
**THE INFLUENCE OF DIGITAL MARKETING AND BRAND AWARENESS ON
PURCHASE DECISION ON FACETOLOGY SUNSCREEN PRODUCTS IN
SHOPEE E-COMMERCE**

Salman Alfarizi¹

Universitas Swadaya Gunung Jati, Cirebon, Indonesia
slmnalfarizzi@gmail.com

Rizki²

Universitas Swadaya Gunung Jati, Cirebon, Indonesia
rizkiiii28@gmail.com

Soesanty Maulany^{3*}

Universitas Swadaya Gunung Jati, Cirebon, Indonesia
soesanty.maulany@ugj.ac.id
(Corresponding Author)



Abstract

This study examines the effect of brand awareness and digital marketing on purchasing decisions to buy Facetology sunscreen on the E-commerce platform Shopee. A total of 385 respondents participated in this study, which used SEM SmartPLS. The results showed that purchasing decisions are positively and significantly influenced by digital marketing, positively and significantly influenced by brand awareness. This finding shows how important brand awareness and digital marketing are in influencing purchasing decisions to buy Facetology sunscreen on Shopee.

Keywords: Digital Marketing, Brand Awareness, Purchase decision, Sunscreen Facetology

INTRODUCTION

The use of e-commerce is one of the effects of recent technological advances and is an important part of everyone's life (Rizki et al, 2022). People's lifestyles have changed as a result of the use of e-commerce, including the shift from offline to online shopping. E-commerce in Indonesia has made significant progress, with many platforms competing fiercely for buyers' attention. Evolving technology makes online transactions easier, so e-commerce is predicted to continue to grow along with the increasing adoption of digital in people's daily lives. Indonesia is the country that contributes the most visitors to the e-commerce site Shopee. According to a report by e-commerce data company Webretailer, the Shopee site will receive. Based on data from e-commerce company Webretailer, the average Shopee visit is 124.9 million (Annur, 2024).

Currently, the cosmetics industry has experienced rapid growth in the last three years, supported by innovation and increased consumption. The industry still has a great opportunity to grow by reaching a wider market segment by using local raw materials that have not been maximized. Minister of Industry Agus Gumiwang Kartasasmita said that the cosmetics industry is currently increasingly promising. In the last three years alone, the number of industry players has increased by 43 percent from 726 business units in 2020 to 1,040 business units in 2023 (Kompas.id, 2024). The most important things in facial care are cleansing, moisturizer, and skin barrier. In this case, sunscreen, which is commonly used as a skin barrier, is very important in the skincare series because it protects against UV rays from the sun, which can cause premature aging and skin cancer. (Prihadini D, Krishantoro, 2023), The skin needs ultraviolet (UV) light to obtain vitamin D naturally, especially in the morning. However, if UV radiation enters the skin in excess, skin cells can be damaged. In the long run, the accumulation of this cellular damage can lead to skin cancer. Protecting the skin from UV radiation damage is essential so that we do not develop skin cancer in the future. One way that can be used is by applying sunscreen on the skin exposed to sunlight, especially when we have a lot of outdoor activities (Kompas, 2023).

Facetology Innovation & Technology is an Indonesian Local Brand established in 2022, specializing in beauty and personal care. Facetology is known as a dynamic startup in the cosmetics and skincare industry that emphasizes innovation and quality. Their featured products include various types of skincare such as facial cleansers, exfoliants, sunscreens, and moisturizers, all of which are designed to provide maximum benefits for users (Facetology, 2024).

