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## THE EFFECT OF BRAND AWARENESS AND PROMOTION STRATEGY ON PURCHASING DECISIONS AT ITB PRESS



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### Abstract

This study aims to analyze the effect of brand awareness and promotional strategies on purchasing decisions for ITB Press products. The research method uses a quantitative approach with data collection techniques through a questionnaire using a 5-point Likert scale. Data were analyzed using SPSS version 29 with validity, reliability, normality, and multiple linear regression tests. Simultaneously, the results of the study prove that brand awareness and promotional strategies together have a significant effect on purchasing decisions. Partially, both variables also showed a positive and significant influence on purchasing decisions at ITB Press, with promotional strategies making a more dominant contribution than brand awareness. The findings provide practical implications for ITB Press to optimize integrated marketing strategies with a focus on strengthening digital promotions and increasing brand awareness.

**Keywords:** Brand Awareness, Promotion Strategy, Purchase Decision, ITB Press

## INTRODUCTION

Increasingly fierce business competition makes brand awareness a determining factor in the success of a product or service. Kotler & Keller (2018), explain that brand awareness not only measures the level of consumer recognition but also affects the decision-making process. Seventy-six % of consumers tend to choose familiar brands, even though alternatives are available at more competitive prices (Newman et al., 2023). This finding reinforces the research of Mutammam et al (2019), which states that consumer loyalty often starts with brand recognition. Purchasing decisions create a chain effect when consumers buy a product; the brand becomes more widely known while laying the groundwork for consumer loyalty (Hayati & Rukhviyanti, 2022).

Promotion strategies also play an important role in influencing purchasing decisions. According to Kotler & Keller (2016), promotion is a way for companies to communicate with consumers to introduce, persuade, and remind them about products or brands, either directly or indirectly. The effectiveness of promotion is measured through indicators of (1) audience reach, (2) interaction with content, and (3) the percentage of the audience who make purchases Farhan et al (2021). This opinion is reinforced by Widyawati & Fasa (2022), who formulate the three main objectives of promotion to provide information, persuade, and remind consumers about a product. Thus, well-planned promotions can increase buying interest while strengthening the brand's position in the market (Nabila & Saifudin, 2024).

ITB Press is one of the companies engaged in publishing, printing, and selling books. This business opportunity is not limited only to books, but also includes other products such as official ITB merchandise. In recent years, ITB Press has made various promotional efforts, such as digital marketing through social media, organizing exhibitions, mobile stores, and collaborating with academic and student communities. Despite various promotional efforts, there are still ITB students and alumni who are not fully aware of the existence of ITB Press. Based on an initial survey of 50 ITB students, only 30% knew the physical location of ITB Press, and 45% had never bought products other than books. Whereas research by Wibowo & Widodo (2024), proves that physical store visibility can increase brand trust by 30%.

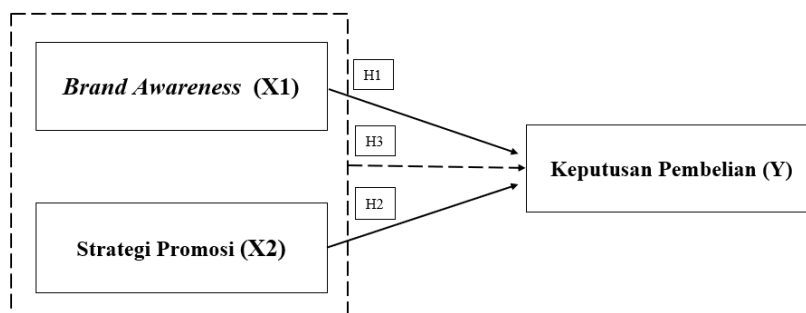
The concept of brand awareness, according to Purwiyanto & Purwanto (2020), is the ability of consumers to recognize a brand in incomplete stimulus conditions. Brand awareness indicators include (1) the ability to mention the brand spontaneously, (2) recognize the brand when given a stimulus, and (3) the first brand remembered in the product category (Aaker, 1996). The theory of Hapsari et al (2024), explains the importance of repeated exposure through integrated channels to strengthen memory traces. Muthmainah & Rukhviyanti (2024) concluded that purchasing decisions are a process carried out in understanding the uses and benefits of the product. In this process, important factors that influence purchasing decisions are their perceptions of price, quality, and value (Rukhviyanti et al., 2022). Purchasing decisions in this study are measured through (1) purchase intention, (2) purchase frequency, and (3) brand loyalty (Budiono & Slamet, 2022).

