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The Role of Brand Awareness in Mediating The Influence of Product Innovation and Digital Promotion on Purchasing Decisions at Parcel Makassar Business

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Abstract: The rapid development of digital technology and increasing business competition encourage MSMEs to implement product innovation and utilize digital promotion to enhance brand awareness and purchasing decisions. This study aims to analyze the effect of product innovation and digital promotion on purchasing decisions with brand awareness as an intervening variable at Parcel Makassar. The population of this study consists of customers of Parcel Makassar, with the sample determined using purposive sampling techniques. Data were collected through questionnaires using a Likert scale, and data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The results indicate that product innovation and digital promotion have a positive and significant effect on brand awareness. Product innovation and digital promotion also have a positive and significant effect on purchasing decisions. Furthermore, brand awareness has a positive and significant effect on purchasing decisions and mediates the relationship between product innovation and digital promotion on purchasing decisions. Therefore, strengthening product innovation and optimizing digital promotion supported by strong brand awareness can enhance consumer purchasing decisions at Parcel Makassar.

Keywords: Brand Awareness; Digital Promotion; Innovation; Product; Purchasing Decision.



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A. Introduction

The corporate sector has undergone significant changes as a result of the rapid growth of digital technology, particularly in marketing and customer behavior. Consumers increasingly rely on online media to research products, evaluate options, and even decide what to buy as a result of digitalization. In line with this trend, online shopping behavior in Indonesia continues to increase.

The fast-paced and dynamic business world has resulted in increasingly fierce competition among businesses, including in the small and medium enterprise (SME) sector. Businesses are required to have a deep understanding of market changes and the evolving needs and preferences of consumers. Companies that fail to adapt to these changes risk losing customers and falling behind their competitors. Therefore, an effective marketing strategy is a crucial factor in creating a competitive advantage and maintaining customer loyalty.

In this context, the parcel business is a creative business with significant market potential, particularly during holidays such as Eid al-Fitr, Christmas, Chinese New Year, weddings, and birthdays. Parcels serve not only as gifts but also as symbols of attention, social connections, and the image of the giver to the recipient. As the number of parcel businesses increases, competition in the industry is intensifying, both in terms of price, product presentation, and marketing strategies. This requires parcel businesses to continuously innovate and optimally utilize digital promotions to attract consumers.

Consumer behavior in the purchasing decision-making process has undergone significant changes with the development of digital technology and the advancement of social media. Previous research by Arisanti (2024), stated that the purchasing decision is the stage in the decision-making process where consumers actually make a purchase. Purchasing decisions depend not only on product quality but also on how the product is perceived and recognized by consumers.

Brand awareness is a crucial factor influencing purchasing decisions. Customers who are familiar with a brand are more likely to make a purchase than those who are not, a process

known as brand awareness. According to Saputra et al. (2024), research suggests that brand awareness is the ability of consumers to recognize or remember a brand as belonging to a specific product category. Through appropriate social media marketing strategies and intense competition, brand awareness can be built and enhanced.

In efforts to build and strengthen brand awareness, product innovation is a crucial factor that businesses must consider. Research by Dyah and Kusumawardhani (2024), states that innovation is not simply a new idea, a new discovery, or a response to an emerging market, but encompasses the entire process. Innovative products tend to attract more consumer attention because they offer added value, whether in terms of quality, variety, or design. Through continuous product innovation, companies can increase competitiveness and build consumer trust in their products.

In addition to product innovation, promotion also plays a crucial role Erpurini et al. (2023) stated that businesses can utilize Facebook and Instagram as digital promotional media, specifically promotional activities that utilize online marketing (e-marketing). The virtual world not only connects people with devices but also with others worldwide. Therefore, digital promotion is the shift from conventional media to digital or online media, carried out using data and electronic applications as promotional tools. With effective digital promotion, product information can be conveyed effectively, thereby attracting consumer attention and interest in making a purchase. Furthermore, digital promotion and product innovation also allow companies to interact directly with customers, which can increase customer loyalty and satisfaction. Therefore, building brand awareness is a key element in modern marketing strategies, as it can bridge the gap between company strategy (innovation and promotion) and consumer behavior (purchasing decisions).

