Purchasing Decisions

The results also show that word of mouth has a significant and positive influence on purchasing decisions, as indicated by a coefficient value of 0.258, a T-statistic of 3.259, and a P-value of 0.001. These figures indicate

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that consumers tend to trust and respond positively to information they receive informally from those around them, such as friends, family, or community members. This finding is consistent with the theory of Sernovitz (2012), which states that word of mouth is the most powerful form of marketing communication because it has a higher element of trust and credibility than conventional advertising. In the context of Bezzie Mini Soccer, most consumers admitted to learning about this field rental service from recommendations from friends and sports communities. This reinforces the role of horizontal communication as an effective information channel in shaping consumer perceptions and decisions. Additional support also comes from research by Hatta and Setriarini (2018), which shows that word of mouth has a significant impact on purchasing decisions for community-based services. In a world increasingly connected through social media and digital community groups, this form of informal recommendation has a unique power in shaping public opinion and influencing purchase intentions.

## The Influence of Brand Awareness on Purchasing Decisions

The brand awareness variable in this study also showed a positive and significant direct influence on purchasing decisions, with a coefficient value of 0.437, a T-statistic of 3.221, and a P-value of 0.000. This value indicates that the higher a consumer's level of brand awareness, the greater their likelihood of making a purchase. Brand awareness encompasses the extent to which consumers recognize, remember, and distinguish a brand from its competitors—whether in terms of name, logo, previous experiences, or image associations. Aaker (1996) emphasized that brand awareness is a fundamental element of brand equity and serves as the initial foundation in the consumer decision-making process. Brand awareness also makes it easier for consumers to filter choices when faced with many alternatives, thus expediting the purchasing process. In the case of Bezzie Mini Soccer, the brand's visual and social media recognition allows consumers to feel more comfortable and confident in choosing the service over other similar providers. This demonstrates that brand awareness functions not only as a promotional complement but also as a key determinant in directing purchasing preferences.

## The Moderating Role of Brand Awareness

This study also tested the role of brand awareness as a moderating variable in two main relationships, namely the relationship between promotional strategies and purchasing decisions, and the relationship between word of mouth and purchasing decisions. However, the results obtained showed that both interactions were not statistically significant, which means the moderation hypothesis was not accepted. The coefficient value of the interaction between promotional strategies  $\times$  brand awareness on purchasing decisions was 0.045, with a T-statistic of 0.577 and a P-value of 0.564, while the coefficient for word of mouth  $\times$  brand awareness was -0.029, with a T-statistic of 0.376 and a P-value of 0.707. Both P-values were well above 0.05, indicating there was no significant moderating effect. This means that brand awareness neither strengthens nor weakens the influence of promotional strategies and word of mouth on purchasing decisions. In other words, although brand awareness is important as a direct predictor, its effect is not significant in the context of interaction or moderation. This is likely due to the relatively homogeneous level of brand awareness among respondents, or because promotion and word of mouth are already strong enough to influence purchasing decisions without being mediated by brand awareness. This finding does not completely contradict the interaction theory in PLS-SEM described by Hair et al. (2020), but rather reflects the empirical dynamic that not all moderator variables provide significant interaction effects. In this context, brand awareness functions more as a primary independent variable than as a reinforcement of the relationship between other variables.

## CONCLUSION

Based on the results of the data analysis and discussion that has been carried out, several important things can be concluded regarding the influence of promotional strategies, word of mouth, and brand awareness on purchasing decisions of Bezzie Mini Soccer consumers:

1. Promotional strategies have a positive and significant impact on purchasing decisions. This indicates that the better and more targeted promotional strategies implemented, such as digital promotions, discounts, and community partnerships, the more likely consumers are to choose Bezzie Mini Soccer's pitch rental services.
2. Word of mouth has a positive and significant influence on purchasing decisions. Recommendations from friends, family, or sports communities have proven to be a significant factor in driving consumer purchasing decisions, as they are perceived as more personal and trustworthy.

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3. Brand awareness also has a direct, positive, and significant impact on purchasing decisions. The higher a consumer's awareness of the Bezzie brand, whether in terms of name, logo, or previous experience, the more likely they are to choose the service.
4. Brand awareness did not act as a significant moderating variable in the relationship between promotional strategy and word of mouth on purchasing decisions. This indicates that consumer brand awareness of Bezzie neither strengthens nor weakens the influence of promotions or recommendations on purchasing behavior.

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