Influence Digital Marketing And Brand Awerness To Decision Purchase Ultrajaya UHT Milk at Minimarket X in Bandung City

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Abstract

Digital transformation has changed the marketing strategies of the fast-food consumer goods industry, particularly UHT milk, which faces intense competition in the Indonesian market. This study aims to analyze the influence of digital marketing and brand awareness on purchasing decisions for Ultrajaya UHT milk at Minimarket X in Bandung City. Methods research using approach quantitative explanatory with A survey technique was used to select 95 consumer respondents through purposive sampling. The research instrument was a structured questionnaire with a Likert scale that had been tested for validity and reliability. Data analysis used multiple linear regression with the help of SPSS software version 29. Results Partial tests show that Digital Marketing has a significant positive effect on purchasing decisions, as does Brand Awareness. show influence positive significant to Decision purchase. The simultaneous test results showed that both variables had a significant effect together, explaining 62.5 percent of the variation in purchasing decisions. This finding confirms that integrating digital marketing strategies and strengthening brand awareness are crucial factors in improving consumer purchasing decisions in the UHT milk industry in the digital era.

INTRODUCTION

The development of information technology and digitalization has fundamentally changed the marketing landscape, encouraging companies to adopt *digital marketing* strategy as communication tool marketing Which effective in reach Consumers. In *the fast-moving consumer goods (FMCG) industry, particularly UHT (Ultra-High Temperature)* milk products , increasingly fierce competition requires companies to not only rely on conventional marketing channels, but also utilize digital platforms to build brand awareness and influence consumer purchasing decisions. In Indonesia, UHT milk consumption is experiencing an increasing trend. significant, especially in region urban in where access to *cold chain* the more improving and awareness of nutrition is increasing. Ultra Milk, as one of the leading UHT milk brands in Indonesia, has dominated the market with *a Top Brand Index* reaching 1.5%. 36.0 percent on year 2022, show domination Which consistent during three consecutive years (Etty Zuliawati Zed et al., 2025). However, amidst constantly changing market dynamics and the entry of new competitors, a deep understanding of how *digital marketing* and *brand awareness* influence purchasing decisions is crucial to the sustainability of a company's market position.

Digital marketing has proven to be a strategic instrument in increasing awareness brand And intention buy consumer, especially in emerging markets like Indonesia. Research shows that advertisement digital can improve brand awareness up to 80 percent, Which in a way direct impact on decision purchase consumer (Ginting & Siregar, 2023). (Hayati & Rukhviyanti, 2022)

found that digital advertising in emerging markets shape consumer decision making by making them aware, awaken interest, And create desire to product. In the Indonesian context, where internet penetration and social media usage continue to increase, *digital marketing strategies* are becoming increasingly relevant to reach millennial consumers. And generation Z which is segment potential market. Furthermore, research (Muhammad Furqon et al., 2022) confirms that *digital marketing* facilitates relationships between businesses and customers, streamlines the sales process, and expands marketing functions through the use of information technology and the internet.

Brand awareness or awareness brand is variables key in forming preferences consumers and purchasing decisions. In the industry UHT milk has a relatively low level of consumer involvement , brand awareness becomes *top-of-mind* , determining consumer choice at the point of purchase. Pizam and Godovykh (2022) defines *brand awareness* as ability consumer to recognize or remember that a brand is a member of a particular product category. Recent research shows that *brand awareness* has a positive and significant influence on purchasing decisions, where the higher the consumer's awareness of a brand, the more likely the consumer is to choose that brand (Farida Muthmainah, 2024). In the context of Ultrajaya UHT milk, maintaining And increase *brand awareness* become priority strategic Considering the competitive and segmented market, Indonesian consumers, especially the younger generation, tend to choose brands they know and trust, so the strategy For increase visibility brand through various *touchpoints* digital become very important.

Integration between *digital marketing* And *brand awareness* create synergy Which strong in influence decision purchase consumer. Study (Solihah & Akbar, 2025) shows that *brand awareness* And reputation brand in a way simultaneous influence consumer purchasing decisions. Digital platforms such as social media, *search engine optimization* (SEO), And content marketing allows company to build and maintain brand awareness consistently and measurably. In the industry UHT milk, in where differentiation product relatively limited, strength brand And strategy digital marketing communications become Key differentiators. Research (Rianto, 2021) found that *influencer marketing* and *social media marketing* significantly influence purchasing decisions, with *brand awareness* as an intervening variable, indicating that an effective digital strategy can strengthen a brand's position in consumers' minds.