In the context of the Parcel Makassar, despite its significant market potential, initial observations indicate that sales still fluctuate and tend to depend on specific events, particularly Eid al-Fitr. Sales data for 2022–2025 shows that Eid al-Fitr still contributes the most (64–75%), while other holidays account for less than 30%. This

indicates a dependence on sales for a specific season.

This situation indicates that the level of brand awareness and the effectiveness of digital promotions conducted by these businesses are likely not optimal in driving consumer purchasing decisions evenly across time. Furthermore, competition in the parcel business in Makassar City is intensifying, with numerous businesses offering similar products with attractive designs and competitive prices. In this competitive environment, consumers tend to remember and choose parcel businesses that actively innovate their products and consistently implement digital promotions. The high dependence of sales on a particular season indicates that the stability of business revenue remains a major issue. The resulting sales fluctuations indicate a gap between the parcel business's market potential and its actual sales. Strengthening brand positioning through targeted, innovative strategies is crucial. This strategy extends beyond product development to include intensive and creative digital promotions to enhance brand recognition within the target market. With increased brand awareness, it is expected that customers will become more familiar with, trust, and ultimately motivated to make a purchase decision. Based on comprehensive previous research, it can be concluded that inconsistent findings regarding the influence of product innovation and digital promotions on purchasing decisions are present. Several studies have found that product innovation and digital promotions have a positive and significant influence on purchasing decisions, while others have found that this influence is insignificant or occurs only through a mediating variable. Furthermore, the role of brand awareness as an intervening variable has also shown mixed results, with some studies indicating its ability to mediate the relationship between digital promotions and purchasing decisions, while others have found the opposite. These differing research findings indicate a gap in research that requires further exploration, particularly in the context of parcel businesses as part of the creative SME sector.

This research is crucial to analyze the influence of product innovation and digital promotions on purchasing decisions, with brand awareness as

an intervening variable. This research is expected to provide insights and recommendations for appropriate marketing strategies for parcel businesses to sustainably increase consumer purchasing decisions, ensuring that sales are not dependent on a specific season but are more evenly distributed throughout the year.

B. Literature Review

1. Product Innovation

Innovation is a crucial element in sustainable business development. In Hasan (2015) research, the English word "innovation" is often translated as anything new or innovative. The term "innovation" was later adopted into Indonesian as "inovation," meaning renewal or change (Latiep et al., 2023). The word "innovation" is also often used to describe an invention, as something new is generally the result of a process of discovery and development (Maryam et al., 2021). Innovation is a company's ability to create valuable innovations or changes through the application of creativity and the exploitation of business opportunities (Halim et al., 2024). Innovation plays a crucial role in improving company performance, adapting products to consumer needs, and winning market competition (Adi et al., 2025). Therefore, innovation is a strategic factor that can influence consumer perceptions and drive purchasing decisions.

In Hermawan (2015) research, Kotler and Keller (2009) define a product as anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. Therefore, regarding innovation and products, product innovation is a specific form of innovation directly related to the creation or development of goods or services.

Product innovation is designed to provide an overview of the extent to which companies or businesses update and develop products to meet the ever-changing needs and preferences of consumers. Product innovation is not only related to the creation of new products, but also encompasses improvements in quality, variety, design, and technical development that can provide added value for consumers. Thus, product innovation can serve as a basis for measuring research variables related to product

competitiveness and its influence on consumer purchasing decisions.

2. Digital Promotion

According to Rakib et al. (2020), promotion is an essential part of a marketing strategy for all types of businesses, including small, medium, and large businesses. With technological advancements, promotional strategies have shifted from conventional methods to broader and more efficient digital-based promotions (Awaluddin & Syam, 2024). According to Kotler and Armstrong (2008), promotion is defined as a marketing element used to inform and persuade the market about a company's products or services through various activities, such as advertising, personal selling, sales promotions, and publications. Through these promotional activities, companies strive to convey information and influence consumer attitudes and behavior.