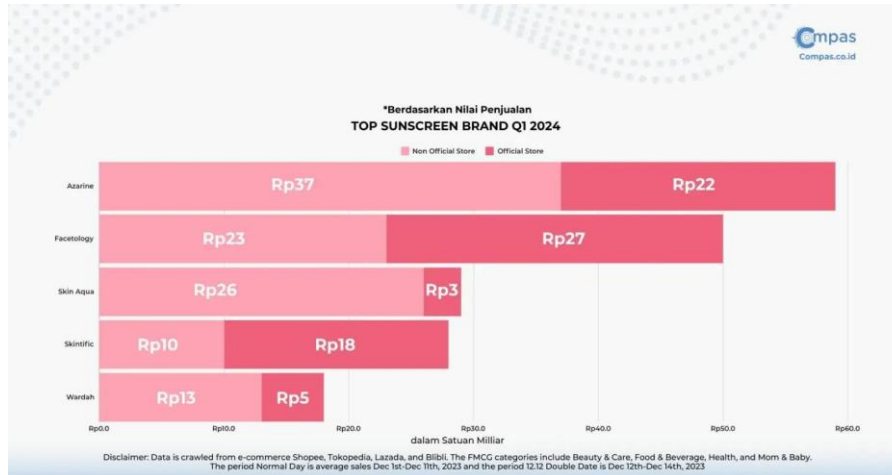


Figure 1.
Top Brand Sunscreen
Sales overview of top sunscreen brands in Q1 2024
Source: Compas.co.id, 2024

Based on the data in Figure 1, Facetology sunscreen products show lower sales growth compared to their competitors, such as Azarine sunscreen. Facetology is the second-best-selling sunscreen with total sales of IDR 50 billion in Q1 2024.

With more and more brands specializing in beauty and personal care, there is increased competition in the beauty and personal care field. This has made consumers more selective in making purchasing decisions. Facetology sunscreen products are ranked as the top 2 sunscreens of 2024 after Azarine sunscreen products. Lower growth compared to competitors, Facetology Indonesia indicates that consumers' purchasing decisions are shifting to other competitors that offer more attractive promotions. The fact that Facetology's growth is lower than its competitors indicates that promotional effectiveness or brand strength is still a challenge.

The purchase decision is the process of finding the best option to solve a problem. This process begins with recognizing problems, seeking information, assessing alternatives, making a decision, and evaluating the decision after purchasing (Onsardi et al., 2022). Purchasing Decision is one type of buyer behavior when using or using a product (Subkhan & Barrygian, 2024). Purchasing decisions as an activity. prospective buyers when making choices on the product or brand to be purchased (Julito & Ramadani, 2024).

Digital marketing has the ability to reach millions of customers globally and locally (Rakhman et al., 2024). Promotion through internet-connected digital media is known as digital marketing. by providing access to digital media, the internet can now serve as a link between customers (Mulyansyah & Sulistyowati, 2020). Digital marketing can aim to increase consumer attractiveness in making purchase transactions in order to achieve profits as expected (Ekasari & Mandasari, 2022).

Brand awareness is the ability of a prospective purchaser to recognize or recall a brand that is part of a product category (Pebrianti et al., 2020). Brand awareness is where, if potential consumers are aware of everything related to a brand and are positive, it will attract potential consumers to make purchasing decisions (Arianty & Andira, 2021). Brand

awareness was created to optimize marketing strategies to influence consumer behavior in making purchases (Ulfah et al., 2023).

Based on research conducted by Sholihah et al. (2023) and Ayuningrum et al. (2024), the results showed that digital marketing has a positive and significant influence on purchase decisions. In contrast to research conducted by Rakhman et al., (2024) and Sastra Millenium et al., (2021), the results of research analysis and further analysis show that digital marketing has no significant effect on purchase decisions. In addition, based on research conducted by (Maulana et al., 2024) and Cahyo Dinarso et al., (2024) the conclusion that has been drawn is that Brand Awareness has a positive and significant influence on purchase decision. Meanwhile, based on research conducted by Mardiana & Haryanto, (2022) and Subkhan & Barrygian, (2024), brand awareness does not have a significant influence on purchase decision.

The explanation above shows that there are still inconsistencies in the results of previous studies. This is the reason for researchers to review variables such as digital marketing and brand awareness that can influence purchasing decisions. The purpose of this study is to determine how digital marketing and brand awareness influence the purchase decision of users of Facetology sunscreen products at Shopee.

