

THE INFLUENCE OF SERVICE QUALITY AND DIGITAL MARKETING ON PURCHASE DECISION THROUGH BRAND AWARENESS AS AN INTERVENING VARIABLE AT SURYA MART UM SURABAYA

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Abstract

This study aims to examine the effect of service quality and digital marketing on purchase decision with brand awareness as a mediating variable in Surya Mart UM Surabaya. Using a quantitative approach and data from 95 respondents, the study employed the PLS-SEM method to analyze the relationships among variables. The results reveal that both service quality and digital marketing significantly affect brand awareness and purchase decision. Moreover, brand awareness was proven to mediate the relationship between the two independent variables and purchase decision. The findings highlight that tangible aspects such as cleanliness and neat product arrangement are highly valued by consumers, while appealing digital content enhances brand recognition and consumer trust. The implication is that optimizing customer service and marketing strategies not only boosts consumer engagement but also strengthens brand perception and loyalty. These results provide valuable insights for developing more effective marketing strategies in community-based retail businesses.

Keywords: *brand awareness; digital marketing; purchase decision; retail marketing; service quality*

INTRODUCTION

The retail industry in Indonesia has experienced rapid growth in response to increasing public demand for convenience and efficiency in shopping, including within campus environments. Surya Mart UM Surabaya, a community-based retail business unit, serves the needs of students and the surrounding community by upholding Islamic values. However, the growing competition from other community-based retailers such as Sakinah Mart and Basmalah Mart requires ongoing innovation. In this context, digital marketing strategies and improvements in service quality are essential for attracting and retaining customers. Digital marketing enables businesses to reach consumers more broadly and efficiently, while high-quality service helps shape positive experiences and foster customer loyalty. Unfortunately, many micro, small, and medium enterprises (MSMEs) have yet to fully leverage the potential of branding and digital marketing (Wijayanti & Nur, 2023). Meanwhile, the APJII (2020) report notes that there are 196.7 million internet users in Indonesia, indicating a massive opportunity for digital marketing transformation. In this regard, brand awareness also plays a crucial role, as consumers tend to choose brands they recognize and trust (Dwiputri et al., 2024).

Interestingly, Surya Mart UM Surabaya has shown an increase in sales from 228,901 units in 2022 to 502,469 units in 2024. This phenomenon raises questions about whether such growth is driven by digital marketing strategies, enhanced service quality, or other factors such as brand awareness. Several studies have shown that brand awareness can strengthen the impact of marketing strategies on purchase decisions (N. Arashidani & Ekawati, 2024; Prayogo & Yoestini, 2022), though most research still focuses on the e-commerce sector and rarely addresses the physical, community-based retail context. Based on this background, this study aims to analyze the influence of digital marketing and service quality on purchase decisions, with brand awareness as a mediating variable at Surya Mart UM Surabaya. The findings are expected to contribute theoretically to marketing literature and provide practical implications for developing community-based retail strategies.

LITERATURE REVIEW

Previous studies have shown that digital marketing, brand awareness, and service quality have a significant influence on purchase decisions. Saputra and Ardani (2020) as well as Naruliza and Suseno (2021) emphasized that digital marketing has a positive impact on purchase decisions in the context of e-commerce, although its role in physical retail settings remains underexplored. Other studies highlight the role of brand awareness as a mediating variable that strengthens the influence of marketing strategies on consumer behavior (Arashidani & Ekawati, 2024; Dwiputri et al., 2024), while service quality has also been proven to affect customer loyalty and buying interest (Prayogo & Yoestini, 2022; Tondy & Suprpto, 2024). However, most prior research remains partial and has not yet integrated all four variables into a single conceptual model, particularly in the context of community-based physical retail. Furthermore, the positioning of brand awareness in the literature remains inconsistent—some studies treat it as an independent variable, while others examine its mediating role with limited statistical clarity (Elyas & Handayani, 2020; Tonibun et al., 2021). This study seeks to address this research gap by examining the mediating role of brand awareness in the relationship between digital marketing and service quality on purchase decision in a community-based retail setting, namely Surya Mart UM Surabaya.

