

The Effect of Digital Marketing on Purchasing Decisions through Brand Awareness in Louisa Coffee, Taipei, Taiwan (R.O.C)

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Date of Submission: 05-08-2023

Date of Acceptance: 15-08-2023

ABSTRACT: This study focuses on the impact of digital marketing on purchasing decisions through brand awareness of a coffee shop product called Louisa Coffee, so manufacturers can properly grasp the development of their online marketing efforts. So far, the Louisa Coffee brand is well-known among coffee enthusiasts and the general public, and the benefits of digital marketing and brand strengthening have greatly benefited the company for future growth. The method used is: By distributing questionnaires as the basis for collecting information and distributing them online and offline to a total of 50 respondents and analyzing questionnaire statistics (PLS) and quantitative research types are used to strengthen the outcomes of digital marketing effect on purchasing decisions through brand awareness on Louisa Coffee products. PLS (Partial Least Square) is a multivariate data analysis technique used to test the relationship between independent variables (digital marketing) and dependent variables (purchasing decisions through brand awareness). In this study, PLS is used to measure the influence of digital marketing on brand awareness and purchasing decisions on Louisa Coffee products. The findings of this research are: Digital marketing has an impact on purchasing decisions towards Louisa Coffee products in Taipei Taiwan in general. Brand awareness also has an influence on purchasing decisions as a link between digital marketing variables influences the purchase decision of Louisa Coffee products.

KEYWORDS: brand awareness, digital marketing, purchasing decisions

I. INTRODUCTION

In this modern era, consumers need fast and convenient information about the product they want, and several services or non-service product features, all of which are easy to find on social media through the digital internet today. digital marketing only. Digital marketing is the way marketing or sales promotion of products and services through digital media. After this pandemic, the Louisa Coffee company experienced a decrease in turnover from the previous year, according to Dow Jones the new corp company (WSJ MARKETS) said that the net profit for 2020 in June was 60M, in 2021 in June 40M and in 2022 in June it was already 20 million in because many new competitor products are mushrooming and changes in consumer behavior after the Covid-19 pandemic in Taiwan, and competitors are increasingly promoting their products on digital internet media with a renewable system, while the Louisa Coffee company has not replaced the old system with the current renewable system, to influence the quality of consumer purchasing decisions on Louisa Coffee products. According to [2] explained that digital marketing is a combination of the use of the internet and other interactive technologies to create and connect dialogue between businesses and identified consumers. According to [23], technological developments from the Internet have led to changes in consumer lifestyles, lifestyle changes, and consumer habits changing from conventional or traditional purchases to online or online purchases, the internet world quickly provides various information about various products. what consumers want. The most basic and primary

purpose of using digital marketing is to reach the intended consumers more efficiently and effectively than existing digital marketing. Thus digital marketing can reach all consumers more quickly and broadly.

Brand Awareness is a liaison or intervention from digital marketing in influencing the decision to purchase Louisa Coffee products. The Louisa Coffee company introduces its products to consumers through brand awareness so that consumers can absorb or recognize Louisa products quickly in terms of colors, logos, images, and so on which are images or identities of the Louisa product itself. According to [22]. So it has an impact on purchasing decisions after consumers know, see, and get information from digital media and other people. According to [31] states that purchasing decisions are integration processes that combine information attitudes to analyze two or more alternative behaviors and choose one of them. Purchasing decisions are the effect or result of an information search on social media on consumer needs for goods and services in digital marketing (digital marketing), the stages of a consumer choosing between two products to buy, and several factors that influence product purchasing decisions and services are social, personal, cultural, and psychological factors. According to [22], Indicators of purchasing decisions can be seen from the stability of purchases after knowing product information, decisions to buy based on the desired brand, and buying because of recommendations, as well as one's needs and desires.

Several problems affect consumers of Louisa Coffee products due to several factors, namely: the lack of incessant promotion of the Louisa company on the digital internet, the absence of a digital marketing upgrade from the Louisa Coffee company, the brand image of the Louisa Coffee company has not yet given an impression that sticks in the minds of consumers, the atmosphere of the coffee shop is less attractive, the service on the digital internet is not fast, so that it influences the decision to buy Louisa Coffee products. The current problem is the discrepancy between desires and the reality that is happening is that the current economic slowdown in Taiwan has an impact on society to spend finances according to basic needs, and all systems switch to online or online purchases, to avoid wasting costs and speed of service to customers who want to buy Louisa products, coffee shop competition is getting tougher and many competitors are vying to give their products an image so that they are remembered in the minds of customers, so Louisa shops are increasingly competing in coffee shop

retail marketing. Existing digital marketing does not have a significant effect on Louisa's current products, thus slowing down purchasing decisions for Louisa's coffee products.