REVIEW OF LITERATURE

Digital Marketing

Digital marketing or digital marketing is all efforts made in terms of marketing using internet-connected devices with various strategies and digital media, which in turn can communicate with potential customers with online communication channels.” (Chakti, 2019). “Digital marketing is a product and service marketing technique that is carried out using digital media, media commonly used for digital marketing such as websites, social media, email marketing, video marketing, advertisements, SEC dII.” (Rachmadi, 2020). In this study, digital marketing indicators include: Accessibility, Interactivity, Entertainment, Credibility, Imitation, Informativeness according to Yazer Nasdini, in (Harjadi, 2024).

In the context of e-commerce, digital marketing not only functions as a promotional tool but also influences consumer behavior at every stage of the purchasing process. Strategies such as interactive advertising on Shopee, flash sale promotions, and influencer marketing increase brand visibility and make it easier for consumers to get the information they need. This is in accordance with the AIDA (Attention, Interest, Desire, Action) model, where digital marketing plays a role in creating attention and interest in a product before consumers make a purchasing decision.

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize (zegoguar) or remember (all) a brand that is part of a product category” (Aaker. 1991: 61 in (Hermawan, 2012). (Kotler and Keller (2012) in (Priansa, 2017) “state that brand awareness is the ability of consumers to identify brands under different conditions, for example, reflected by their brand recognition or recall achievements).” In this study, the indicators of Brand Awareness include: Memorable, Likeability, Meaningful, Transferable, Adaptable, and Protectable (Kotler & Keller, 2009).

Brands that are memorable and have positive associations tend to be more preferred by consumers when shopping online, especially in the highly visual and trust-based

cosmetics industry. Brand awareness not only helps consumers recognize products, but also strengthens quality perceptions and shapes preferences (Trisno & Nasir, 2025).

Purchase Decision

A purchase decision is a person's decision where he chooses one of several alternative choices available. To make this decision, consumers first go through several processes" (Yudawisastra, 2024; Isbahi, 2023). "Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them, which means that customer purchasing decisions are generally seen as a process consisting of stages that consumers go through in buying a product or service" (Thalib et al., 2020). "Purchasing decisions are a process of gathering knowledge with the aim of evaluating several alternative choices that have two or more choices and deciding one of them" (Keller & Kotler in (Maulany S, Isropiani Nurohmah N, 2024)). indicators of purchasing decisions in this study include: 1. Introduction to the problem of needs 2. Information search 3. Alternative evaluation 4. Purchase decision, 5. Post-purchase behavior (according to Kotler and Armstrong 2010 in (Arfah, 2022)). This stage shows that consumer decisions are not the result of a single interaction, but rather a series of evaluative processes influenced by internal factors.

Hypothesis Development

Digital marketing on Purchase Decision

Digital marketing refers to the promotion of products through digital media that are connected to the internet. This facilitates communication between producers, consumers, and buyers, as well as enabling business owners to maintain and provide all of the things that customers need (Mulyansyah & Sulistyowati, 2020). Digital marketing is a form of marketing that is widely used to promote products or services to reach consumers using online or digital media (Ekasari & Mandasari, 2022). Digital marketing refers to a series of marketing strategies that use digital platforms and technologies to promote products and/or services to targeted consumers (Lestari, Azizah, 2023):

H1: Digital marketing affects Purchase Decision.

Brand Awareness on Purchase Decision

Brand awareness is one of the key components of brand equity that is often referred to as one of the main indicators of consumer purchasing decisions because it is very important for brand development (Kumontoy et al., 2023). Brand Awareness shows that the power of the brand is in every customer's mind, when the customer's understanding of the brand is high, it also increases the ability of a product to be purchased by the customer (Aaker. 2013: 208 in (El-Haq S, 2023)). Brand Awareness is the ability of a prospective buyer to recognize, remember, and return a brand as part of a certain product category and determine the purchase decision (Nining P, 2020):

H2: Brand Awareness Affects Purchase Decision.

