

The Effect of Digital Marketing, Brand Awareness, and Brand Image on Purchasing Decisions for Hazeline Snow Products in Batam

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, brand awareness, dan brand image terhadap keputusan pembelian produk Hazeline Snow di Kota Batam. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner secara online menggunakan Google Form kepada 100 responden yang mengetahui atau pernah menggunakan produk Hazeline Snow. Data diukur menggunakan skala Likert dan dianalisis dengan bantuan IBM SPSS Statistics 26. Tahapan analisis meliputi uji validitas dan reliabilitas untuk menguji kualitas instrumen penelitian, dilanjutkan dengan uji asumsi klasik serta analisis regresi linear berganda untuk menguji pengaruh digital marketing, brand awareness, dan brand image terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa secara parsial digital marketing dan brand awareness berpengaruh positif dan signifikan terhadap keputusan pembelian produk Hazeline Snow di Kota Batam, sedangkan brand image tidak berpengaruh signifikan. Namun, secara simultan digital marketing, brand awareness, dan brand image terbukti berpengaruh signifikan terhadap keputusan pembelian produk Hazeline Snow di Kota Batam.

Kata Kunci: Digital Marketing; Brand Awareness; Brand Image; Keputusan Pembelian.

Abstract

This study investigates the effects of digital marketing, brand awareness, and brand image on consumers' purchasing decisions regarding Hazeline Snow products in Batam. A quantitative research design was adopted, with respondents selected through purposive sampling. Data were collected from 100 individuals who were familiar with or had previously used Hazeline Snow products by distributing an online questionnaire via Google Forms. The collected data were measured using a five-point Likert scale and processed using IBM SPSS Statistics 26. The analysis involved validity and reliability testing to ensure the quality of the research instrument, followed by classical assumption tests and multiple linear regression analysis to evaluate the relationships between the independent variables and purchasing decisions. The findings reveal that digital marketing and brand awareness have a positive and statistically significant effect on purchasing decisions, whereas brand image does not have a statistically significant effect. Nevertheless, the simultaneous test indicates that digital marketing, brand awareness, and brand image collectively exert a significant influence on purchasing decisions for Hazeline Snow products in Batam.

Keyword: Digital Marketing; Brand Awareness; Brand Image; Purchase Decision.

1. Introduction

In today's era, the cosmetic and skincare industry has experienced rapid growth, driven by increasing public awareness of skin health and appearance. Skincare products are no longer viewed merely as complementary items but have become essential necessities for maintaining skin health and enhancing self-confidence among both women and men. This development has encouraged the emergence of numerous skincare brands with diverse characteristics and competitive advantages, resulting in increasingly intense competition within the skincare industry. Under such competitive conditions, companies are required to strengthen their brand position and implement effective marketing strategies to influence consumers' purchasing decisions. Brand awareness, brand image, and the utilization of digital marketing are considered important factors in shaping consumers' perceptions of skincare products. Digital marketing has significantly transformed the way companies promote products and communicate with consumers (Muksin *et al.*, 2024). The advancement of digital technology, particularly through social media, search engines, and e-commerce platforms, enables businesses to reach consumers more broadly, quickly, and efficiently. Brand awareness is a crucial factor in expanding market share and enhancing a company's competitiveness (Femendy & Nainggolan, 2024). Brand awareness reflects the extent to which consumers are able to recognize and recall a particular brand within a specific product category. Brand image is one of the key factors influencing consumer behavior and purchasing decisions (Siahaan *et al.*, 2023).