Based on the problems previously described, the authors feel the need to examine more deeply the impact of digital marketing (Digital Marketing) on purchasing decisions and brand awareness as a digital marketing liaison to influence purchasing decisions for Louisa Coffee products in Taiwan (R.O.C) 木柵路三段63號 , through several digital marketing (digital marketing) that are in accordance with the current situation where it is necessary to change from the old system to the new system, considering changes in consumer behavior and very strong brand awareness in the minds of consumers, to determine some digital marketing that is more suitable at this time.

The formulation of the problem in this study is as follows:

- 1) Does digital marketing affect brand awareness?
- 2) Does brand awareness influence purchasing decisions?
- 3) Does digital marketing influence purchasing decisions?
- 4) Does digital marketing influence purchasing decisions through brand awareness?

The aim of this research is:

- 1) To find out the impact of digital marketing on brand awareness
- 2) To find out the impact of brand awareness on purchasing decisions
- 3) To find out the impact of digital marketing on purchasing decisions
- 4) To find out the impact of digital marketing on purchasing decisions through brand awareness

II. LITERATURE REVIEW

Several problems affect consumers of Louisa Coffee products due to several factors, namely: the lack of

The influence of purchasing decisions through digital marketing, and brand awareness as intermediaries or other variables have an indirect influence on buying decisions for Louisa Coffee products, in Taipei, Taiwan (R.O.C). Where digital marketing and brand awareness have a strong influence on buying decisions as stated by [30] with the title: Effects of Digital Marketing and Brand Awareness on purchasing decisions at Tokopedia in Palembang City. Also, digital marketing has a direct effect on buying decisions at Kedatuan Coffee. Digital marketing variables have an influence on the purchasing decision of

KedatuanKoffie. The brand awareness variable has a role in the decision to buy a product. [27], and in previous research with the title: Brand Awareness as a Variable Mediating the Influence of Internet Marketing on Purchasing Decisions (a case study of maritime diploma students buying online tickets at PT. Variables of brand awareness, Internet Marketing, Purchasing Decisions. The internet also

has a direct impact on purchasing decisions digital marketing currently has a very strong impact on increasing retail product revenue [25], conducted research at Louisa Coffee regarding: Analyzing Factors Influencing Customer Satisfaction towards Customer Purchase Intention in Louisa Coffee, Taiwan.

III. METHODOLOGY

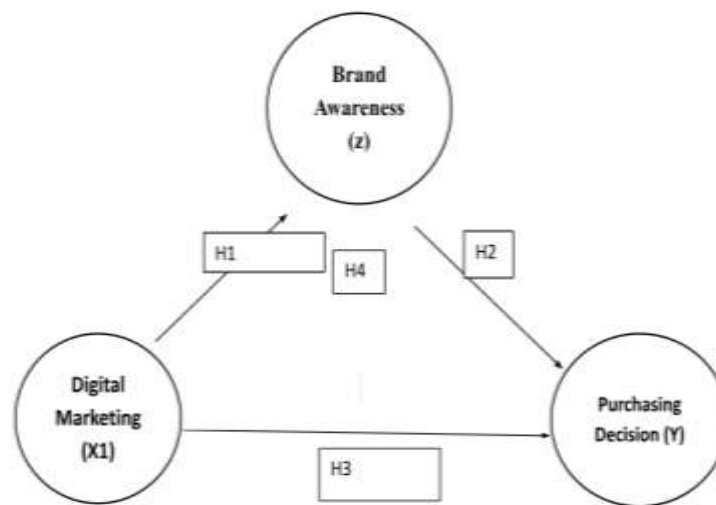


Figure 1 :Research Framework Model, 2023

This test method uses a tool in the form of Smart PLS software. Testing the measurement model shows how the manifest variable or observed variable represents the latent variable to be measured. These measurements were made for the preparation of the research questionnaire based on the theoretical constructs of each research variable.