Theoretically, this study draws on the Theory of Planned Behavior (Ajzen, 1991) which states that purchase intention is influenced by attitudes, subjective norms, and perceived behavioral control. Digital marketing helps shape positive perceptions through fast and interactive information delivery, while service quality reinforces consumer trust and attitudes. The Customer-Based Brand Equity Model (Keller, 1993) also underscores the importance of brand awareness in shaping brand perception and loyalty. In addition, the Hierarchy of Effects Model (Lavidge & Steiner, 1961) explains that consumers progress from awareness to action, with brand awareness serving as the crucial initial stage in this process. Grounded in these theories and supported by previous research, the relationships among service quality, digital marketing, brand awareness, and purchase decision form an interconnected framework. This study is expected to enhance theoretical understanding and propose an integrative model that is highly relevant to the community-based physical retail context.

METHOD

This study employed a quantitative approach to describe phenomena related to the formulated research problem (Suharyat, 2022), involving four main variables: service quality and digital marketing as independent variables, brand awareness as a mediating variable, and purchase decision as the dependent variable. The operational definitions of the variables were based on the SERVQUAL model (Parasuraman et al., 1988), digital marketing indicators (Chaffey & Smith, 2017; Saputra & Ardani, 2020), brand awareness (Keller, 1993), and purchase decision (Kotler & Keller, 2023) all measured using a five-point Likert scale (Sugiyono, 2019). The research was conducted at Surya Mart UM Surabaya, targeting consumers who had previously shopped there. Sampling was carried out using purposive sampling with criteria including a minimum respondent age of 17 years and at least one purchase experience at Surya Mart. The total sample of 95 respondents was determined based on (Hair et al., 2021), recommending a minimum of five times the number of indicators (19 indicators in total).

Data collection techniques included questionnaires (both printed and Google Forms) and literature review for secondary data. The data were analyzed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The analysis stages included descriptive analysis, outer model testing (for validity and reliability), and inner model testing (to assess relationships between latent variables). Validity was tested through loading factor values ≥ 0.70 and Average Variance Extracted (AVE) ≥ 0.50 , while reliability was confirmed using Cronbach's alpha and composite reliability ≥ 0.70 (Hair et al., 2021). The structural model testing included analysis of R^2 values, path coefficients, direct and indirect effects, and significance testing through bootstrapping (T-statistic ≥ 1.96 and p-value ≤ 0.05), with Goodness of Fit used to assess overall model adequacy.

RESULTS AND DISCUSSION

Description of Research Object, Respondents, and Variables

This study focuses on Surya Mart at Universitas Muhammadiyah Surabaya (UM Surabaya), a campus-based retail unit that provides daily necessities for students, lecturers, staff, and the surrounding community. In response to retail competition and technological advancement, Surya Mart has adopted digital marketing strategies through social media and digital platforms to expand its consumer reach. Established on April 1, 2022, by the UM Surabaya

Business Center, Surya Mart initially operated as a franchise of Surya Mart Ponorogo but is now independently managed. With the vision “To become a company in the field of supermarket, wholesale, and distribution” and a mission that emphasizes product quality, human resource development, market expansion, and distribution partnerships, this study analyzes the influence of service quality and digital marketing on purchase decision, with brand awareness as a mediating variable.

A total of 95 respondents participated in the study, with the majority being female (58.95%), indicating a dominant perspective in assessing service and marketing quality. Most respondents were aged 20–25 years (70.53%), suggesting a familiarity with digital media. In terms of education, the majority held D4/S1 degrees (54.74%), and were mostly students (53.68%) or private employees (35.79%), representing digitally active groups. Regarding income, most respondents earned between IDR 1,500,000 and IDR 3,000,000 (55.79%), reflecting a lower-middle economic background, which tends to be sensitive to price, promotions, and service quality.