Brand image represents the perceptions, beliefs, and impressions formed in consumers' minds based on the experiences, information, and interactions they receive regarding a brand. Issues related to digital marketing can be observed from the social media activities associated with the Hazeline Snow brand. It was found that the implementation of digital marketing for this product has not been fully optimized, particularly on Instagram. To date, Hazeline Snow does not have an official Instagram account that is actively managed by the company. The account identified as @hazelineofficial has a relatively low number of followers, approximately 6,964, with minimal engagement, as indicated by an average of only 9 to 10 likes per post. Compared to competing brands such as Garnier, Hazeline Snow's Instagram presence demonstrates a relatively lower level of digital marketing professionalism. This is evident from the lack of consistency in content presentation, including visual appearance, themes, and marketing messages. In addition, the use of design elements and marketing communication strategies appears less structured, reducing the effectiveness of efforts to establish a strong brand image. Brand awareness issues can also be identified through fluctuations in Hazeline Snow's Top Brand Index score, which indicate challenges in maintaining its market presence amid increasingly intense competition in the skincare industry. The decline in the index suggests that Hazeline Snow has not yet become a primary choice among consumers when compared to other facial whitening cream brands. This condition reflects a shift in consumer preferences, with customers becoming more selective when choosing skincare products. Regarding brand image, Hazeline Snow is generally perceived as a basic skincare product primarily focused on skin-brightening benefits. However, this perception has not fully evolved into an image associated with modernity, innovation, and contemporary consumer lifestyles. In contrast, competing brands have been more successful in developing strong brand images through product innovation, attractive packaging designs, and marketing strategies that are emotionally engaging and relevant to consumer needs.

2. Literature Review

2.1 Digital Marketing

Digital marketing as marketing activities that make use of the internet and various interactive digital technologies as the primary tools for delivering information and conducting online transactions (Razak *et al.*, 2024). The implementation of digital marketing enables companies to communicate with consumers more efficiently while expanding their reach through digital platforms. Digital marketing can be identified

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through several key indicators that reflect a company's digital marketing efforts, namely promotion, search engine optimization (SEO), social media, and public relations (Dewi *et al.*, 2025).

2.2 Brand Awareness

Brand awareness refers to the ability of consumers to recognize and remember a brand when they see, hear, or receive information about a particular product or service (Firdaus & Yuliana, 2024). In other words, brand awareness reflects the extent to which a brand is embedded in consumers' minds and can be recalled when needed. Brand awareness can be measured using several indicators that represent consumers' ability to recognize and recall a brand, namely brand recall, brand recognition, purchase, and consumption (Cahya & Yulianthini, 2023).

2.3 Brand Image

Brand image as the perception or impression held by the public toward a company and the products it offers (Nuryanti *et al.*, 2024). Brand image reflects the way consumers and the broader community evaluate the characteristics, quality, and values associated with a particular product or service. Brand image can be assessed through several indicators that represent consumers' evaluations of a brand (Wicaksono *et al.*, 2023). These indicators consist of product attributes, consumer benefits, and brand personality.

2.4 Purchase Decision

Purchase decision can be defined as a problem-solving process undertaken by individuals when confronted with two or more alternative options (Ratnasari & Ali, 2025). It involves evaluating and selecting among various alternatives based on specific interests and considerations, resulting in the choice of the option that is perceived to provide the greatest benefit. Purchase decisions can be measured through several indicators, namely product purchase, brand purchase, channel selection, purchase quantity, and purchase timing (Priyatna *et al.*, 2023).

3. Research Methodology

This study employed a quantitative research approach. A quantitative approach is a research method that focuses on analyzing numerical data to address research problems and test predetermined hypotheses (Lestari & Widjanarko, 2023). A population refers to the entire scope of generalization consisting of objects or subjects with specific characteristics determined by the researcher for investigation and conclusion drawing (Islami & Susanto, 2024). A population is not merely limited to the number of individuals but also encompasses the characteristics possessed by the research subjects. To obtain a representative sample that met the requirements of quantitative research, the sample size was determined using the Lemeshow formula. Based on the calculation, a total of 100 respondents were selected as the research sample (Siswanto & Hastuti, 2023). The sampling technique applied in this study was purposive sampling, which is classified as a non-probability sampling method. Data were collected through the distribution of online questionnaires using Google Forms, allowing the data collection process to be conducted more efficiently and conveniently. The measurement instrument utilized in this study was the Likert scale (Saputri, 2025). The respondent criteria included consumers who used Hazeline Snow products, resided in Batam City, were over 17 years old, and had experience using Hazeline Snow products. The collected data were subsequently analyzed through several statistical procedures. The collected data were analyzed systematically to ensure the quality of the research instrument, verify that the data met the required statistical assumptions, and examine the influence of the independent variables on purchasing decisions. The data analysis was conducted in three stages. First, data quality was evaluated through validity and reliability tests to ensure the consistency and accuracy of the research instrument. Second, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to confirm that the regression model satisfied the required