Some previous studies have shown inconsistent results. Brestilliani & Suhermin (2020) and Wibisana & Rosang (2021) found a positive influence of brand awareness and promotion on purchasing decisions, while Ardiansyah & Khalid (2022), concluded that promotion is not significant to purchasing decisions. This gap shows the need for more in-depth research with the specific context of ITB Press, especially considering the

characteristics of academic consumers who tend to be rational in decision making (Dholakia et al., 2021).

This study aims to analyze the level of brand awareness of ITB Press, evaluate the effectiveness of promotional strategies, and test the simultaneous influence of brand awareness and promotion on purchasing decisions. The results are expected to provide strategic recommendations for the development of ITB Press marketing while enriching academic studies on branding in higher education.

Based on the previous findings, the analysis model and hypothesis of this study are formulated as in the following figure:



**Figure 1**  
**Framework of Thought**

## REVIEW OF LITERATURE

### The Effect of Brand Awareness on Purchasing Decisions

Brand awareness plays an important role in the consumer purchasing decision-making process (Pramadyanto, 2022). Research by Kotler & Keller (2018) shows that brands that have a high level of recognition tend to be considered more often by consumers, even becoming the first choice even though there are other product alternatives. This happens because consumers naturally feel more comfortable with familiar brands, which reduces the perception of risk in purchasing (Aripin & Negara, 2021).

According to Alwan & Kusumandyoko (2023), brand awareness not only increases brand recall, but also strengthens positive associations in the minds of consumers. The findings of Dewi et al (2022) confirm that the millennial generation in particular shows great dependence on brands that they have known well before. This finding is in line with previous studies that prove the influence of brand awareness on purchasing decisions. Arianty & Andira's research (2021) and Manik & Siregar (2022) prove that brand awareness makes a significant contribution to purchasing decisions.

Based on this empirical evidence, the authors formulate a hypothesis:

H1: Brand awareness has a positive and significant effect on purchasing decisions.

### The Effect of Promotion Strategy on Purchasing Decisions

Santi & Supriyanto's research (2020) revealed that effective promotions can increase purchase interest by up to 45% by creating added value for consumers. This happens because

the right promotional strategy is able to clearly communicate product benefits while building positive emotions (Suswanto & Setiawati, 2020).

According to Saleh & Said (2019), promotional strategies not only increase product knowledge, but also strengthen brand positioning in the market. Nugroho & Naryoso (2024) found that Generation Z is very responsive to creative and interactive digital promotion strategies. These findings are reinforced by Radji & Kasim (2020) and Amalina & Riofita (2024), which prove that promotional strategies have a significant impact on increasing purchasing decisions.

Based on this theoretical and empirical basis, the authors formulate a hypothesis:

H2: Promotion strategy has a positive and significant effect on purchasing decisions.

### **The Effect of Brand Awareness and Promotion Strategy on Purchasing Decisions**

The interaction between brand awareness and promotional strategies creates a synergistic impact in shaping consumer purchasing decisions (Bukit et al., 2023). Kiram's research (2020) shows that when strong brand recognition is combined with an effective promotional strategy, the results are more optimal than the impact of each variable separately. This mechanism works through two stages: brand awareness builds a foundation of recognition and trust, while promotional strategies encourage immediate purchase actions (Robiyah et al., 2025).

The findings (Abdullah et al., 2022) strengthen the evidence that the combination of brand awareness and promotional strategies provides significant results on purchasing decisions.

Based on these findings, the authors formulate a hypothesis:

H3: Brand awareness and promotional strategies together have a positive effect on purchasing decisions.

## **RESEARCH METHOD**

This research uses a quantitative approach with associative methods. The quantitative approach was chosen because this research aims to measure the relationship between variables statistically and produce numerical data-based conclusions (Sugiyono, 2021).

The population in this study includes all consumers and potential consumers of ITB Press, including students, lecturers, alumni, academics, and the general public who have ever or potentially bought ITB Press products. The sampling technique used probability sampling with a simple random sampling method, and the calculation of the number of samples was carried out using the Slovin formula at an error rate of 10%. Based on these calculations, a sample size of 118 respondents was obtained.

Data collection in this study was carried out using a questionnaire distributed online through the Google Form platform during February 2025 until the number of respondents who met the criteria was met. Each statement item in the questionnaire was measured using a Likert scale with five levels of assessment, from "strongly disagree" to "strongly agree". The questionnaire instrument was tested for validity and reliability with the help of SPSS software version 29. The validity test was conducted using item-total correlation to ensure that each item could measure the intended construct appropriately. The reliability test was carried out using the Cronbach's Alpha method, with a minimum value of 0.6 as the limit of eligibility for the instrument to be declared internally consistent (Ghozali, 2021).

