The Effect of digital marketing on buying interest in indihome products with the role of brand awareness as an intervening variable

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ARTICLE HISTORY	*ABSTRACT*
Received : February 17th, 2025 *Revised : March 2nd, 2025* *Accepted : March 15th, 2025* *Keywords:* *digital marketing* *purchase intention* *brand awareness*	*This study examines the influence of digital marketing on purchase intention for the IndiHome product, with brand awareness serving as an intervening variable. The study contributes to a deeper understanding of the effectiveness of digital marketing strategies in enhancing customer purchase intention and strengthening brand awareness. The research employs the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with a quantitative approach. Data were collected through a questionnaire distributed to 100 IndiHome customers in Palangka Raya. The results indicate that digital marketing has a significant impact on purchase intention, both directly and indirectly through increased brand awareness. These findings highlight the importance of effective digital marketing strategies in enhancing brand awareness and driving customer purchasing decisions. The implications of this study can assist PT Telkom in optimizing its marketing strategies to improve IndiHome's competitiveness in the telecommunications industry.*

INTRODUCTION

The rapid development of information and communication technology in this digital era has changed the way companies market their products and services. Digital marketing has become one of the most effective strategies to reach consumers. Digital marketing is marketing that has a broader scope because it refers to digital media such as the web, e-mail and wireless media, but also includes digital customer data management, and also how the internet can be used together with traditional media to obtain and provide services to customers (Chaffey et al., 2009). This shows that digital marketing is not just a trend, but has become an integral part of modern business strategies. In Indonesia, PT Telkom as a leading internet and communication service provider, utilizes digital marketing to promote their products, including IndiHome.

According to the Indonesian Internet Service Providers Association (APJII), the number of Indonesian internet users in 2024 reached 221,563,479 people out of a total population of 278,696,200 people in 2023.From the results of the 2024 Indonesian internet penetration survey released by APJII, the Indonesian internet penetration rate touched 79.5%. Compared to the previous period, there was an increase of 1.4%. (APJII, 2024). Thus, companies that can adapt quickly to these changes will have a significant competitive advantage in influencing market interest.

Consumer buying interest in IndiHome products is strongly influenced by the way marketing is carried out. Effective digital marketing can increase brand awareness, namely consumer awareness of the brands offered. Brand Awareness can be defined as the ability of

customers to recognize or recall a brand and associate it with a particular product category (Suciningtyas, 2012). In this context, the right marketing strategy can help PT Telkom to build a strong brand image in the minds of consumers so that it can encourage them to make purchases.

Based on data taken from the Top Brand Index, Indihome with the Pay TV Service category occupies the fifth position in 2024 with the number of users only reaching 8.5% which is compared to other products such as First Media, which occupies the first position in 2024 with the number of users reaching 42.6%. This shows a very significant difference in data from each of the two products. In contrast to the Pay TV Service category on Indihome products, the Telecommunications / IT category is one of the brands that has been ranked first in the top 4 years with the highest achievement in 2023 of 40.20%, although it has decreased in 2024 by 5% to 35.20%, Indihome still dominates the top of the top brand index in the Telecommunications / IT category in Indonesia.

From the data above, researchers see a considerable gap in each of Indihome's product categories. Although Indihome occupies the top position in the Telecommunications/IT category with a market share of 35.20%, Indihome's pay TV service product is actually in the fifth position with only 8.5% of users. This shows an imbalance in the acceptance of the products offered by Indihome, which is an important background for research.

Indihome was chosen as the object of research because this product is one of the superior services from PT Telkom which has great potential to grow, especially in the pay TV category. With a significant difference in market share between the Telecommunications/IT and pay TV categories, this study aims to understand the factors that influence consumer buying interest in Indihome products. In addition, Indihome is a brand that is widely known in the community, so the relevance of this research can provide deeper insights into consumer behavior and the effectiveness of the marketing strategies implemented.

This topic is important because digital marketing is one of the keys to increasing brand awareness and consumer buying interest in today's digital era. By understanding the effect of digital marketing on purchase intention of Indihome products, as well as the role of brand awareness as an intervening variable, this research is expected to provide a clear picture of how the right marketing strategy can increase the attractiveness of Indihome products, especially in the pay TV category. In addition, with increasing competition in the telecommunications industry, it is important for PT Telkom to evaluate and optimize their marketing strategies to remain relevant and competitive.