Then from this variable, the indicators were sought and explained for each item in the questionnaire, and the questionnaire was distributed to 50 respondents in Taiwan. And categories in quantitative research, test the research hypothesis by using data collected through surveys by distributing questionnaires and then processing the data that has been obtained statistically and analyzed according to the phenomenon of the respondent's data. The study examined specifically Louisa Coffee customers in Taiwan. In this study as many as 50 respondents. In this study, the independent variable is digital marketing (Digital Marketing, X1), the dependent variable is Purchase

Decision (Y) and the intervening variable is brand awareness (Brand Awareness, Z).

IV. RESULT AND DISCUSSION

A. Respondent Characteristics

Several excellent Louisa coffee shop developments through the time where the Louisa company developed digital marketing and a very strong logo or brand designation in the midst of intense coffee shop retail competition, from easy digital systems, and attractive offerings to established brands. well known to the people of Taiwan, apart from competitive prices to a comfortable place for Louisa coffee fans. In this study, questionnaires were distributed to Louisa Coffee customers in Taiwan, totaling 50 respondents. Respondent samples were taken by accidental sampling method with minimum sample measurements using the Slovin formula. The requirements to become a respondent are customers who have joined Member Louisa Coffee and have shopped more than once in May 2023. The number of female respondents is 32 respondents and the

number of male respondents is 18 respondents. The average age is 23 years to 30 years. productive age. Age 30 years to 50 years is an adult age. Age 50 years to 75 years old age.

B. Discriminant Validity

Meanwhile, discriminant validity is an additional concept which means that two conceptually different concepts must show adequate differences. The point is that the

combined set of indicators is expected not to be unidimensional. The validity of discriminant measurement could use two criteria: Fornell-Lacker and cross-loading.

(1) Fornell Lacker

To perform the Fornell Lacker test, compare the correlation values between constructs with the square root value of AVE.

Table 1. FornellLacker Test Result

| | Digital Marketing (X) | Brand Awareness (Z) | Purchasing Decision (Y) |
|-------------------------|-----------------------|---------------------|-------------------------|
| Digital Marketing (X) | 0,861 | 0,734 | 0,302 |
| Brand Awareness (Z) | | 0,741 | 0,575 |
| Purchasing Decision (Y) | | | 0,826 |

Source: SmartPLS 4 output of data processed, 2023

The relationship between digital marketing and brand awareness is 0.734, while the correlation between digital marketing and purchasing decisions is 0.302. Based on Table 1 above, the Fornell-Lacker Digital Marketing value is 0.861 which is higher than the two correlations. The relationship between brand awareness and purchase decision is 0.575, but the Fornell-Lacker Brand Awareness score is 0.741. Therefore, the variables used to measure digital marketing, brand

awareness, and purchasing decisions are valid at the level of construct discrimination.

(2) Cross Loading

Cross-loading is used to evaluate discriminant validity at the indicator level. By comparing the values, it can be determined which value is greater: the cross-loading value on the targeted construct or the loading value with other constructs.

Table 2. Cross Loading Test Result

| Items | Digital Marketing (X) | Brand Awareness (Z) | Purchasing Decision (Y) |
|-------|-----------------------|---------------------|-------------------------|
| X1 | 0,771 | 0,572 | 0,500 |
| X2 | 0,935 | 0,628 | 0,702 |
| X3 | 0,868 | 0,690 | 0,650 |
| Z1 | 0,463 | 0,742 | 0,529 |
| Z2 | 0,508 | 0,702 | 0,538 |
| Z3 | 0,586 | 0,742 | 0,658 |
| Z4 | 0,600 | 0,775 | 0,618 |
| Y1 | 0,746 | 0,634 | 0,838 |
| Y2 | 0,604 | 0,582 | 0,786 |
| Y3 | 0,540 | 0,725 | 0,884 |
| Y4 | 0,497 | 0,687 | 0,791 |

Source: SmartPLS 4 output of data processed, 2023

Based on Table 2, the cross-loading values of the three Digital Marketing (X) indicators, namely X1, X2, and X3, are known to be larger when compared to the cross-loading values of other variables toward the intended variable (Digital

Marketing). In addition, when compared with the cross-loading values of other variables, all the cross-loading values of the Brand Awareness (Z) indicator toward the intended variable (Brand Awareness) are greater. When compared with the

cross-loading values of other variables, all indicators of Purchase Decision (Y), namely Y1, Y2, Y3, and Y4 have a greater cross-loading value of the intended variable (Purchase Decision). This supports Fornell-Lacker's findings, which show the discriminant validity of external models for reflective indicators.