While numerous studies have explored the influence of *digital marketing* and *brand awareness* on purchasing decisions across various sectors, specific studies on the UHT milk industry, particularly the Ultrajaya brand, are limited. This research is important given the unique characteristics of the UHT milk market in Indonesia, which is influenced by cultural factors, taste preferences, and government programs such as the Free Nutritional Meal program, which is projected to increase consumer spending. request milk up to 26 percent in the year of 2025 (G et al., 2025). Therefore, this study aims to comprehensively analyze the influence of *digital marketing* and *brand awareness* on purchasing decisions. milk UHT Ultrajaya, with hope can give outlook strategic for company management in optimizing digital marketing strategies and brand strengthening in the ever-evolving digital era (Fikky Sherlinadya, 2025).

Based on background behind Which has described, study This formulate Several issues will be examined in depth. First, how does *digital marketing influence* the purchasing decision for Ultrajaya UHT milk? Second, how does it influence *brand awareness* to decision purchase milk UHT Ultrajaya? Third, How do *digital marketing* and *brand awareness* simultaneously influence the purchasing decision of Ultrajaya UHT milk? This study aims to analyze and empirically prove the influence of *digital marketing* on purchasing decisions. purchase milk UHT Ultrajaya, analyzes and prove in a way empirically the influence *of brand awareness* on the purchasing decision of Ultrajaya UHT milk, as well as analyzing and empirically proving the influence of *digital marketing* and *brand awareness* simultaneously on the purchasing decision of Ultrajaya UHT milk.

Theoretically, this research contributes to enriching the academic literature on the influence of *digital marketing* and *brand awareness* on consumer purchasing decisions, particularly in the FMCG industry. Practically, the results of this study can serve as a reference for the management of PT Ultrajaya Milk Industry & Trading Company Tbk in optimizing digital marketing strategies, increasing brand awareness, and ultimately increasing the market share of Ultrajaya's UHT milk products. Furthermore, this research is also expected to can provide insight for further researchers who are interested in studying similar topics with different variables and contexts.

Consumer purchasing decisions are complex phenomena influenced by various marketing factors, including *digital marketing* and *brand awareness* . Previous studies have examined the relationship between these variables in various contexts, providing a strong theoretical foundation for this study. (Fikky Sherlinadya, 2025) in his research on ITB Press products proved that *brand awareness* and promotional strategies simultaneously have a significant influence on purchasing decisions, with the strategy Promotions contribute more significantly than *brand awareness* . This finding indicates that while brand awareness is important, an effective marketing communications strategy remains key in driving consumer purchases. The study also recommends optimizing integrated marketing strategies with a focus on strengthening digital promotions and increasing brand awareness.

In the context of *e-commerce* , (Pratiwi & Ananda, 2020) found that *digital marketing* and product quality have a positive and significant influence on purchasing decisions. purchase with *brand awareness* as variables intervening on shop Zesto Cowhide Bags and Wallets online. The results of this study confirm the strategic role *of the brand awareness* as mediator Which connect effort marketing digital with consumer purchasing decisions. In line with that, (Etty Zuliawati Zed et al., 2025) analyzed the influence of *digital marketing* on consumer purchasing decisions in *the e-commerce era* and found a significant positive influence with a coefficient of determination of 54.5 percent, indicating that increased *digital marketing activity* can contribute in a way significant to decision purchase consumers. This finding provide implications practical for business actors to improve *digital marketing* strategies to maintain and improve consumer purchasing decisions.

Specific research on the UHT milk industry was conducted by (Rianto, 2021) who analyzed the Ultra Milk milk product, a brand with the first ranking *market share index.* in survey *Top Brand Award* year 2022. Although study the focusing on *brand image* , product quality, and price in the context of the Honda Beat motorcycle, the results of the study show that these three variables has a positive and significant impact on purchasing decisions. This indicates that products with strong *brands* such as Ultra Milk have a competitive advantage that can be maintained through strategic appropriate marketing. (Solihah & Akbar, 2025) in research on products *Sunscreen* Nivea in City Bandung find that *brand awareness* , *Influencer marketing* and price significantly and positively influence purchasing decisions for all variables. This study strengthens the argument that *brand awareness* is a crucial factor in shaping consumer purchasing decisions.