Digital marketing refers to any form of information, activity, or process produced, stored, and disseminated through electronic devices utilizing computer technology and the internet (Tahir et al., 2025). Digital marketing enables the delivery of information quickly, interactively, and without the constraints of space and time (Syam et al., 2024). Therefore, regarding promotion and digital marketing, digital promotion is a marketing activity carried out using digital technology and the internet, such as social media, websites, and other online platforms, to convey product or service information, build brand awareness, and influence consumer attitudes and purchasing decisions quickly, interactively, and broadly (Syam et al., 2025). According to David (2022), digital promotion refers to providing information to customers in the form of online product offerings.

Digital promotion is a type of contemporary marketing activity that utilizes digital technology and internet networks to communicate product or service information online, according to expert assessments and previous study findings (Asri et al., 2025). Digital promotion is designed to provide an overview of the extent to which companies or businesses utilize digital media as a marketing communication tool to convey product information, build relationships with

consumers, and influence attitudes and purchasing decisions (Khairunnisa et al., 2024).

3. Brand Awareness

Brand awareness is a crucial first step in building a brand's strength in the minds of consumers (Yuningsi et al., 2025). Steven and Rina (2019) explain that products or services being marketed can be targeted at two types of consumers: actual consumers (those who have tried the product) and potential consumers (those who have not). To achieve maximum competitive advantage, companies must be wise in determining marketing strategies, either independently or through the services of an advertising agency. Timely marketing, clearly representing the product, will increase the number of actual and potential consumers and build broad brand awareness (Yuningsi et al., 2025).

Brand awareness consists of brand recognition and brand recall. Brand awareness encompasses several capabilities: the customer's ability to recall the brand name and the customer's ability to identify the brand through brand cues (Suciawan & Melinda, 2022). This brand awareness can be illustrated in the brand awareness pyramid as follows:

- a. Unaware of the brand is the lowest level in the brand awareness pyramid, where consumers are unaware of the brand's existence.
- b. Brand Recognition is the minimum level of brand awareness, namely the consumer's ability to recognize a brand when given aided recall. This level is important when consumers choose brands during the purchasing process.
- c. Brand Recall is the consumer's ability to recall a brand without aid (unaided recall) when asked to name brands within a product category.
- d. Top of Mind is the highest level of brand awareness, namely the brand first mentioned by consumers without aid. If a brand is the most dominant brand recalled by the majority of respondents, it is referred to as the dominant brand.

The purpose of brand awareness is to provide a broad overview of how well customers are able to identify, remember, and recognize a brand. Brand awareness reflects consumers' ability to identify a brand when seeing the product,

hearing the brand name, or being in a specific purchasing situation. A high level of brand awareness indicates that the brand holds a strong position in consumers' minds and has the potential to significantly influence purchasing decisions.

4. Purchase Decision

Consumer Behavior Theory explains that purchasing decisions are the result of a psychological and cognitive process involving the activities of acquiring, using, evaluating, and ultimately deciding whether or not to use a product or service. This process is influenced by various factors that shape consumer preferences and behavior. This explanation is reinforced by the Hierarchy of Effects Theory, which states that consumers go through cognitive, affective, and conative stages before making a purchase. Furthermore, the Stimulus-Organism-Response (S-O-R) Theory explains that consumer behavior is a response that arises from external stimuli that are processed through an individual's psychological state before resulting in an action. These three theories complement each other in explaining the process of forming purchasing decisions. Product innovation and digital promotions act as stimuli that can increase consumer knowledge, perception, and awareness of a brand. Increased brand awareness then drives consumers through the decision-making process until they ultimately make a purchase. Thus, brand awareness functions as a psychological mechanism or intervening variable that bridges the influence of product innovation and digital promotions on purchasing decisions. Purchasing decisions are a crucial stage in consumer behavior, where individuals decide to purchase a product or service after considering various factors. According to Panji Ragatirta and Tiningrum (2020), human life is inseparable from buying and selling activities, and before making a purchase, a person generally goes through a decision-making process. Purchasing decisions are activities that directly involve individuals in selecting and deciding to purchase a product offered by a seller. Therefore, purchasing decisions are a fundamental part of consumer behavior, leading to the act of purchasing a product or service.