This research is expected to make a significant contribution to PT Telkom, especially in terms of developing a more effective digital marketing strategy. Recommendations resulting from this research can include increasing more targeted digital marketing efforts to increase brand awareness of Indihome products, as well as strategies to attract consumer buying interest in pay TV services. Thus, PT Telkom can increase Indihome's market share in the pay TV category and strengthen its position as a leader in the telecommunications industry in Indonesia. This research can also be a reference for further research related to digital marketing and consumer behavior in the telecommunications sector.
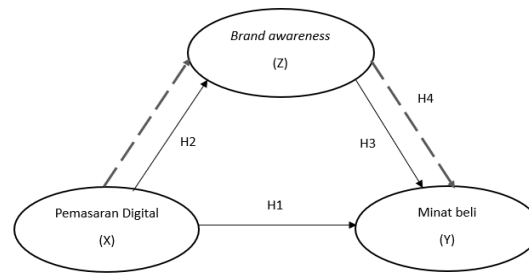
LITERATURE REVIEW

Digital Marketing

Digital marketing is an important element in a company's marketing strategy in this digital era. Through the use of digital platforms and technology, companies can reach a wider target audience, build strong brand awareness, increase conversions and sales, and better measure campaign results.(Indrapura & Fadli, 2023). The company has an assessment of digital marketing regarding the benefits that can be obtained by the company and also convenience for consumers. In addition to the benefits obtained by companies regarding digital marketing, namely helping companies minimize the marketing burden because companies only use online media in promoting their products, consumers also have the advantage that consumers do not need to leave the house to see the products they are looking for. (Lestari & Saifuddin, 2020). Previous research, The influence of Digital Marketing on consumer buying interest in Mooda Outfit (Az-Zahra & Arti Sukmalengkawati, 2022). The results showed that there was a significant positive influence between Digital Marketing and Purchase Intention at Mooda Outfit.

Purchase interest is defined as a sense of desire or desire of a consumer in owning a product, if the consumer is unable to fulfill his desires. Then the consumer will turn to look for alternatives to what he wants. The conclusion of what has been explained by several experts regarding buying interest is a person's desire to achieve what he wants. No exception in several need factors. (Indarto & Farida, 2022). Purchase interest as a driving force or as an instrumental motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selectively to a product and then make a buying decision. This is made possible by the existence of a match with the interests of the individual concerned and gives pleasure and satisfaction to him. So it is very clear that buying interest is defined as an attitude of liking which is shown by the tendency to always buy according to his pleasure and interests. (Julianti et al., 2014).

According to (Putri, 2011) consumer buying interest can be interpreted as buying interest which reflects the desire and desire of consumers to buy a product. Based on the several definitions above, it can be concluded that buying interest is consumer behavior where consumers have a desire to choose and consume a product with a different brand, then make a choice they like by paying money or by sacrifice. Previous research, The Effect of Digital Marketing on Purchase Interest in Towels on Marketplace "X" (Mustika & Meike Kurniawati, 2022). The results showed that digital marketing has a positive influence of 21.3% on consumer buying interest in miracle shop.id on marketplace "X".

Brand Awareness according to Durianto, et al (2017) is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category. This opinion is reinforced by Hasbun and Ruswanty (2016) who state that Brand awareness is the ability of a brand if consumers think about a product, the brand will appear in the minds of consumers. Previous research, Analysis of the Effect of Digital Marketing (Digital Marketing) on Brand Awareness in E - Commerce (Yacub & Mustajab, 2020). The results of the processed data show that the Digital Marketing variable using Instagram and Facebook has a significant

influence on Brand Awarness, namely with a t value of 19.580 and a significance of 0.000 so that H1 is accepted (X2).

Source: Processed by the author (2025)

Figure 1. Conceptual Framework

The hypotheses proposed in this study aim to examine the influence of digital marketing and brand awareness on consumers' purchase intention toward Indihome products. Hypothesis 1 (H1) suggests that digital marketing has a positive and significant effect on purchase intention. This indicates that the more effective and engaging Indihome's digital marketing strategies are—such as promotions through social media, websites, or digital advertising—the more likely it is to increase consumer interest in making a purchase.

Hypothesis 2 (H2) posits that digital marketing also has a positive and significant effect on brand awareness. Through consistent and well-targeted digital campaigns, Indihome can increase public recognition and familiarity with its brand, making it more prominent in consumers' minds. As consumers are continuously exposed to brand messages via digital platforms, their awareness and recall of the Indihome brand improve, which is crucial in influencing their future decision-making.