C. Reliability Test

There are two methods in reliability tests: Cronbach's Alpha and Composite Reliability values:

Table 3. Cronbach's Alphas Test's Result

| Variable | Cronbach's alpha | Composite reliability |
|-------------------------|------------------|-----------------------|
| Digital Marketing (X) | 0,823 | 0,895 |
| Brand Awareness (Z) | 0,728 | 0,829 |
| Purchasing Decision (Y) | 0,844 | 0,895 |

Source: SmartPLS 4 output of data processed, 2023

Cronbach's Alpha and Composite Reliability values can be used to assess the validity and reliability of research instruments for reflective indicators. If the Cronbach's alpha value is greater than 0.6 and the composite reliability value is greater than 0.8, then the instrument is considered reliable. Based on Table 5.7 above, Cronbach's alpha value for Brand Awareness is $0.728 > 0.6$, Purchase Decision is $0.844 > 0.6$, and Digital Marketing is $0.823 > 0.6$. This demonstrates the validity of the research tools used to assess Digital Marketing, Brand Awareness, and Purchase Decisions.

Composite dependability values are also known to be $0.895 > 0.8$ for Digital Marketing variables, $0.829 > 0.8$ for Brand Awareness, and $0.895 > 0.8$ for Purchasing Decisions based on the table above. The value of Cronbach's alpha, which confirms the test findings, indicates the validity of the outer model for indicators reflecting the variables of Digital Marketing, Brand Awareness, and Purchase Decision.

D. Inner Model Measurement

Structural model testing is carried out to find out how the variables relate to one another. For structural models, there are various tests, including R-Square (R2), Effect Size (f Square),

Q2, and GoF. An in-depth analysis of each inner model test is given below.

(1) R Square (R2)

The coefficient of determination for the endogenous constructs is known as the R Square value. R square value in Hair et al. (2014) is 0.67 (strong), 0.33 (moderate), and 0.19 (weak), by (Chin, 1998) (Hair et al. The value indicated by the blue circle symbol in Structural Model Figure 5.3 is the R-Square value It is known that the R-Square value of the Brand Awareness variable is 0.539. This shows that although other factors not taken into account in this study account for 46.1% of Brand Awareness, they contribute around 53.9% significantly. , it is known that the R-Square value of the Purchase Decision variable is 0.677. This indicates that digital marketing and brand awareness significantly explain around 67.7% of purchase decisions. Other factors not taken into account in this study can be used to explain 32, the remaining 3%.

(2) Effect Size (f2)

The effect of endogenous factors on exogenous variables, which is known based on the value of the effect size (f2) is shown in the following table.

Table 4. Effect Size Value (f2)

| | Brand Awareness (Z) | Purchasing Decision (Y) |
|-----------------------|---------------------|-------------------------|
| Digital Marketing (X) | 1,167 | 0,130 |
| Brand Awareness (Z) | | 0,472 |

Source: Smart PLS 4 output of data processed, 2023

The Effect Size criteria are: If the f^2 value of 0.02 is classified as a weak influence, 0.15 as a moderate influence, and 0.35 as a strong influence, then the Effect Size requirements apply. The f^2 value of the effect of digital marketing on brand awareness is 1.167, as shown in Table 5.8 above. This shows that Brand Awareness is significantly influenced by digital marketing. The f^2 impact of digital marketing on purchasing decisions is currently 0.130. This shows that the impact of digital marketing on purchasing decisions is almost adequate. Brand awareness has an f^2 effect of

0.472 on purchasing decisions. This shows that Brand Awareness has a significant impact on purchasing decisions.

E. Hypothesis testing.

Estimating the path coefficient (original sample O) to determine whether the effect is positive or negative, as well as the t-statistic or p-value, which indicates whether the effect of the independent variable on the dependent variable is significant or not, are the two topics that will be discussed in this section.