This study uses four variables: service quality (X1), digital marketing (X2), brand awareness (Z), and purchase decision (Y), analyzed through mean scores and factor loadings. For service quality, the tangibles indicator recorded the highest mean and loading score (4.358; 0.847), reflecting consumer appreciation for cleanliness and store organization. For digital marketing, the efficiency indicator had the highest average score (4.084), while visual content had the highest factor loading (0.883), indicating the strength of visual promotion. The brand awareness variable had the highest average score on the purchase indicator (4.158), and the highest loading on the recognition indicator (0.829), emphasizing the importance of visual identity. Meanwhile, purchase decision showed the highest mean on the payment flexibility indicator (4.211), with the highest factor loading found in brand choice (0.855), highlighting the role of trust and accessibility in driving consumer purchasing behavior.

Research Results

1. Measurement Model and Data Validity (Outer Model)

The measurement model (outer model) was analyzed using four key indicators: convergent validity, discriminant validity, composite reliability, and Cronbach’s alpha to ensure that all indicators accurately reflect their respective constructs.

Based on the convergent validity results, all indicators for the variables Service Quality (X1), Digital Marketing (X2), Brand Awareness (Z), and Purchase Decision (Y) showed loading values above 0.5, indicating adequate statistical validity. For instance, the indicator “organized store environment” had a loading of 0.847, “visual promotional content” 0.883, and “product recognition” 0.829.

Discriminant validity was tested using the Fornell-Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), and cross loading. The results showed that the square root of AVE for each construct was higher than its correlation with other constructs. For example, $\sqrt{\text{AVE}}$ for Brand Awareness was 0.779, which exceeded its correlation with other variables. All HTMT values were below the 0.90 threshold, and cross loading confirmed that each indicator had the highest correlation with its respective construct, indicating no overlap between constructs.

In terms of reliability, all variables had composite reliability values above 0.7 and AVE values above 0.5. For instance, Digital Marketing had a composite reliability of 0.954 and AVE of 0.676. The Cronbach’s alpha values ranged from 0.895 to 0.946, reflecting high internal consistency among the indicators.

Table 1. Summary of Composite Reliability and AVE

Variable	Composite Reliability	AVE
Service Quality	0,918	0,617
Digital Marketing	0,954	0,676
Brand Awareness	0,925	0,607
Purchase Decision	0,942	0,619

Overall, the evaluation of the outer model demonstrates high validity and reliability across all variables and indicators, forming a strong foundation for further inner model analysis.

2. Structural Model (Inner Model)

The structural model (inner model) aims to determine the extent to which the independent variables contribute to the dependent variables. Evaluation was conducted by examining the R-square (R^2) and Q-square (Q^2) values. The R-square results show that Brand Awareness (Z) can be explained by Service Quality and

Digital Marketing by 58.3%, while Purchase Decision (Y) is explained by all three variables by 77.6%. This suggests that the model accounts for a substantial portion of the variance in consumer purchasing decisions.

Table 2. R-Square Values of Endogenous Variables

Endogenous Variable	R Square	R Square Adjusted
Brand Awareness (Z)	0,583	0,574
Purchase Decision (Y)	0,776	0,769

An R^2 value above 0.50 indicates that the model has a good explanatory power. Furthermore, the Q-square value was calculated to assess the predictive relevance of the model using the Stone-Geisser formula. The resulting Q^2 value was 0.4282 or 42.82%, which means the model has predictive relevance since the value is greater than zero.

To evaluate the overall quality of the model, the Goodness of Fit (GoF) test was also conducted. GoF is calculated from the average AVE and R-square values. The GoF result was 0.654, indicating that the model has a strong predictive quality and is suitable for further analysis.