The purchasing decision-making process is inseparable from factors that influence consumers' decision-making. Tua et al. (2022) state that several important factors can influence the purchasing decision-making process, including individual factors, environmental factors, and company marketing strategies. Individual factors encompass aspects of the consumer's personality such as motivation, perception, experience, and attitudes. Environmental factors involve social, cultural, family, and reference group influences. Marketing strategies, on the other hand, relate to how a product is communicated and positioned to potential consumers. Purchasing decisions describe various aspects used to assess how consumers go through the decision-making process before purchasing a product. Purchasing decisions are the final result of a series of cognitive and behavioral stages of consumers in choosing the product that is considered most capable of meeting their needs.

C. Methods

This study uses a quantitative approach with explanatory research to analyze the causal relationship between product innovation and digital promotion on purchasing decisions, with brand awareness as an intervening variable. Data collection was conducted using a survey method by distributing questionnaires to consumers of the Parcel Makassar. The study was conducted at Jalan Taman Beringin Indah No. 12, Borong, Manggala, Makassar City.

The population in this study was all 2,984 consumers of the Parcel Makassar who made purchases during the 2022-2025 period. The research sample was determined using a purposive sampling technique based on criteria: consumers who had previously purchased Parcel Makassar products, had previously purchased through digital promotional media, and were willing to complete the questionnaire. The sample size was calculated using the Slovin formula with a 5% margin of error, resulting in 353 respondents.

The research data were obtained through observation and a closed-ended questionnaire structured based on indicators for each research variable. The research instrument used a four-point Likert scale: strongly agree, agree, disagree,

and strongly disagree. The variables studied consisted of product innovation as the first independent variable (X_1), digital promotion as the second independent variable (X_2), brand awareness as the intervening variable (Z), and purchasing decisions as the dependent variable (Y). Data analysis was performed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the help of SmartPLS software. The analysis stages included evaluation of the measurement model (outer model) through convergent validity, discriminant validity, and construct reliability tests, as well as evaluation of the structural model (inner model) through testing the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), hypothesis testing using bootstrapping techniques, and testing the indirect effect to determine the mediating role of brand awareness in the relationship between product innovation, digital promotion, and purchasing decisions.

D. Result and Discussion

1. Test Results (Outer Model)

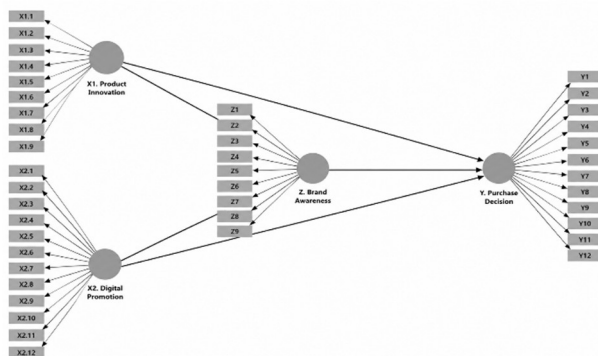


Figure 1. Outer Model

Based on the measurement and structural model images, it can be explained that the model constructs indicate a structural relationship, where Product Innovation and Digital Promotion influence Brand Awareness and directly influence Purchasing Decisions. In addition, Brand Awareness also influences Purchasing Decisions as an intervening variable. The results of the first-order Confirmatory Factor Analysis (CFA) analysis show that all indicators in each construct have significant loading factor values and have met the eligibility criteria (≥ 0.70 or ≥ 0.50 according to the minimum research limit).