## RESULTS AND DISCUSSION

### Hypothesis Test

**Table 1**  
**Research Hypothesis Testing Results**

Hypothesis	Variables	Regression coefficient B	t-count	t-table	Sig.	Decision
H <sub>1</sub>	Brand Awareness	,252	3,519	1,980	0,001	Accepted
H <sub>2</sub>	Promotion Strategy	,286	4,483	1,980	0,000	Accepted
H <sub>3</sub>	Brand Awareness and Promotion Strategy				0,000	Accepted

Source: Primary Data, processed 2025

The results of hypothesis testing show that both brand awareness and promotional strategies individually and together have a significant effect on the dependent variable. Brand awareness is proven to have a positive influence with a regression coefficient of 0.252 and a significance value of 0.001 (smaller than 0.05) indicating that the relationship between the two is significant. (Rukhviyanti et al., 2021). This is reinforced by the t-count value (3.519) which exceeds the t-table (1.980), so H1 is accepted.

Promotion strategy also has a stronger positive influence than brand awareness, with a higher regression coefficient (0.286) and a significance level of 0.000. The t-count value (4.483), which is far above the t-table (1.980), further strengthens that H2 is accepted.

When tested together, brand awareness and promotional strategies still show a significant effect (Sig. 0.000), so H3 is also accepted. These results prove that the two variables not only have a partial impact but also simultaneously influence the dependent variable.

### Research Instrument Testing

**Table 2**  
**Research Instrument Validity Test Results**

Variables	r-table	Range rcount	Sig.	Dec
Brand Awareness	0,181	0,442 – 0,752	0,000	Accepted
Promotion Strategy	0,181	0,309 - 0,773	0,000	Accepted
Purchase Decision	0,181	0,314 - 0,718	0,000	Accepted

Source: Researcher's data (2025)

The validity analysis results show that all indicators on the Brand Awareness, Promotion Strategy, and Purchasing Decision variables meet the validity criteria. This is evidenced by the rcount values (0.309-0.773), which all exceed the rtable (0.181) at a

significance level of 0.000 ( $p < 0.05$ ). According to Janna & Herianto (2021), a significance value below 0.05 and an rcount greater than the rtable indicates a strong relationship between the indicator and the construct being measured. This finding is also supported by Ghozali (2021), who states that the rcount range above 0.30 has met the requirements for convergent validity. Thus, this research instrument is declared valid and suitable for further data collection.

**Table 3**  
**Reliability Test Results of Research Instruments**

Variables	r-table	Cronbach's Alpha	Dec
Brand Awareness	0,6	0,762	Reliable
Promotion Strategy	0,6	0,805	Reliable
Purchase Decision	0,6	0,703	Reliable

Source: Researcher's data (2025)

The test results show that all research instruments are reliable, with a Cronbach's Alpha value between 0.703 and 0.805. According to Nugraha & Rukhviyanti (2024) with a value greater than 0.6 is considered good and reliable. As stated by Saputra (2020), instruments with this level of reliability are suitable for research data collection.

**Descriptive Statistical Test and Normality Test**

**Table 4**  
**Descriptive Statistics Test Results**

	N	Minimum	Maximum	Mean	Std Dev
Total X <sub>1</sub>	118	8	40	29,29	5,354
Total X <sub>2</sub>	118	19	55	38,59	6,023
Total Y	118	19	45	32,86	4,412
Valid N (listwise)	118				

Source: Researcher's data (2025)

Analysis of 118 respondents showed the following results: variable X<sub>1</sub> shows a range of values from 8 to 40 with a mean of 29.29 and a standard deviation of 5.354, indicating that most respondents tend to give a positive assessment. The X<sub>2</sub> variable has a wider range of values (19-55) with a mean of 38.59 and a standard deviation of 6.023, indicating a more dispersed distribution of data but still concentrated in the upper values. Meanwhile, variable Y shows a range of 19-45 with a mean of 32.86 and a standard deviation of 4.412, indicating that the data tends to cluster around the mean with relatively smaller variations than other variables. Overall, the data have adequate distribution characteristics for further analysis.