Several other studies have also made important contributions to understanding the dynamics of purchasing decisions. (Farida Muthmainah, 2024) examined the influence of product quality on consumer purchasing decisions. And brand image to decision purchase Eiger in City Cimahi, found that brand image had a positive and significant effect, while product quality had a positive and significant effect. but insignificant in a way partial. (Muhammad furqon et al., 2022) in research on Indonesian Rice Barn Rice showed that product quality has an effect positive And significant to decision purchase. (Hayati & Rukhviyanti, 2022) proves that *e-commerce* and *mobile marketing* have positive and significant influence on the purchasing decision of NASA facial wash products. Finally, (Ginting & Siregar, 2023) find that *brand ambassador* And *social media*

marketing has influence positive And significant to decision purchase Scarlett Whitening

skincare product, with an R Square value of 75.5 percent, shows that second variables the explain influence to decision purchase substantially. Based on review literature This, can concluded that *digital marketing* and *brand awareness* is variables key Which consistent influence consumer purchasing decisions across industries and contexts.
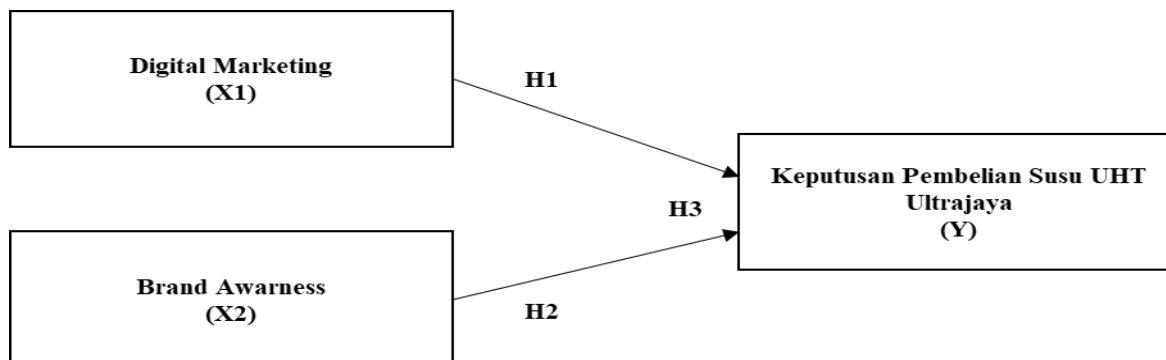
Picture 1. Framework

The framework of thought in this study describes the causal relationship between variables. independent (*digital marketing* And *brand awareness*) to variables dependent (Ultrajaya UHT milk purchasing decision). Based on a literature review and marketing theory, framework This show that *digital marketing* (X_1) And *brand awareness* (X_2) has both partial and simultaneous influence on the decision purchase consumer (Y). Hypothesis First (H_1) assume that *digital marketing* influential positive And significant to decision Ultrajaya UHT milk purchases. Digital marketing strategies through various platforms such as social media, *search engine optimization* (SEO), and digital advertising enable companies to reach consumer in a way more wide And effective, Which on Finally Encourage consumers to make purchases. Previous research shows that digital advertising can increase brand awareness by up to 80 percent and directly impact consumer purchasing decisions.

The second hypothesis (H_2) states that *brand awareness* has a positive and significant influence on the purchasing decision of Ultrajaya UHT milk. Brand awareness is the consumer's ability to recognize or remember that a brand is member from category product certain. In industry milk UHT Which having a relatively low level of consumer involvement (*low involvement*), brand awareness becomes *top-of-mind* that determine consumer choice at the point of purchase. The higher consumer awareness of the Ultrajaya brand, the more likely consumers are to choose that brand over competitors. The third hypothesis (H_3) assumes that *digital marketing* and *brand awareness* in a way simultaneously have a positive and significant influence on the purchasing decision of Ultrajaya UHT milk. The integration between these two variables creates a strong synergy in influencing consumer purchasing decisions. Effective *digital marketing not only increases market reach but also strengthens brand awareness* , which ultimately contributes comprehensively to improving consumer purchasing decisions. This framework provides a solid theoretical basis for analyzing and empirically proving the influence of both independent variables on the dependent variable in the context of the UHT milk industry in Indonesia.