This indicates that each indicator is able to reflect the measured construct validly and reliably, so that the measurement model is worthy to continue to the structural analysis stage.

2. Validity and Reliability Test

Table 1. Results Validity Test

Indicator	Construct	Loading Factor
X1.1	Product Innovation	0.886
X1.2		0.892
X1.3		0.885
X1.4		0.868
X1.5		0.865
X1.6		0.873
X1.7		0.883
X1.8		0.881
X1.9		0.888
X2.01	Digital Promotion	0.904
X2.02		0.908
X2.03		0.911
X2.04		0.900
X2.05		0.891
X2.06		0.900
X2.07		0.884
X2.08		0.897
X2.09		0.902
Y.01	Purchase Decision	0.868
Y.02		0.897
Y.03		0.868
Y.04		0.859
Y.05		0.841
Y.06		0.860
Y.07		0.852
Y.08		0.877
Y.09		0.860
Z.2	Brand Awareness	0.905
Z.3		0.908
Z.4		0.903
Z.5		0.905
Z.6		0.915
Z.7		0.914
Z.8		0.905
Z.9		0.912

Based on Table 1, it can be seen that all indicators in the Product Innovation, Digital Promotion, Brand Awareness, and Purchase Decision constructs have loading factor values above 0.70. This indicates that each indicator adequately reflects the construct it measures. Therefore, all indicators have met the convergent validity criteria, thus declaring all constructs in this study valid.

Table 2. Results Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Results
Product Innovation (X1)	0.775	Valid
Digital Promotion (X2)	0.810	Valid
Purchase Decision (Y)	0.748	Valid
Brand Awareness (Z)	0.825	Valid
Average	0.790	Valid

Based on the data in Table 2, all variables have an AVE value of ≥ 0.50 , thus meeting the minimum AVE value limit set in the convergent validity test. Therefore, it can be concluded that all constructs in this study are convergently valid, as they can explain more than 50% of the indicators that form them.

Table 3. Results Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Results
Product Innovation (X1)	0,964	0,964	0,969	Reliabel
Digital Promotion (X2)	0,971	0,971	0,975	Reliabel
Purchase Decision (Y)	0,958	0,958	0,954	Reliabel
Brand Awareness (Z)	0,970	0,970	0,974	Reliabel

Based on Table 3, the test results show that the Composite Reliability and Cronbach's Alpha values for each variable exceeded the minimum limit of 0.70. Furthermore, all constructs also had Average Variance Extracted (AVE) values above 0.50. This indicates that the research instrument has a good level of consistency and stability.

3. Coefficient Determination (R-Square)

Table 4. Results Coefficient Determination

Variable	R-square	R-square adjusted
Y. Purchase Decision	0,801	0,799
Z. Brand Awareness	0,548	0,546
Average	0,675	0,673

Based on Table 4.8, the R^2 value for the Purchase Decision variable is 0.801. This indicates that the independent variables in the model are able to explain 80.1% of the variation in Purchase Decision, while the remaining 19.9% is influenced by other variables outside the research model. Thus, the research model used can be categorized as having strong explanatory power. Furthermore, the R-square value for the Brand Awareness variable of 0.548 indicates that the independent variables are able to explain 54.8% of the variation in Brand Awareness, while

the remaining 45.2% is influenced by other constructs outside the research model. Therefore, the structural model in this study can be categorized as having moderate to quite strong explanatory power. The average R-square value of 0.675 and the adjusted R-square of 0.673 indicate that overall the research model has a good level of explanatory power, because it is able to explain 67.5% of the variability in the endogenous construct, while 32.5% is influenced by other variables outside the model. Thus, the model used in this study is considered appropriate and has good explanatory power in analyzing the relationships between variables. Based on the R^2 findings, this study indicates that the independent variables can only explain a small portion of the variation in Purchase Decisions but a significant portion of the variation in Brand Awareness. These findings provide empirical support that digital marketing and brand awareness are indeed important factors in purchasing decisions, although the strength of their influence can vary depending on the industry context, sample characteristics, and research model used.