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statistical assumptions for multiple linear regression analysis. Finally, multiple linear regression analysis was employed to examine the relationships between variables, followed by the coefficient of determination (R^2), t-test, and F-test to evaluate the proposed hypotheses and determine both partial and simultaneous effects of the independent variables on purchasing decisions.

4. Results and Discussion

4.1 Results

Table 1. Validity Test Result

Statement	R Count	R Table	Result
X1.1	0.688	0.1966	Valid
X1.2	0.591		
X1.3	0.680		
X1.4	0.593		
X1.5	0.551		
X1.6	0.504		
X1.7	0.666		
X1.8	0.561		
X2.1	0.725		
X2.2	0.554		
X2.3	0.547		
X2.4	0.566		
X2.5	0.608		
X2.6	0.536		
X2.7	0.596		
X2.8	0.608		
X3.1	0.736		
X3.2	0.730		
X3.3	0.670		
X3.4	0.707		
X3.5	0.631		
X3.6	0.697		
Y1.1	0.631		
Y1.2	0.644		
Y1.3	0.626		
Y1.4	0.728		
Y1.5	0.594		
Y1.6	0.649		
Y1.7	0.666		
Y1.8	0.695		
Y1.9	0.534		
Y1.10	0.616		

The validity test results indicate that all items measuring the Digital Marketing, Brand Awareness, and Brand Image variables have calculated correlation values exceeding the r-table value of 0.1966. Therefore, all questionnaire items are considered valid and can be used for further analysis.

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Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N	Alpha Value	Result
Digital Marketing	0.751	8	0.60	Reliable
Brand Awareness	0.736	8	0.60	Reliable
Brand Image	0.784	6	0.60	Reliable
Purchase Decision	0.839	10	0.60	Reliable

The reliability test results indicate that all variables obtained Cronbach's Alpha values greater than 0.60. Therefore, the research instrument meets the reliability criteria and is considered suitable for use in this study.

Table 3. One-Sample Kolmogrov-Smirnov Test Result

One- Sample Kolmogrov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	0.0000000
	Std. Deviation	2.38322765
Most Extreme Differences	Absolute	0.075
	Positive	0.055
	Negative	-0.075
Test Statistic		0.075
Asymp. Sig. (2-tailed)		0.179 ^c

The results of the One-Sample Kolmogorov-Smirnov test showed a significance value of 0.179. Since this value is greater than 0.05, the research data are considered to be normally distributed and are therefore suitable for further statistical analysis.

Table 4. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.288	3.468
	Brand Awareness	.314	3.182
	Brand Image	.246	4.065

The multicollinearity test results revealed that the tolerance values for the Digital Marketing, Brand Awareness, and Brand Image variables were 0.288, 0.314, and 0.246, respectively, while the corresponding VIF values were 3.468, 3.182, and 4.065. Since all tolerance values exceeded 0.10 and all VIF values were below 10, it can be concluded that the research model is free from multicollinearity issues.

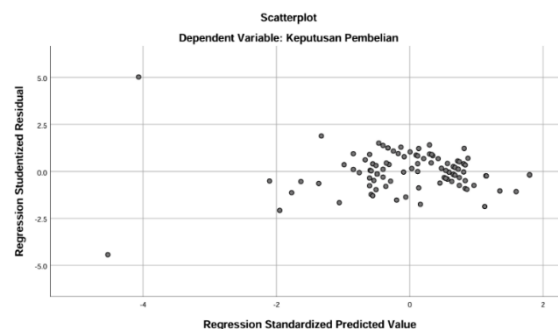


Figure 1. Heteroscedasticity Test Result

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The heteroscedasticity test was conducted using the scatterplot method. Based on the resulting graph, the residual points were randomly dispersed above and below the zero line without forming any specific pattern. This condition indicates that the regression model is free from heteroscedasticity issues and satisfies the assumptions required for further analysis.