Research Framework

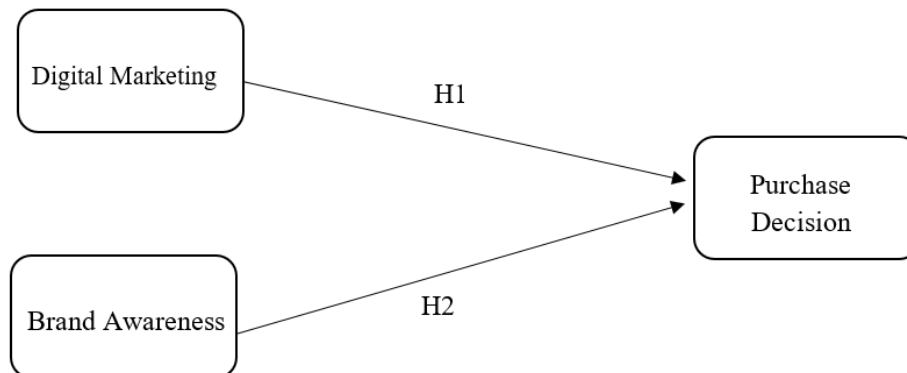


Figure 2.
Research Framework

RESEARCH METHOD

This research uses quantitative methods. According to Sugiyono, (2019), "This study uses quantitative research methods, namely research methods based on positivist philosophy, used to research on certain populations or samples, data collection using research instruments, statistical quantitative data analysis, with the aim of testing predetermined hypotheses." The variables in this study include Digital Marketing (x1), Brand Awareness (x2), and Purchasing Decisions (Y). The population of this study is users of sunscreen facetology in e-commerce shopee whose number is unknown, then the determination of the number of samples is determined using the Roscoe formula, the result is 385 respondents. The data collection technique was carried out by distributing questionnaires via Google Forms and then using a 5-point Likert scale measurement. The data that will be obtained is processed through Microsoft Excel, namely, the data is arranged in tabular form and then continued data analysis using "Smart-PLS".

RESULTS AND DISCUSSION

Descriptive Statistics

The number of samples for this study was determined based on the survey results, which consisted of 385 people who used Facetology Sunscreen on E-commerce Shopee. Respondents were categorized based on age, gender, occupation, and education. Descriptive statistics show that the majority of respondents are female (63.6%), while males are only 36.4%. In terms of age distribution, the largest group is in the range of 20-30 years (73.2%), below 20 years (20.8%), followed by the range of 31-40 years (5.5%) and above 40 years (0.5%), which indicates the dominance of young respondents. In terms of occupation, the majority of respondents were students (69.1%), followed by employees (19.5%), entrepreneurs (7.5%), and housewives (4.2%), reflecting a significant proportion of the participants.

Table 1.
Profile Respondents

	Category	Frequency	Percentage
Gender	Males	140	63,6%
	females	245	36,4%
Age	<20 Years	80	20,8%
	20-30 Years	282	73,2%
	31-40 Years	21	5,5%
	>40 Years	2	0,5%
Jobs	Student	266	69,1%
	Employee	74	19,2%
	Self-employed	29	7,5%
	Housewife	16	4,2%

Source: Processed by researchers 2025

Table 2.
Outer Loading

Variable	Brand Awareness	Digital Marketing	Purchase Decision	Conclusion
X1.1		0,824		Valid
X1.2		0,921		Valid
X1.3		0,892		Valid
X1.4		0,880		Valid
X1.5		0,744		Valid
X1.6		0,831		Valid
X2.1	0,827			Valid
X2.2	0,799			Valid
X2.3	0,872			Valid
X2.4	0,848			Valid
X2.5	0,825			Valid
X2.6	0,844			Valid
Y1			0,804	Valid
Y2			0,779	Valid
Y3			0,849	Valid
Y4			0,852	Valid
Y5			0,881	Valid

Source: Results of Author's Data Processing with SmartPLS Application (2025)

The outer model measurement model for each reflective indicator block is said to be high if it correlates more than 0.70 with the construct to be measured. So, it can be said that the outer loading above has met Convergent Validity, Table 2 above shows that each indicator for each variable has an outer loading value above 0.7. So, it can be said that all indicators in each variable are valid for further analysis.