4. Hypothesis Testing

Table 5. Results Path Coefficients Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (OSTD EV)	P Values
X1. Product Innovation → Y. Purchase Decision	0.975	0.975	0.038	25.741	0.000
X1. Product Innovation → Z. Brand awareness	-0.234	-0.233	0.047	4.994	0.000
X2. Digital Promotion → Y. Purchase Decision	-0.898	-0.897	0.065	13.837	0.000
X2. Digital Promotion → Z. Brand awareness	0.873	0.873	0.025	34.683	0.000
Z. Brand awareness → Y. Purchase Decision	0.856	0.855	0.049	17.488	0.000

Based on the path coefficient test results in Table 4.10, all relationships between variables in the research model have a T-statistic > 1.96 and P-

values of 0.000 (<0.05), indicating that all paths are statistically significant. A P-value of 0.000 indicates that the significance level is well below the 5% margin of error, so the probability of error in concluding an effect is very small. Therefore, all hypotheses in this research model are accepted.

The test results indicate that Product Innovation (X1) has a positive and significant effect on Purchase Decisions (Y) ($\beta = 0.975$; $p = 0.000$), but a negative and significant effect on Brand Awareness (Z) ($\beta = -0.234$; $p = 0.000$). Furthermore, Digital Promotion (X2) has a positive and significant effect on Brand Awareness (Z) ($\beta = 0.873$; $p = 0.000$), but a negative and significant effect on Purchase Decision (Y) ($\beta = -0.898$; $p = 0.000$). Meanwhile, Brand Awareness (Z) is proven to have a positive and significant effect on Purchase Decision (Y) ($\beta = 0.856$; $p = 0.000$). The emergence of a negative path coefficient does not indicate a model error, but rather describes the opposite direction of the relationship.

Table 6. Results Indirect Effect Test

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (OSTDEV)	P Values
X1. Product Innovation → Z. Brand Awareness → Y. Purchase Decision	-0.200	-0.200	0.047	4.238	0.000
X2. Digital Promotion → Z. Brand awareness → Y. Purchase Decision	0.747	0.747	0.054	13.798	0.000

Based on the test results in the table, it is known that the indirect effect of Product Innovation (X1) on Purchase Decisions (Y) through Brand Awareness (Z) has a path coefficient of -0.200 with a T-statistic of 4.238 and a P-value of 0.000, thus being declared significant despite its negative direction. This negative value for the indirect effect occurs because, in the research model, the relationship between Product Innovation and Brand Awareness shows an opposite direction, so the effect is passed along through the mediation pathway to influence Purchase Decisions.

This indicates that increasing product innovation does not automatically strengthen brand awareness, so its impact on purchase decisions through the mediating variable is in the opposite direction. Meanwhile, the indirect effect of Digital Promotion (X2) on Purchase Decisions (Y) through Brand Awareness (Z) has a path coefficient of 0.747 with a T-statistic of 13.798 and a P-value of 0.000, indicating a significant positive effect.

Discussion of Research Results

1. The Influence of Product Innovation on Purchasing Decisions at Parcel Makassar

Based on the results of the hypothesis testing, Product Innovation was proven to have a positive and significant effect on Purchasing Decisions. A t-statistic greater than 1.96 and a p-value less than 0.05 indicate a statistically significant relationship. This means that the higher the level of product innovation implemented by Parcel Makassar, the greater the likelihood of consumers making purchasing decisions. Conceptually, product innovation is a company's effort to create added value through differentiation and continuous innovation. According to Kotler and Keller (2016), product innovation is a key strategy in building competitive advantage because it can increase consumers' perceived value. Innovative products not only offer basic functions but also provide additional experiences and benefits that differentiate them from competitors' products.