Table 5. Multiple Linear Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.110	2.470		-.045	.964
Digital Marketing	.394	.128	.277	3.075	.003
Brand Awareness	.789	.116	.586	6.780	.000
Brand Image	.108	.149	.071	.727	.469

The multiple linear regression equation obtained from the data analysis is as follows:

$$Y = -0.110 + 0.394X_1 + 0.789X_2 + 0.108X_3$$

The interpretation of the constant and regression coefficients is presented below:

- 1) The constant value of Purchase Decision is -0.110. This result indicates that, in the absence of the influence of the three independent variables, the level of consumers' purchase decisions tends to be relatively low.
- 2) The regression coefficient of the Digital Marketing variable is 0.394, indicating a positive relationship with Purchase Decision. This means that a one-unit increase in Digital Marketing is expected to increase Purchase Decision by 0.394 units, assuming that the other variables remain constant.
- 3) The regression coefficient of Brand Awareness is 0.789, which suggests a positive effect on Purchase Decision. In other words, a one-unit increase in Brand Awareness will lead to an increase of 0.789 units in Purchase Decision, provided that the other variables are held constant.
- 4) The regression coefficient of Brand Image is 0.108, indicating a positive relationship with Purchase Decision. This implies that every one-unit increase in Brand Image will increase Purchase Decision by 0.108 units, assuming that the other independent variables remain unchanged.

Table 6. Coefficient of determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.768	2.42018

The coefficient of determination test produced an R^2 value of 0.775, or 77.5%. This result indicates that 77.5% of the variation in Purchase Decision can be explained by Digital Marketing, Brand Awareness, and Brand Image. The findings suggest that the research model has a strong ability to explain consumers' purchasing decisions regarding Hazeline Snow products in Batam, while the remaining 22.5% is influenced by other factors not included in the model.

Table 7. T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.110	2.470		-.045	.964
Digital Marketing	.394	.128	.277	3.075	.003
Brand Awareness	.789	.116	.586	6.780	.000
Brand Image	.108	.149	.071	.727	.469

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- 1) The first hypothesis was accepted. The Digital Marketing variable obtained a t-value of 3.075 with a significance value of 0.003. Since the significance value was less than 0.05, Digital Marketing was found to have a significant positive effect on Purchase Decision.
- 2) The second hypothesis was accepted. The Brand Awareness variable produced a t-value of 6.780 with a significance value of 0.000. As the significance value was below 0.05, Brand Awareness was found to have a significant positive effect on Purchase Decision.
- 3) The third hypothesis was rejected. The Brand Image variable obtained a t-value of 0.727 with a significance value of 0.469. Because the significance value exceeded 0.05, Brand Image was not found to have a significant effect on Purchase Decision.

Table 8. F-Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1934.702	3	644.901	110.103	.000 ^b
	Residual	562.298	96	5.857		
	Total	2497.000	99			

The results of the F-test revealed an F-value of 110.103 with a significance value of 0.000. Since the significance value was lower than 0.05, it can be concluded that the independent variables simultaneously have a significant effect on Purchase Decision. Therefore, Digital Marketing, Brand Awareness, and Brand Image collectively influence consumers' purchasing decisions.