Table 5. Path Coefficient Estimation (Original sample (O) and T- Indirect Influence

| | Original sample (O) | T statistics (O/STDEV) | P values | Details | |
|--|---------------------|--------------------------|----------|---------------------|----------------------------------|
| Direct Influence | | | | | |
| Digital Marketing (X) -> Brand Awareness (Z) | 0,734 | 10,271 | 0,000 | Positif Significant | H1 Accepted |
| Brand Awareness (Z) ->Purchasing Decision (Y) | 0,575 | 4,572 | 0,000 | Positif Significant | H2 Accepted |
| Digital Marketing (X) ->Purchasing Decision (Y) | 0,302 | 2,526 | 0,012 | Positif Significant | H3 Accepted |
| Indirect Influence | | | | | |
| Digital Marketing (X) -> Brand Awareness (Z) ->Purchasing Decision (Y) | 0,422 | 4,286 | 0,000 | Positif Significant | H4 Accepted Partial Mediation |

Source: SmartPLS 4 output of data processed, 2023

The information stated in Table 5 above, which shows that the path coefficient from digital marketing to brand awareness is 0.734, the path coefficient from brand awareness to purchasing decisions is 0.575, and the path coefficient from digital marketing to purchasing decisions is 0.302, an equation can be made structural as follows:

$$Z = 0.734 + e1$$

$$Y = 0.302 X + 0.575 Z + e2.$$

Where Z is Brand Awareness, X is Digital Marketing, Y is Purchase Decision, and is the error term.

It is known that the effect of digital marketing on brand awareness has a positive path coefficient based on the structural equation that has been made. by 0.734 units more. This shows that Digital Marketing has a favourable impact on Brand Awareness, with Brand Awareness increasing as Digital Marketing increases. Every additional one digital marketing unit will result in an increase in brand awareness of 0.734 units.

The P-value is $0.000 < 0.05$, and the t-statistical value of the path coefficient of the influence of digital marketing on brand awareness is $10.271 > 1.96$ (a common Z-score value for $\alpha = 0.05$). This shows that Brand Awareness is positively and significantly influenced by Digital Marketing.

(1) The research variable profile is reviewed from the relationship between the Outer Loading Value and the Mean Value.

The research variable profile is seen from the relationship between the external load value and the average sub-index value given by the respondents and provides an explanation and comparison between the average indicators with the load and mean yield factors using Smart PLS analysis. The purpose of the research variable profile on the relationship between the external load value and the average value of the sub-index given by the respondents is to describe the

indicators that contribute to the indicators through the research variables which will be described through the loading factor value of the mean value.

From the results of testing the research variables can be described through the tables below.

Table 6. Respondent Test Results on Research Variables

| Variable | Item | Outer Loading | Mean |
|-------------------------|---|---------------|-------|
| Digital Marketing (X) | Information Access (X.1) | 0.771 | 3.680 |
| | Desire to Try (X.2) | 0.935 | 3.740 |
| | Purchasing Needs (X.3) | 0.868 | 3.960 |
| Brand Awareness (Z) | Recall (Z.1) | 0.742 | 3.900 |
| | Recognition (Z.2) | 0.702 | 3.760 |
| | Purchase (Z.3) | 0.742 | 3.940 |
| | Consumption (Z.4) | 0.775 | 4.060 |
| Purchasing Decision (y) | Buying Stability (Y.1) | 0.838 | 3.920 |
| | Product compatibility then decided to buy (Y.2) | 0.786 | 3.700 |
| | Product suitability and Purchasing Decision (Y.3) | 0.884 | 3.900 |
| | Recommendations from others and Purchasing Decision (Y.4) | 0.791 | 4.120 |

The first finding in Table 6, which presents the results of testing respondents' views of the research variables, is the result of the estimation of the factor loading of the digital marketing variable (X), which is the largest in the desire to try indicator (X.2) of the outer loading value of 0.935 and the average -The estimated average of the digital marketing variable (X) is found in the desire to try indicator (X.2) of a mean of 3,740. This means that the desire to try has a dominant contribution as a measure of digital marketing variables. Respondents' perceptions of digital marketing research variables on information access indicators (X.1) are not optimal so the average result of reliability indicators is a mean of 3,680. The description of respondents' perceptions about access to information that is less optimized than other indicators is a sub-section of the digital marketing variable. According to respondents, the most important variable in digital marketing (X) is the suitability of the desire to try (X.2) with an average of 3,740 is the optimization of Digital Marketing in this indicator so that the conclusion that can be drawn is the desire to try (X.2) represents the optimization of the average of other indicators in Digital Marketing.