Recent research also provides important contributions to understanding the dynamics of consumer behavior and data-driven marketing strategies. (Kurniati & Rukhviyanti, 2025) in their study on the analysis of product association patterns in minimarkets using the FP-Growth algorithm integrated with MongoDB showed that data-driven strategies can increase operational efficiency by up to 15 percent, especially in the instant food and ready-to-drink beverage categories. This study also proved that implementing a *data-driven strategy* can increase sales

volume by 12.3 percent and reduce *dead stock* by 8.7 percent, indicating that in-depth transactional data analysis can optimize marketing strategies and product inventory more accurately. These findings are relevant to the context of UHT milk marketing, where understanding consumer purchasing patterns through digital data can help companies design more targeted promotional strategies.

In context management source Power man Which related with In terms of productivity and performance, several studies provide insight into the factors that influence organizational effectiveness (Nugraha & Rukhviyanti, 2024). (Wanviano et al., 2024) found that *overtime* and job training simultaneously had a significant effect to performance employee PT. Nagamas Gift Prosperous, although in a way. In partial analysis, only *overtime* was shown to have a significant effect. (Rukhviyanti et al., 2021) in a study on the work productivity of BRI Bank employees in Bandung City found that *Work Engagement* and *Work-Life Balance* had a significant influence on work productivity, with job satisfaction as a mediating variable. important. In line with that, (Rukhviyanti & Ambarwati, 2023) prove that burden Work And motivation Work in a way simultaneous influential positive to work productivity at PT Toyota Astra Motor-NVDC Karawang, although partially the workload does not have a significant effect. (Miharja & Ruhkviyanti, 2024) in their research in PT Bank Danamon Bandung East find that style leadership Transformational and work motivation simultaneously have a positive and significant influence on employee performance, with work motivation as the most dominant factor.

Research on brand loyalty also provides an important perspective in understanding behavior consumer term long. (Rukhviyanti et al., (2021) in research on instant noodles Indomie in Alfamart Putat Branch found that Brand image and consumer satisfaction simultaneously and partially have a positive and significant influence on brand loyalty. This finding strengthens the argument that building a strong brand image strong and ensure satisfaction consumer is strategy term effective long-term strategy in maintaining consumer loyalty, which is also relevant to the UHT milk industry where brand loyalty is a key factor in market competition. competitive. Based on review literature that comprehensively, it can be concluded that *digital marketing* And *brand awareness* is variables strategic Which consistently influence decision purchase consumer, And implementation strategy based data and effective customer relationship management can provide a sustainable competitive advantage for the company.

METHODS

This study uses a quantitative approach with a survey research design to analyze the influence of digital marketing and brand awareness on purchasing decisions for Ultrajaya UHT milk. The quantitative approach was chosen because it can quantify data and apply analysis statistics to identify patterns and significant relationships between variables (Bobbitt et al., 2023). The type of research used is study explanatory Which aim For explain connection causal between variables independent And variables dependent. Study implemented at Minimarket X, Bandung City.

. The population in this study are consumers who have purchased or consumed milk UHT Ultrajaya in Minimarket X region City Bandung with age range from under 17 to over 35 years. The sampling technique used was *purposive sampling. sampling* with criteria respondents is users active media digital and have purchased Ultrajaya UHT milk at least twice in the last three months. The sample size was determined using the Slovin formula with a 10 percent margin of error, resulting in a sample size of 95 respondents (Bobbitt et al., 2023).

Study This use three variables main, namely *Digital Marketing* (X_1) as an independent variable measured through 10 indicators covering advertising exposure digital, frequency content

promotion in social media, content appeal, information clear product, convenience access information, interaction with brand, involvement in campaign digital, the influence of online testimonials, digital promotions, and product recommendations through digital platforms; *Brand Awareness* (X_2) as variables independent both are measured through 10 indicators include brand recognition, brand recall, brand association with product, top-of-mind brand, differentiation brand from competitors, familiarity with logos and packaging, knowledge of product variants, awareness of product quality, reputation brand, and trust towards the brand; and Decision Purchase (Y) as a dependent variable measured through 10 indicators including product need recognition, information search before purchasing, evaluation of brand alternatives, brand selection decisions, purchase quantity decisions, purchase time decisions, purchase place decisions, post-purchase satisfaction, repurchase intentions, and product recommendations to others.

Source data Which used is data primary Which collected through structured questionnaire with scale Likert 5 points, Which distributed in a way direct to respondents in Minimarket X City Bandung. Instrument study designed For measure Respondents' perceptions of *digital marketing, brand awareness* , and purchasing decisions. The questionnaire also included demographic data on respondents, including gender, age, occupation, monthly income, frequency of Ultrajaya UHT milk purchases, and frequently used digital media. Before being used in the main study, the research instrument was analyzed. validated through test validity use correlation Product Pearson Moment and reliability tests using Cronbach's Alpha to ensure the quality and consistency of the instrument in measuring research variables.