Table 3. Average AVE and R-Square Values

Variable	AVE	R-Square
Service Quality	0,617	—
Digital Marketing	0,676	—
Brand Awareness	0,607	0,583
Purchase Decision	0,619	0,776
Average	0,630	0,680

Thus, the evaluation of the inner model through R^2 , Q^2 , and GoF values demonstrates that the structural model in this study meets predictive quality standards and can significantly and effectively explain the relationships among variables.

Hypothesis Testing

Hypothesis testing in this study was conducted using path analysis within the structural model to assess both direct and indirect relationships among variables. The analysis revealed that all relationships between variables were statistically significant at the 95% confidence level ($p < 0.05$). Service quality and digital marketing were found to significantly influence both brand awareness and purchase decision. Additionally, brand awareness was shown to have a significant direct effect on purchase decision. Specifically, service quality had a direct influence of 0.363 on purchase decision and 0.500 on brand awareness. Digital marketing contributed 0.510 to purchase decision and 0.328 to brand awareness. Meanwhile, brand awareness had a direct influence of 0.558 on purchase decision. These findings suggest that better consumer perceptions of service and digital promotion are associated with stronger brand recognition, which in turn drives purchase decisions.

In terms of indirect effects, service quality and digital marketing showed stronger influences on purchase decision when mediated by brand awareness, with indirect effect values of 0.279 and 0.183 respectively, and p -values < 0.05 . This confirms that brand awareness effectively functions as an intervening variable. Overall, the conceptual model proposed in this study is supported by empirical data and statistically significant relationships. These findings underscore the importance of building brand awareness as a bridge between service quality and digital marketing in enhancing consumer purchasing decisions.

Discussion

1. Service Quality Positively Affects Purchase Decision

Service quality was found to have a positive and significant effect on purchase decision at Surya Mart UM Surabaya, with a t -statistic value of 3.209 and a p -value of 0.001. The higher the customer perception of service, the greater their tendency to make purchases. Descriptively, the Tangibles indicator recorded the highest average score (4.358) and the highest factor loading (0.847), indicating that cleanliness, comfort, and

store organization are highly valued by consumers and are seen as the primary representation of service quality.

The majority of respondents—comprising students and university staff—prefer shopping environments that are clean, well-organized, and time-efficient. The physical appearance of the store forms a strong first impression, influencing consumer trust and shopping comfort. These findings align with the SERVQUAL theory (Parasuraman et al., 1988), which emphasizes the importance of tangibles, and the views of Kotler dan Keller (2023), who argue that visual elements are often consumers' initial reference point for assessing service. According to the Theory of Planned Behavior (Ajzen, 1991), physical comfort shapes attitudes toward behavior, which in turn influences purchase intention and action.

Previous studies by Ramadhani and Sari (2022) as well as Prasetyo and Lestari (2023) also support the idea that store layout and product arrangement significantly affect purchase decisions, particularly in modern retail and campus environments. In practice, Surya Mart has maintained consistent store quality—from lighting and product display to visual signage—creating an efficient and pleasant shopping experience.

The managerial implication of this finding is the importance of consistently managing and improving the physical aspects of service, such as updating shelves, redesigning store layouts, and maintaining cleanliness, to strengthen purchase decisions and build long-term customer loyalty.

2. Digital Marketing Positively Affects Purchase Decision

Digital marketing was shown to have a positive and significant effect on consumer purchase decision at Surya Mart UM Surabaya, with a t-statistic of 4.186 and a p-value of 0.000. The highest descriptive indicators were Efficiency and Measurability (average score of 4.084), indicating that digital promotions made it easier for consumers to access product information and assess the impact on their shopping behavior. In terms of factor loading, visual content such as images, videos, and promotional texts had the highest value (0.883), highlighting that the main strength of digital strategies lies in visual quality.

Most respondents, being students and campus staff, are active social media users and respond quickly to visual promotions. When engaging content is delivered via platforms like Instagram or WhatsApp, it encourages immediate purchase consideration. This finding aligns with the Hierarchy of Effects Model (Lavidge & Steiner, 1961) and the Theory of Planned Behavior (Ajzen, 1991), both of which suggest that positive perceptions of visual content accelerate the transition from attention to purchase action.