Table 6 of the test results of respondents' perceptions of the research variables show the second result, the estimation results of the factor loading of the Brand Awareness (Z) variable, which is the largest in the Consumption indicator (Z.4) of the outer loading value of 0.775 and the average estimation of the Brand Awareness variable (Z) is found in the Consumption indicator

(Z.4) of a mean of 4,060. This means that the ability to differentiate products has a dominant contribution as a measure of brand awareness. Respondents' perceptions of the Brand Awareness research variable on the Recognition indicator (Z.2) are not optimal so the average reliability indicator results are a mean of 3,760. The description of the respondent's perception of Recognition which is less optimized from other indicators is a sub-section of the Brand Awareness variable. According to the respondents, the most important variable in the Brand Awareness (Z) variable is the suitability of existing Consumption (Z.4) with an average of 4,060, which is the optimization of Brand Awareness in this indicator so that the conclusion that can be drawn is that the Consumption indicator (Z.4) represents optimization from the average of other indicators on Brand Awareness. Table 6 the test results of respondents' perceptions of the research variables shows the third result, the estimated results of the factor loading of the Buy Decision variable (Y), which is the largest in the Buying Satisfaction indicator (Y.1) of the outer loading value of 0.838, and the average estimation of the Decision variable Buy (Y) is found in the Buying Stability indicator (Y.1) with a mean of 3,920. This means that the ability to decide to buy has a dominant contribution as a measure of the variable for purchasing decisions. Perceptions of research variables among respondents who buy choices based on signs of recommendation from other people and purchase decisions (Y.4) are below standard, resulting in an average dependency indication score of 4.120 as a

consequence. The description of the respondent's perception of Recommendations from other people and Purchase decisions that are less optimized from other indicators is a sub-section of the Purchase Decision variable. According to the respondent, the most important variable in the Purchase Decision variable (Y) is the suitability of the Buying Decision (Y.1) with an average of 3,920 is the optimization of the Buying Decision on that indicator so that the conclusion that can be drawn is the Strength of Buying indicator (Y.1) represents the optimization of the average of other indicators on Purchase Decision.

V. DISCUSSION

1. The direct impact of digital marketing on consumer decision-making related to brand awareness.

The discussion that researchers are trying to describe and provide an overview of how Digital Marketing is a tool to have an impact on research object sources and results shared by respondents. It can be seen in the method used in the bootstrapping results test where the direct effect is known to give a t-statistical value for Digital Marketing on Brand Awareness at the decision of the original sample value of 0.575, a positive value indicating that the direction of the test is consistent with the hypothesis proposed, and the P-value is $0.000 < 0.05$, while the t-count is $4.572 > 1.96$ (the normal Z-score value for $\alpha = 0.05$). This shows that Brand Awareness Influences Purchase Decisions Positively and Significantly. Likewise with the second hypothesis of this study. The picture received from the results of respondents' perceptions of the Digital Marketing variable, the indicator that gets the highest loading factor is the desire to try, while the indicators for the need to buy and access to information are highest influenced by recommendations from friends and digital marketing that has been provided by the Louisa Coffee company in Taiwan. This identifies that Louisa Coffee customers tend to refer to friends or view online media so Louisa Coffee has superior competitiveness compared to its competitors.

5.1 The Direct Effect of Brand Awareness on Purchase Decisions.

The discussion the researcher tries to describe and provide an overview of how Brand Awareness is a tool to influence the decision to buy Louisa Coffee products in Taiwan. Judging from the technique used in the findings of the bootstrapping test, where the direct effect is known to provide a t-statistical value for Brand Awareness

on purchasing decisions. Knowing the initial sample value decision t-count of $2.526 > 1.96$ (normal Z-score value for $\alpha = 0.05$) and a P-Value of $0.012 < 0.05$ indicates that the direction of this test is by the hypothesis given, and the result is 0.575 on the decision original sample value. This shows that the impact of digital marketing on purchasing decisions is good and quite large, so the third research hypothesis. The picture received from the results of respondents' perceptions of the Brand Awareness variable, the indicator that gets the highest loading factor is Consumption, while the highest Recognition, recall indicators are influenced by the logo, a brand with a character that is certainly different from other competitors, this identifies that the brand or logo is different and the company often advertises on social media more frequently and is more up to date so that the advantage of Brand Awareness is a strong attraction for Louisa Coffee companies in Taiwan. Brand awareness that is unique to Louisa Coffee consumers is easier to remember.