Technique analysis data using Statistics Package for the Social Sciences (SPSS) version 29 goes through several stages. First, descriptive statistical analysis to describe respondent characteristics and variables research through calculation of mean and standard values deviation, value minimum value maximum, and interval trustworthiness. Second, the instrument quality test includes a validity test by comparing the calculated r to the table r at a 5 percent significance level, and a reliability test with the Cronbach's α value. Minimal alpha 0.600. Third, test assumptions classic that consists of from test normality using the Kolmogorov-Smirnov method to test the distribution of residual data, multicollinearity test by looking at the Tolerance and Variance Inflation Factor values to detect correlations between independent variables, and heteroscedasticity test using the Glejser test to test the equality of residual variances. Fourth, multiple linear regression analysis with the equation model $Y = a + b_1X_1 + b_2X_2 + e$ to determine the effect of independent variables on the dependent variable. Fifth, hypothesis testing which includes partial tests using the t test to test the effect of each independent variable on the dependent variable, simultaneous tests using the F test to test the effect of all independent variables together on the dependent variable, and determination coefficient tests to measure the ability of independent variables to explain variations in the dependent variable, with a significance level set at 0.05.

RESULTS AND DISCUSSION

Characteristics Responden
Study This involving 95 respondents consumer milk UHT Ultrajaya in Minimarket X, Bandung City. The distribution of respondents based on demographic characteristics is presented in the following table:

Table 1. Distribution Respondents Based on Type Sex

Type Sex	Frequency	Percentage
Man	42	44.2%
Woman	53	55.8%
Total	**95**	**100.0%**

Table 2. Distribution Respondents Based on Age

Age	Frequency	Percentage
< 17 year	3	3.2%
17-25 years old	48	50.5%
26-35 years old	25	26.3%
> 35 year	19	20.0%
Total	**95**	**100.0%**

Table 3. Distribution Respondents Based on Work

Work	Frequency	Percentage
housewife	11	11.6%
Employee	34	35.8%
Students	31	32.6%
Businessman	15	15.8%
Other	4	4.2%
Total	**95**	**100.0%**

Based on data characteristics respondents, group Woman dominate with proportion 55.8 percent, group age 17-25 year is segment the biggest with 50.5 percent, and the professions of employees and students or university students were the dominant groups with a total of 68.4 percent of all respondents.

Description Variables Study

Table 4. Analysis Descriptive Statistics

Variables	Mean	Elementary School	Min	Max	95% CI Lower	95% CI Upper
Digital Marketing (X_1)	43.72	3.88	36	50	42.93	44.51
Brand Awareness (X_2)	44.11	4.16	36	50	43.26	44.95
Decision (Y)	42.87	3.60	35	50	42.14	43.61

Descriptive statistical analysis shows that brand awareness has the highest average value of 44.11, followed by digital marketing at 43.72, and purchasing decisions at 42.87. The standard deviations of all three variables are relatively low, indicating the consistency of respondents' perceptions of the research variables.

Test Quality Instrument

Table 5. Results Test Validity And Reliability

Variables	Number of Items	Range Count	r $_{r}$ Table	Cronbach's Alpha	Information
Digital Marketing (X_1)	10	0.453 - 0.663	0.202	0.742	Valid & Reliable
Brand Awareness (X_2)	10	0.400 - 0.697	0.202	0.807	Valid & Reliable
Buying decision (Y)	10	0.334 - 0.598	0.202	0.704	Valid & Reliable

Results testing validity show that all over items statement own r value count bigger from r table 0.202, so all items stated valid. Test reliability shows the value Cronbach's Alpha for the three variables located in above the minimum limit of 0.600, so that the research instrument has good internal consistency.

Test Assumptions Classic

Table 6. Results Test Assumptions Classic

Type Test	Variables	Statistics	Mark	Limit	Information
Normality	Residual	KS	0.064	> 0.05	Data are normal
		Sig.	0.200		
Multicollinearity	*Digital Marketing*	Tolerance	0.476	> 0.10	no multicollinearity occurs
		VIF	2,103	< 10	
	Brand Awareness	Tolerance	0.476	> 0.10	no multicollinearity occurs
		VIF	2,103	< 10	
Heteroscedasticity	*Digital Marketing*	Sig.	0.937	> 0.05	no heteroscedasticity occurs

Brand Awareness	Sig.	0.345	> 0.05	no occurs	heteroscedasticity

The results of the classical assumption test show that the research data meets the normality requirements with a significance value of 0.200, there is no multicollinearity with a Tolerance value greater than 0.10 and a VIF less than 10, and there is no heteroscedasticity with a significance value greater than 0.05.