Table 3.
Cross Loading

Variable	Brand Awareness	Digital Marketing	Purchase Decision	Conclusion
X1.1	0,738	0,824	0,740	Valid
X1.2	0,873	0,921	0,856	Valid
X1.3	0,831	0,892	0,816	Valid
X1.4	0,807	0,880	0,805	Valid
X1.5	0,708	0,744	0,686	Valid
X1.6	0,794	0,831	0,784	Valid
X2.1	0,827	0,746	0,765	Valid
X2.2	0,799	0,706	0,736	Valid
X2.3	0,872	0,832	0,813	Valid
X2.4	0,848	0,808	0,788	Valid
X2.5	0,825	0,790	0,803	Valid
X2.6	0,844	0,796	0,813	Valid
Y1	0,720	0,715	0,804	Valid
Y2	0,729	0,705	0,779	Valid
Y3	0,803	0,779	0,849	Valid
Y4	0,815	0,808	0,852	Valid
Y5	0,847	0,824	0,881	Valid

Source: Results of Author's Data Processing with SmartPLS Application (2025)

From the data in Table 3 above, it can be seen in comparison that the outer loadings of indicators in related constructs must be greater than the cross-loadings of other constructs. So that latent variables can be said to predict their indicators better than other latent variables.

Table 4.

Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Conclusion
Brand Awareness	0,699	Valid
Digital Marketing	0,723	Valid
Purchase Decision	0,695	Valid

Source: Results of Author's Data Processing with SmartPLS Application (2025)

Based on the analysis results in Table 4, the three variables show a value of more than 0.5, so that all variables in this study can be said to have good validity.

Table 5.

Cronbach's & Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Awareness	0,914	0,933	Valid
Digital Marketing	0,922	0,940	Valid
Purchase Decision	0,890	0,919	Valid

Source: Results of Author's Data Processing with SmartPLS Application (2025)

According to data 5, it can be seen that the Cronbach's Alpha value for each variable has a value of > 0.70 and the Composite Reliability value for each variable each has a value above the critical value of > 0.70 , so it can be concluded that all statements on the variables in the questionnaire in this study are declared reliable.

Table 6.
R-square

Variable	R Square
Purchase Decision	0,900

Source: Results of Author's Data Processing with SmartPLS Application (2025)

According to Table 6, it can be seen that purchasing decisions have an R-square value of 0.900, which means that digital marketing and brand awareness have an influence on purchasing decisions by 90% and the remaining 10% is influenced by other variables that are not in this study.

Table 7.
Hypotheses Test

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Purchase Decision	0,632	0,625	0,080	7,867	0.000
Digital Marketing -> Purchase Decision	0,331	0,339	0,081	4,107	0.000

Source: Results of Author's Data Processing with SmartPLS Application (2025)

In this study, with a value of 5% and $df=385$, the t-table in this study is 1.966.

CONCLUSION

Based on the results of data analysis, it can be concluded that digital marketing has a positive and significant effect on consumer purchasing decisions for Facetology sunscreen products at Shopee. In addition, brand awareness also shows a positive and significant influence on purchasing decisions.

Simultaneously, the two variables explain 90% of the variability in purchasing decisions ($R^2 = 0.90$), which indicates that this model has very strong predictive power. Among the two variables, brand awareness has a relatively greater influence, as indicated by the higher value of the regression coefficient, so it can be concluded that brand recognition and perception play a very important role in encouraging consumers to buy.

The results of this study can be used as a reference for Facetology to pay more attention to Digital Marketing because it can reach a wide market share so as to increase sales significantly. In addition to Digital Marketing, Brand Awareness must also be prioritized because brands have an important role in consumer decisions.

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