Previous studies by Anugrah and Susanti (2021), Prasetyaningtyas et al. (2022), and Prayogo dan Yoestini (2022) also found that engaging digital marketing enhances consumer trust and purchase decisions, particularly in campus-based community and MSME environments. In practice, Surya Mart actively and consistently utilizes visual content on social media, accelerating the conversion of information into action. The managerial implication is the need to develop creative and relevant digital content, supported by data analysis, to optimize the effectiveness of marketing campaigns and guide consumers toward real purchase decisions.

3. Brand Awareness Positively Affects Purchase Decision

Brand awareness has a positive and significant effect on purchase decision at Surya Mart UM Surabaya, as evidenced by a t-statistic of 4.499 and a p-value of 0.000. Descriptively, the Purchase indicator stating “I choose to buy products at Surya Mart because the brand is well-known and trusted” received the highest mean score (brand awareness = 4.158), while the Recognition indicator had the highest factor loading of 0.829. This affirms that consumer recognition and trust in the Surya Mart brand strongly influence purchasing decisions.

This finding is consistent with the Customer-Based Brand Equity Model (Keller, 1993) and Theory of Planned Behavior (Ajzen, 1991), which explain that brand awareness and positive perceptions drive purchase intentions and behavior. In Surya Mart's context, a consistent logo, slogan, visual presentation, and repeated positive experiences are key drivers of brand trust. The managerial implication is the importance of maintaining consistent brand identity and communication, including thematic campaigns and digital promotions integrated with the campus community, to strengthen brand recall and consumer purchase decisions.

4. Service Quality Positively Affects Brand Awareness

Service quality also has a positive and significant effect on brand awareness at Surya Mart UM Surabaya, with a t-statistic of 5.278 and a p-value of 0.000. The Tangibles aspect—particularly store

cleanliness, comfort, and organization—showed the highest mean and factor loading (brand awareness = 4.358; loading = 0.847), indicating that the store's physical appearance is the most powerful representation of perceived service quality. Consistent physical service leaves a strong first impression that reinforces brand recall, especially among students and campus staff accustomed to high standards of cleanliness and order.

This finding aligns with the Customer-Based Brand Equity Model (Keller, 1993) and Brand Image Theory (Aaker, 1991), which affirm that real-life service experiences influence brand awareness formation. Supported by studies from Juwita (2023) and Prawira and Arif (2024), these results demonstrate that a positive store atmosphere enhances consumers' ability to remember and choose the brand. Surya Mart's emphasis on cleanliness and visual order has contributed to a positive shopping experience that strengthens brand credibility. The managerial implication is that physical store elements must be strategically managed as part of long-term brand-building efforts—even without relying heavily on direct promotions.

5. Digital Marketing Positively Affects Brand Awareness

Digital marketing was found to significantly influence brand awareness among Surya Mart UM Surabaya consumers, with a t-statistic of 3.233 and a p-value of 0.001. The most influential indicator in the digital marketing variable was visual promotional content such as images and videos (factor loading = 0.883), while the highest mean value came from perceptions of efficiency and measurability (brand awareness = 4.084). These findings indicate that digital content that is attractive, accessible, and informative is effective in enhancing brand recall, particularly among students and staff who are active social media users.

This is in line with the Integrated Marketing Communication theory (Belch & Belch, 2018) and supported by studies from Nurhayati & Nugroho (2023) and Susanto & Dewi (2022), which emphasize the importance of visual content and social media promotion in shaping brand recognition. In practice, Surya Mart actively uses platforms like Instagram and WhatsApp to share consistent visual content aligned with its brand identity. The managerial implication of this finding is the need to optimize engaging, informative, and consistent visual content to strengthen brand awareness and enhance the overall effectiveness of digital marketing efforts.