Analysis Regression Linear Multiple

Table 3.7 Results Analysis Regression Linear Multiple (Coefficients)

Variables	Coefficient (B)	t Count	Sig.	Information
Constant	10,375	-	-	-
Digital Marketing (X_1)	0.209	2,438	0.017	Significant
Brand Awareness (X_2)	0.529	6,612	0,000	Significant

Model equality regression: $Y = 10.375 + 0.209X_1 + 0.529X_2$

Equality regression show that coefficient digital marketing as big as 0.209 and *brand awareness* of 0.529, which means that every increase of one unit *of digital marketing* will increase purchasing decisions by 0.209 units, while every increase one unit brand awareness will increase decision purchase of 0.529 units assuming other variables are constant.

Test Hypothesis

Table 8. Results Test Hypothesis

Hypothesis	Variables	Test	Mark	Sig.	Decision
H_1	$X_1 \rightarrow Y$	t	2,438	0.017	Accepted
H_2	$X_2 \rightarrow Y$	t	6,612	0,000	Accepted
H_3	X_1 and $X_2 \rightarrow Y$ (simultaneous)	F	76,757	0,000	Accepted

Table 9. Results Test Coefficient Determination

R	R²	Adjusted R²	Interpretasi
0,791	0,625	0,617	variation decision purchase explained by independent variable

Test The partial test shows that *digital marketing* has a positive and significant effect on

purchasing decisions with a t-value of 2.438 and a significance of 0.017, while *brand awareness* influential positive And significant with mark t count 6.612 and a significance of 0.000. The simultaneous test shows a calculated F value of 76.757 with a significance of 0.000, which means that *digital marketing* and *brand awareness* simultaneously influential significant to decision purchase. Coefficient determination of 0.625 show that 62.5 percent variation decision purchase can be explained by the two independent variables, while the remaining 37.5 percent is explained by other factors outside the research model

DISCUSSION

Influence Digital Marketing to Decision Milk Purchase UHT Ultrajaya

The results of the first hypothesis test prove that digital marketing has a positive and significant influence on the purchasing decision of Ultrajaya UHT milk, with a regression coefficient value of 0.209 and a significance level of 0.017 (p<0.05). This finding indicates that every one-unit increase in digital marketing activity will increase purchasing decisions by 0.209 units, assuming variables other still constant. Mark t count as big as 2,438 Which bigger from t The table shows that the digital marketing strategy implemented by the company is able to drive consumer to do transaction purchase product milk UHT Ultrajaya. The findings of this study are in line with the results of research (Tahalele, 2025) which found that marketing digital influential significant to decision purchase Generation Consumers Z on platform trading electronics with coefficient The determination reached 55.2 percent. This consistent result strengthens the argument that digital-based marketing communication strategies play a strategic role in influencing contemporary consumer purchasing behavior.

In context marketing content digital, strategy communication Which effective No just improve range market but Also strengthen awareness brand as foundation consumer decision making. (Ravitilova & Rufaidah, 2025) emphasized that the content digital Which rich information And own mark aesthetics tall capable increase brand recognition while strengthening consumer recall of local brands on the platform social media, especially in industry competitive like product beauty that has similar characteristics to the UHT milk industry.

(Fitrianna & Aurinawati, (2020) Also confirm that marketing through Digital media significantly influences consumer response to products, ultimately contributing to purchasing decisions. (Alamsyah & Fikri, 2024) found a significant relationship between digital marketing and purchasing decisions through their research on active social media users in Indonesia. in where behavior consumer play a role as variables mediation in the relationship. Findings This give perspective addition that effectiveness marketing digital no only impact direct, but Also influence pattern behavior consumer which then leads to purchasing decisions. (Alvionia et al., 2023) strengthens this argument by proving that e-marketing, social media, and digital marketing simultaneously have a significant influence on consumer purchasing decisions, indicating that diversifying digital marketing channels is an effective strategy for optimizing market reach.