Building upon this, Hypothesis 3 (H3) states that brand awareness has a positive and significant effect on purchase intention. When consumers are more familiar with a brand and trust its identity, they are more inclined to consider purchasing its products. Lastly, Hypothesis 4 (H4) proposes that digital marketing has an indirect effect on purchase intention through brand awareness as a mediating variable. This means that digital marketing does not only directly influence buying interest but also strengthens brand awareness, which in turn enhances the likelihood of purchase. This mediating relationship highlights the strategic importance of digital branding efforts in shaping consumer behavior.

METHODS

This type of research uses quantitative methods. The method used to collect data is through distributing questionnaires using google forms which is done by giving a set of statements to 100 respondents to answer. In this study, the target population set is Indihome consumers in the city of Palangka Raya with the criteria for respondents, namely: using Indihome products, aged 17 years and over, have basic knowledge of digital marketing, live in the city of Palangka Raya, and are willing to participate in this study.

Table 1. Variable Definitions

Variable	Definition	Indicator
Marketing Digital (X)	(Dave Chaffey, 2011) states that Digital Marketing is an activity carried out to achieve marketing goals with the help of digital technology.	1. Accessibility 2. Interactivity 3. Entertainment 4. Credibility 5. Irritation 6. Informativeness
Interests Buy (Y)	According to Kotler and Keller (2009), purchase intention is a behavior that arises in response to an object that shows consumers' desire to make a purchase. This includes the process by which consumers form their choices among several brands and ultimately make a purchase on the most preferred alternative.	1.Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest
Brand Awareness (Z)	Brand Awareness according to Durianto, et al (2017) is the ability of a prospective buyer to recognize or recall a brand as part of a particular product category.	1. Unaware Of Brand 2. Brand Recognition 3. Brand Recall 4. Top Of Mind

Source: Processed by the author (2025)

In this study, the analysis method used is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. SEM-PLS was chosen because it is able to test causal relationships between latent variables and accommodate models with intervening variables, such as in this study where brand awareness acts as a mediating variable between digital marketing and purchase intention for IndiHome products. PLS-SEM is used to analyze structural models and measurement models.
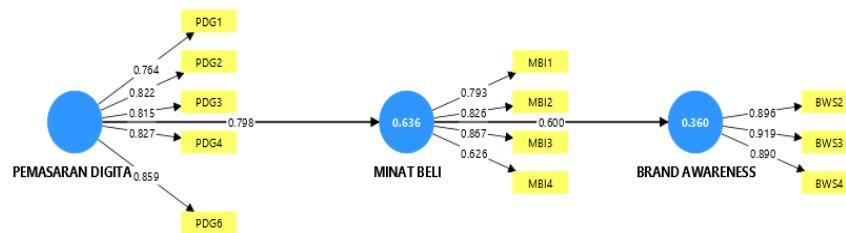
In this study, the analysis using Structural Equation Modeling with Partial Least Squares (SEM-PLS) is conducted through a two-stage approach: evaluating the measurement model (outer model) and the structural model (inner model). The measurement model is assessed to ensure the validity and reliability of the indicators used to represent each latent variable. This includes testing convergent validity, where indicator outer loading values are expected to exceed 0.7, and the Average Variance Extracted (AVE) should be greater than 0.5 to confirm that the indicators effectively capture the constructs they represent. Furthermore, discriminant validity is examined using the cross-loading method to ensure that each indicator has a stronger association with its corresponding latent variable than with other variables. To verify the reliability of the constructs, the study employs composite reliability and Cronbach's Alpha, both of which must exceed a threshold of 0.7, indicating that the measurement items consistently represent the same underlying concept.

Once the measurement model is validated, the next step is the evaluation of the structural model, which examines the relationships among latent variables. This involves assessing the R-square (R^2) value to determine the proportion of variance in the dependent variable explained by the independent variables. Additionally, path coefficients are analyzed to evaluate the direction and strength of the relationships between constructs. The significance of these relationships is then tested using bootstrapping, specifically by examining the t-statistics and p-values, where significant values confirm the hypothesized effects between

latent variables.

Lastly, the study also assesses the role of intervening variables, particularly focusing on brand awareness as a mediator in the relationship between digital marketing and purchase intention. This mediation is tested using the Variance Accounted For (VAF) approach. The VAF value helps determine whether brand awareness serves as a partial or full mediator in the model. A VAF value between 20% and 80% indicates partial mediation, while a value above 80% suggests full mediation. Through this comprehensive SEM-PLS procedure, the study ensures robust testing of both the measurement instruments and the structural relationships among the key variables.