2. Direct Influence of Digital Marketing on Buying Decisions

The discussion that the researchers are trying to describe and provide an overview of how the buying decision is the impact of the influence of the two variables where each variable is interrelated and the impact of the two variables is the buying decision on Louisa Coffee products in Taiwan. It can be seen in the method used in the bootstrapping results test where the direct effect is known to give a t-statistic value for Digital Marketing on Purchase Decisions in the decision the original sample value is 0.302 is positive that the direction of this test is under the hypothesis proposed and the t-count is $2.526 > 1.96$ (normal Z-score value for $\alpha = 0.05$) and a P-value of $0.012 < 0.05$. This means that Digital Marketing has a positive and significant effect on Purchase Decisions. Such is the third hypothesis of the study. The picture received from the results of respondents' perceptions of the Purchase Decision variable, the indicator that gets the highest loading factor is the stability of buying, while other variables are product suitability and then deciding to buy and the suitability variable and recommendations from other people are dominated by customers seeking information from online digital marketing and recommendations from other people so that it makes it easier for consumers to buy Louisa Coffee products in Taiwan.

3. The Mediation Role of Brand Awareness in Digital Marketing's Indirect Effect on Purchasing Decisions.

Brand awareness acts as a liaison or intermediary medium in the discussion that researchers are trying to describe regarding the indirect effect of digital marketing on purchasing decisions. It can be seen in the method used in the bootstrapping results test where the indirect effect is known to give a t-statistic value of $4.286 > 1.96$ (the normal Z-score value for $\alpha = 0.05$) and the P-value is $0.000 < 0.05$. This shows that the impact of digital marketing on purchasing decisions can be reduced by brand awareness as an intermediary factor. So much so that the fourth hypothesis of the study, "Digital Marketing", states that brand awareness influences purchasing decisions. The description given by the respondents represents the indirect impact of digital marketing variables on the decision to buy products through increasing brand awareness. The indicator that gets the loading factor is the stability of the purchase where customers find it easy and comfortable to find Louisa Coffee products in every corner of the city and the Taiwan area in general.

From the discussion above, the researcher concludes that Brand Awareness, a Digital Marketing variable, significantly influences the decision of Taiwanese consumers to buy Louisa Coffee products. As for the several variables that have a weak influence, they do not affect the company's income Louisa Coffee, because each variable has its uniqueness and advantages, Louisa Coffee can compete with other competitors who are currently opening new shops popping up in Taiwan, Louisa Coffee can take advantage of Digital Marketing and Brand Awareness information as a benchmark for company progress and also as a company tool to improve all internal deficiencies so that the Louisa Coffee company can achieve company goals more optimally.

VI. CONCLUSION

The following conclusions can be drawn from the analysis and discussion of research findings: Digital marketing influences brand awareness; accepted. Brand awareness is believed to have a beneficial impact on consumer purchasing decisions. This shows that Brand Awareness has a beneficial impact on purchasing decisions, with the level of purchasing decisions for Louisa Coffee products in Taiwan increasing as brand awareness increases.

Brand awareness (brand awareness) has a positive effect on purchasing decisions; accepted. It is known that the influence of Digital Marketing on

Purchase Decisions is positive and significant. This shows that Digital Marketing has a positive effect on Purchase Decisions, where the higher the Digital Marketing, the higher the Purchase Decision for Louisa Coffee products in Taiwan.

Digital marketing on buying decisions without going through Brand Awareness; accepted. It is known that the indirect effect of Digital Marketing on Purchase Decisions is positive. This shows that Digital Marketing has an indirect positive effect on Purchasing Decisions through Brand Awareness, where the higher the Digital Marketing, the higher the Brand Awareness, and the higher the Brand Awareness, the higher the Purchase Decision. The increase in every Digital Marketing unit will increase the Purchase Decision for Louisa Coffee products in Taiwan. if through Brand Awareness as a mediator.

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