Influence Brand Awareness to Decision Purchase Milk UHT Ultrajaya

Testing the second hypothesis shows that brand awareness has a positive influence And significant to decision purchase milk UHT Ultrajaya with The regression coefficient is 0.529 and the significance level is 0.000 (p<0.05). The coefficient value is greater than with variables marketing digital indicates that Brand awareness contributes more dominantly to influencing consumer purchasing decisions. This finding aligns with the characteristics of the fast-food

consumer goods industry, which has a relatively low level of consumer involvement, where brand awareness is a major determinant in the decision-making process at the point of purchase. The results of this study support the findings of (Tahalele, 2025), which prove that awareness brand influential more dominant to decision purchase with a coefficient of determination reaching 62.3 percent, higher than the influence of digital marketing directly. The consistency of these results confirms that awareness Brand is a strategic asset that must be managed systematically by the company to maintain a competitive position in the market.

(Azhar et al., 2025) through his research to product food frozen found that brand awareness has a significant influence on consumer purchasing decisions, with most consumers having positive perceptions of the brand, reflected in their high levels of satisfaction and loyalty. (Akbar & Hadi, 2024) in his research to student users platform trading electronics found that brand awareness has a significant influence on purchasing decisions in a way partial, whereas marketing media social No show significant influence. This finding provides strategic implications that investing in building and maintaining brand awareness yields more effective results than short-term promotional activities. (Fitrianna & Aurinawati, 2020) confirmed that increasing brand awareness through online media platforms significantly influences product purchasing decisions.

Simultaneous Influence of *Digital Marketing* and *Brand Awareness on Purchasing Decisions*

The third hypothesis test proves that digital marketing and brand awareness simultaneously have a positive and significant influence on the purchasing decision of Ultrajaya UHT milk with a calculated F value of 76.757 and a significance level of 0.001. 0.000 (p<0.05). Coefficient determination of 0.625 indicates that 62.5 percent variation decision purchase can be explained by second variables independent, whereas 37.5 percent the rest influenced by factor other in outside model study such as product quality, price, distribution, and consumer psychological factors. This finding is in line with study (Akbar & Hadi, 2024) which find that marketing media social and brand awareness simultaneously have a significant influence on purchasing decisions, even though partially social media marketing does not show the influence that significant. Thing This indicates existence effect synergy between second variables in influencing consumer purchasing behavior.

(Alvionia et al., 2023) strengthens this argument by proving that electronic marketing, social media, and digital marketing simultaneously have an influence. significant to decision purchase with level influence Which substantial. (Sekarsari et al., 2022) found that digital marketing significantly influenced purchasing decisions through their research on skincare service users, although brand awareness did not show a significant influence in the context of the study. (Farhan & Pratiwi, 2024) found different results in their research on coffee shop consumers, where digital marketing had a positive and significant influence on purchasing decisions, while brand awareness did not. No show influence Which significant. Difference results This indicates that the effectiveness of a marketing strategy is highly dependent on the characteristics of the product and the target market segment.

Tahalele (2025) found that brand awareness partially mediates the relationship between digital marketing and purchasing decisions, with the indirect effect being greater than the direct effect. This finding provides strategic implications that digital marketing strategies will be more effective when they focus on building brand awareness as an early stage of the consumer journey to maximize long-term sales conversions. Overall, the results of this study provide theoretical contributions to enrich the academic literature and practical implications for management in optimizing integrated marketing strategies to maintain market share.

CONCLUSION

Based on the results of the analysis and discussion of research regarding the influence of *Digital Marketing* and *Brand Awareness* on the decision to purchase Ultrajaya UHT milk at Minimarket X Bandung City, it can be concluded as following. Results test Partial *Digital Marketing* has a significant positive influence on consumer purchasing decisions with a regression coefficient of 0.209, a calculated t value of 2.438, and a significance of 0.017. Results test partial *Brand Awareness* give influence positive significant on purchasing decisions, namely a regression coefficient of 0.529, a calculated t-value of 6.612, and a significance of 0.000. The results of the simultaneous test prove that *Digital Marketing* and *Brand Awareness* together influential significant to decision purchase with mark F count 76,757 And significance 0,000. Coefficient determination show second variables able to explain 62.5 percent of the variation in purchasing decisions. Management of PT Ultrajaya Milk Industry & Trading Company Tbk is advised to optimize strategy *Digital Marketing* integrated with prioritize strengthening *Brand Awareness* For maintain a competitive position in a dynamic market.

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