**Table 5**  
**Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		118
Normal Parameters <sup>a,b</sup>	Mean	,0000000

		Std. Deviation	3,49476632
Most Extreme Differences		Absolute	,056
		Positive	,056
		Negative	-,039
Test Statistic			,056
Asymp. Sig. (2-tailed) <sup>c</sup>			,200 <sup>d</sup>

Source: Researcher's data (2025)

The Kolmogorov-Smirnov test results show the Asymp. Sig. (2-tailed) of 0.200 > 0.05. Thus, it can be concluded that the data is normally distributed. The test statistic value of 0.056 with a residual standard deviation of 3.495 further strengthens this conclusion, because there is no significant difference between the data distribution and the normal distribution.

### Multiple Linear Regression Tests

**Table 6**  
**F Test Results**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	848,864	2	424,432	34,157	,000 <sup>b</sup>
	Residual	1428,967	115	12,426		
	Total	2277,831	117			

Source: Researcher's data (2025)

Based on the results of multiple linear regression analysis, the calculated F value is 34.157, which significantly exceeds the F table value of 3.07. These results clearly prove that brand awareness and promotional strategies together have a significant influence on purchasing decisions. This finding is consistent with the results of the Lase et al (2025) study, which reported a significant effect of the interaction of brand awareness and promotion.

Himawan's study (2019) found that increasing brand awareness, followed by the right promotional strategy, can increase consumer buying interest. This strengthens the findings in this study that the two variables together have a significant effect.

**Table 7**  
**Results of the t-test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,438	2,259		6,391	,000
	Total X <sub>1</sub>	,252	,072	,306	3,519	,001
	Total X <sub>2</sub>	,286	,064	,390	4,483	,000

Source: Researcher's data (2025)

Based on the results of the regression analysis, the regression equation is obtained as follows:

$$Y = 14,438 + 0,252X_1 + 0,286X_2$$

Without the influence of brand awareness and promotional strategies, the value of purchasing decisions is 14.438 units. Every 1 unit increase in brand awareness will increase purchasing decisions by 0.252 units, assuming other variables remain constant. Every 1 unit increase in promotional strategy will increase purchasing decisions by 0.286 units, if other variables are held constant.

### **The Effect of Brand Awareness on Purchasing Decisions**

The results of the analysis show that brand awareness has a positive and significant effect on purchasing decisions with a sig value of  $0.001 > 0.05$ . with a regression coefficient of 0.252. This means that every increase in brand awareness will increase the tendency of consumers to make purchases.

This finding is supported by Nurhayat & Ariani (2023), who also found that strong brand awareness significantly increases consumer buying interest. In addition, Mulyani & Andni (2024) state that the higher the brand awareness, the greater the influence on purchasing decisions, especially in the context of a competitive market. These results are consistent with this study, although the magnitude of the effect may differ due to product factors and respondent characteristics.

### **The Effect of Promotion Strategy on Purchasing Decisions**

The analysis shows a sig value of  $0.000 < 0.05$ , which means that the promotion strategy has a positive and significant effect on purchasing decisions with a regression coefficient of 0.286. This finding indicates that increasing the effectiveness of promotional strategies will encourage consumers to make purchases. Susmanto et al (2024) found that the right promotional strategy can increase sales conversion. Research by Nisa et al (2024) also shows that promotions that are creatively designed and directed can strengthen consumer purchase intentions. The higher coefficient compared to brand awareness in this study confirms that promotional strategies have a more dominant influence in influencing purchasing decisions.

**Table 8**  
**Correlation and Determination Coefficient Test Results**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	,610 <sup>a</sup>	,373	,362	3,525

Source: Researcher's data (2025)

The results of the analysis obtained a correlation coefficient (R) of 0.610, which indicates a fairly strong relationship between the independent variables (brand awareness and promotion strategy) and the dependent variable (purchase decision). The R Square value of 0.373 indicates that 37.3% of the variation in purchasing decisions can be explained by the two independent variables, while the remaining 62.7% is influenced by other factors not included in this model (Miharja & Ruhkviyanti, 2024).

## **CONCLUSION**

Based on the results of the analysis, it can be concluded that brand awareness and promotional strategies together have a significant effect on purchasing decisions at ITB Press. Separately, both brand awareness and promotional strategies each have a positive and significant effect on purchasing decisions at ITB Press. Brand awareness plays an important

role in building consumer awareness of the product, while promotional strategies show a more dominant influence in encouraging purchasing actions. However, there are still other factors outside the model that influence consumer purchasing decisions.

To increase purchase decisions, ITB Press can focus on developing more targeted digital-based promotional strategies, such as utilizing social media platforms for interactive campaigns and special offers that match consumer characteristics. This approach is considered effective based on research findings while being able to reach a wider market efficiently. Efforts to increase brand awareness and optimize promotional strategies can be a strategic step to boost ITB Press' sales growth in the future.

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