RESULTS

Source: Processed by the author (2025)

Figure 2. Factor Loading

To determine the validity and reliability of indicators, the outer model is first measured. Indicators will be eliminated if the correlation value is less than 0.7 and the loading factor must be more than 0.7. Based on the test results, each indicator has a value of more than 0.7 except MBI4. However, for research in the early stages of developing a measurement scale, a loading value of 0.50 to 0.60 is considered sufficient.

Table 2. Outer Loading

Variables	Indicator	Outer Loading
Digital Marketing (X1)	PDG1	0.764
	PDG2	0.822
	PDG3	0.815
	PDG4	0.827
	PDG5	0.859
Purchase Intention (Y)	MBI1	0.793
	MBI2	0.826
	MBI3	0.867
	MBI4	0.626
Brand Awareness (Z)	BWS1	0.896
	BWS2	0.919
	BWS3	0.890

Source: Processed by the author (2025)

Next is to examine the construct validity and reliability values of each variable. If

these validity and reliability constructs have a criterion of more than 0.6, then the model is considered to have a good construction.

Table 3. Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0.876	0.884	0.910	0.669
Purchase Intention	0.783	0.781	0.862	0.614
Brand Awareness	0.885	0.896	0.929	0.812

Source: Processed by the author (2025)

From the results of data processing, the validity and reliability above have a value of more than 0.6, so it can be concluded that the indicators used in this study are consistent in measuring latent variables.

Table 4. Value of R Square

Variables	R-square
Purchase Intention (Y)	0.636
Brand Awareness (Z)	0.360

Source: Processed by the author (2025)

To assess the expected relationship between hidden variables or structural models, the next step is to check the R-square value. The R-square test results contained in table 4 show that the R-square value for the Purchase Intention (Y) variable is 0.636 or 63%, while the R-square value for the Brand Awareness (Z) variable is 0.360 or 36%. This means that 63.6% of the variability in Purchase Intention can be explained by the independent variables in the model, the remaining 36.4% is influenced by other factors outside the model. With a value close to 0.67, this indicates that the model has a fairly strong influence in explaining buying interest. Then 36.0% of the variability in brand awareness can be explained by the independent variables in the model, the remaining 64.0% is influenced by other variables outside the model. This falls into the medium category, which means that the model has a fairly good influence, but there are still many other factors that contribute to Brand Awareness.

Table 5. Hypothesis Test

Hyph	Relationships	Original Sample	T statistics	P values	Results
1	Digital Marketing -> Purchase Intention	0.600	7.612	0.000	Accepted
2	Digital Marketing -> Brand Awareness	0.478	6.278	0.000	Accepted
3	Purchase Intention -> Brand Awareness	0.798	20.076	0.000	Accepted
4	Digital Marketing -> Purchase Intention -> Brand Awareness	0.478	6.278	0.000	Accepted

Source: Processed by the author (2025)

In the mediation (intervening) analysis, the Variance Accounted For (VAF) method is used to determine whether brand awareness acts as a full or partial mediator in the relationship between digital marketing and purchase intention.
VAF formula:

VAF = Indirect Effect: Total Effect $\times 100\%$
VAF = 0.478 : 0.798 $\times$ 100%
VAF=59.90%
Since VAF = 59.90%, this means that Brand Awareness has a role as a partial mediator between Digital Marketing and Purchase Intention.

CONCLUSION

The results of this study demonstrate that digital marketing has a significant positive effect on purchase intention for IndiHome products, both directly and indirectly through brand awareness. Effective digital marketing strategies—such as social media promotion, SEO, content marketing, and personalized digital experiences—not only increase consumer interest in purchasing but also enhance brand visibility and recognition. The findings are supported by expert opinions (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2019) and prior studies showing that well-targeted digital marketing improves consumer engagement, which ultimately drives purchase behavior.

Additionally, brand awareness is proven to play a mediating role between digital marketing and purchase intention, indicating that consumers who are more familiar with the IndiHome brand are more likely to consider and purchase its services. Based on these results, PT Telkom is advised to strengthen its digital marketing initiatives, enhance its presence across digital platforms, and develop innovative campaigns to boost brand visibility. While the study offers valuable insights, it is limited to customers in Palangka Raya and excludes other influencing factors such as service quality and customer satisfaction. Future research should broaden the scope and explore additional variables to provide a more comprehensive understanding of customer behavior.

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