6. Service Quality Influences Purchase Decision Through Brand Awareness

Service quality was also found to positively influence purchase decision through brand awareness as a mediating variable, with a t-statistic of 3.484 and a p-value of 0.001. This suggests that good service—particularly in terms of cleanliness, staff professionalism, and clear product information—builds a positive perception that enhances consumer brand recognition, which in turn supports purchase decisions. The Tangibles indicator recorded the highest mean (4.358), while Recognition had the highest factor loading (0.829), highlighting the importance of physical service elements in effectively building brand awareness.

This finding supports the Customer Experience Journey framework, which emphasizes that high-quality service experiences foster emotional connections with the brand. Previous studies by Setiawan & Fitriani (2022) and Suryaningrum & Hapsari (2023) also support the idea that brand awareness mediates the relationship between service quality and shopping behavior. In practice, Surya Mart's consistent service standards have indirectly shaped a strong brand image, even without aggressive promotion. The managerial implication is that service quality should be positioned not only as a satisfaction driver, but also as a strategic tool for building and strengthening the brand—ultimately leading to sustained purchase decisions.

7. Digital Marketing Influences Purchase Decision Through Brand Awareness

The indirect influence of digital marketing on purchase decision through brand awareness was statistically significant ($t = 2.290$; $p = 0.022$), indicating that consumers do not immediately make purchases based solely on promotions. Rather, effective promotions help create emotional and cognitive connections with the brand. The promotional visual content indicator had the highest factor loading (0.883), while the recognition indicator under brand awareness was also strong (0.829), highlighting that attractive and consistent digital content strengthens brand recognition, which subsequently drives purchases. This finding aligns with the AIDA model and the Brand Resonance Model, both of which emphasize the importance of building brand identity through consumer engagement. In the context of Surya Mart, the use of consistent visual content on social media has successfully created a strong brand perception within the academic community. The

managerial implication is that digital marketing campaigns should not merely focus on direct promotions, but also aim to sustainably build brand awareness in order to enhance consumer purchase decisions.

Research Limitations

This study presents several limitations that should be considered. First, the research was limited to Surya Mart UM Surabaya, and thus the findings may not be generalizable to other retail units with different characteristics. Second, the majority of respondents were students and campus employees, whose media usage patterns and purchasing behavior may differ from the general population, making the results more relevant to similar market segments. Third, the study only explored four variables: service quality, digital marketing, brand awareness, and purchase decision, whereas other potential influencing factors such as price, customer satisfaction, and brand loyalty were not examined. Fourth, data collection relied solely on closed-ended questionnaires, which limited the ability to explore in-depth reasons behind consumer behavior. Future research is encouraged to broaden the study scope, include additional relevant variables, and apply mixed methods by combining quantitative and qualitative approaches for a more comprehensive understanding of consumer behavior.

CONCLUSION

This study highlights the influence of service quality and digital marketing on consumer purchase decisions at Surya Mart UM Surabaya, with brand awareness serving as a mediating variable. The analysis revealed that good service—such as friendliness, speed, and professionalism—encourages consumer purchases. Digital marketing strategies were also proven effective in attracting attention and influencing purchasing decisions. Furthermore, brand awareness played a crucial mediating role in strengthening the relationship between service quality and digital marketing with purchase decisions. Satisfying service and engaging digital promotions increase brand exposure, build consumer trust, and enhance product appeal. These findings underscore the importance of consistently managing both factors to build and sustain consumer loyalty.

Based on these results, it is recommended that Surya Mart continues to improve service quality, particularly in the tangibles dimension, such as cleanliness and product arrangement. Digital marketing strategies should be optimized through engaging content and data-driven analysis. Brand awareness should be reinforced through consistent branding activities that resonate with the campus community. In addition, consumer experiences can be leveraged in promotional strategies through testimonials and positive reviews. Future studies may consider including additional variables such as pricing and customer satisfaction, expanding research locations beyond campus settings, and employing longitudinal or experimental approaches to gain long-term insights into consumer behavior.

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