4.2 Discussion

The findings of this study indicate that Digital Marketing has a significant effect on Purchase Decision. Marketing activities conducted through digital platforms are capable of attracting consumer attention and facilitating easier access to product-related information. The availability of information in a fast, convenient, and engaging manner can encourage consumers to develop a stronger intention to purchase. These findings are in line with the study conducted by (Mukti & Isa, 2024), which concluded that Digital Marketing positively influences Purchase Decision. The consistency of these results suggests that digital marketing strategies play an important role in helping consumers obtain information about products more efficiently. From a practical standpoint, these findings suggest that Hazeline Snow needs to place greater emphasis on strengthening its digital marketing activities. Improving the consistency of content shared through social media, increasing interaction with consumers, and utilizing digital promotional channels more effectively may enhance consumer awareness of the product and stimulate purchasing decisions. By optimizing its digital presence, the company is expected to remain competitive and better respond to the evolving preferences of today's consumers. The results also demonstrate that Brand Awareness has a significant effect on Purchase Decision. Consumers' level of familiarity with a brand can influence their willingness to select and purchase a product. The more recognizable a brand is, the greater the likelihood that consumers will consider it during the purchasing process. This finding supports the research of (Arrianda *et al.*, 2024), which reported that Brand Awareness has a positive and significant impact on Purchase Decision. Similarly, the present study confirms that Brand Awareness contributes significantly to consumers' purchasing decisions. These findings highlight the importance of maintaining a high level of brand awareness in an increasingly competitive skincare market. For Hazeline Snow, consistent promotional activities and effective brand communication across digital platforms may strengthen consumers' ability to recognize and remember the brand. As consumers become more familiar with the brand, they are more likely to consider Hazeline Snow when making purchasing decisions. In contrast, Brand Image was not found to have a significant effect on Purchase Decision. This result is consistent with the findings of (Suardana *et al.*, 2024), who also reported that Brand Image does not significantly influence Purchase Decision. These findings suggest that consumers' perceptions of a brand's image may not always serve as the primary determinant in the purchasing process. Instead, consumers may place greater emphasis on other factors that are considered more relevant to their needs and preferences when making purchasing decisions.

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The non-significant effect of Brand Image may indicate that consumers of Hazeline Snow tend to prioritize other considerations, such as ease of obtaining product information through digital platforms and their level of familiarity with the brand, rather than relying solely on the overall image of the brand in their purchasing decisions. This suggests that, although a positive brand image remains important, Hazeline Snow needs to place greater focus on strengthening its digital marketing efforts and improving brand awareness in order to better influence consumer purchasing behavior. In addition, the company may further enhance its brand image by introducing product innovations, maintaining consistent communication strategies, and aligning its marketing approach with current consumer preferences. Furthermore, the simultaneous test results revealed that Digital Marketing, Brand Awareness, and Brand Image collectively influence Purchase Decision. This indicates that the three variables, when considered together, contribute to consumers' decisions to purchase a product. Improvements in digital marketing activities, stronger brand awareness, and a more favorable brand image are likely to increase consumers' tendency to make a purchase. These findings are consistent with the study conducted by (Mulyani & Hermina, 2023), which concluded that Digital Marketing, Brand Awareness, and Brand Image simultaneously have a positive and significant effect on Purchasing Decisions. This implies that companies should develop integrated marketing strategies that combine digital promotion, brand strengthening, and image building to achieve more effective marketing outcomes.

5. Conclusion

This study was conducted to analyze the effects of Digital Marketing, Brand Awareness, and Brand Image on the Purchase Decision of Hazeline Snow products in Batam City. The results showed that Digital Marketing has a significant partial effect on Purchase Decision, indicating that effective digital marketing activities can encourage consumers to purchase Hazeline Snow products. Similarly, Brand Awareness was found to have a significant partial effect on Purchase Decision, suggesting that higher consumer awareness of the brand increases the likelihood of purchase. In contrast, Brand Image does not have a significant partial effect on Purchase Decision, indicating that consumers' perceptions of the brand are not the primary factor influencing their purchasing decisions. Furthermore, the simultaneous test results revealed that Digital Marketing, Brand Awareness, and Brand Image collectively have a significant effect on the Purchase Decision of Hazeline Snow products in Batam. This suggests that marketing efforts focusing on digital promotion and brand recognition are more influential in shaping consumer purchasing behavior compared to brand perception alone. Based on the findings of this study, several recommendations can be proposed. Future research is encouraged to involve a larger number of respondents in order to improve the generalizability of the results. In addition, subsequent studies may consider expanding the research model by incorporating other relevant variables such as price, product quality, and customer experience, which may also influence consumers' purchasing decisions. By including these additional factors, future research is expected to provide a more comprehensive understanding of the determinants of purchasing behavior in the skincare industry.

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