In the context of Parcel Makassar, product innovation can be realized through creative variations in parcel contents, attractive and elegant packaging designs, and product customization for specific occasions such as holidays, birthdays, or company events. These innovations prevent the product from appearing monotonous and enable it to meet diverse consumer needs. Innovative parcel products can also create a perception of exclusivity and uniqueness. Consumers not only purchase products for gift-giving purposes but also to demonstrate their attention and image to the recipient. Therefore, product innovation influences not only consumers' rational aspects but also their emotional ones. Furthermore, continuous promotional innovation demonstrates a company's responsiveness to

market developments. This responsiveness increases consumer trust because the company is perceived as adaptive and understanding customer needs. This trust ultimately strengthens purchasing decisions.

The results of this study are consistent with various previous studies. Research by Handayani and Sari (2021) found that product innovation has a positive and significant effect on purchasing decisions because it increases product attractiveness and perceived quality. Consumers tend to be more attracted to products that offer clear innovations and differentiate them from competitors.

Based on the research results, it can be concluded that product innovation has a positive and significant impact on consumer purchasing decisions at Parcel Makassar. This finding indicates that the higher the level of product innovation, creativity, and differentiation implemented by the company, the greater the consumer's tendency to make a purchase. Product innovation can increase consumer perceptions of value, attractiveness, and trust, thereby driving purchasing decisions. Therefore, consistent innovation that is relevant to market needs is a strategic factor in increasing consumer interest and purchasing decisions.

2. The Influence of Product Innovation on Brand Awareness at Parcel Makassar

Based on the results of the hypothesis testing, the Product Innovation variable was shown to have a significant effect on Brand Awareness. This is indicated by a t-statistic greater than 1.96 and a p-value less than 0.05, thus accepting the proposed hypothesis. These findings indicate that product innovation plays a significant role in shaping and enhancing consumer brand awareness.

However, the resulting path coefficient indicates a negative direction of influence. This indicates an inverse relationship between Product Innovation and Brand Awareness, where increased consumer perception of product innovation is not always accompanied by increased brand awareness. In other words, product innovation remains significant, but the direction of the influence depends heavily on how consumers perceive and associate the innovation with the brand identity.

This negative direction of influence can be explained by the possible inconsistency between product innovation and the desired brand identity. Innovation that is implemented too frequently without conceptual consistency, too closely following market trends, or not reflecting the brand's distinctive characteristics can lead to brand confusion. As a result, even though consumers are aware of product updates, they do not automatically associate these innovations with a specific brand, resulting in less than optimal brand awareness.

The findings of this study align with the views of Rahmawati et al. (2025), who demonstrated that product innovation has no significant impact on building brand awareness if it is not consistently communicated and aligned with brand identity. Consumers tend to view innovation solely as a functional change, rather than as a reinforcement of brand character. As a result, even when product updates occur, brand associations and recall are not optimally strengthened. This suggests that undirected innovation that is not integrated with branding strategy has the potential to reduce the effectiveness of building brand awareness. This view is reinforced by Keller (2013), who stated that the effectiveness of a marketing strategy is determined not only by the intensity or frequency of activities undertaken, but also by the alignment between the strategy and the desired brand identity.

On the other hand, several empirical studies have shown different results. Research by A. Wijaya and Santoso (2020), shows that product innovation has a positive impact on brand awareness because products with updated designs and features that differentiate them from competitors are more easily recognized by consumers. Consistent innovation is considered capable of creating strong brand associations makes the brand more memorable in consumers' minds.

The causal explanation for this variable is that increased product innovation makes the product appear more unique and differentiated from competitors, both in terms of design, variety, and quality. This increases product appeal, making the product more easily noticed and remembered by consumers. When a product becomes more attractive and distinctive, brand awareness also increases because consumers more easily

recognize and remember the brand. Based on the research results, it can be concluded that product innovation has a significant effect on brand awareness in the Parcel Makassar, albeit with a negative influence.

3. The Influence of Digital Promotion on Purchasing Decisions at Parcel Makassar

Based on the results of the hypothesis testing analysis, digital promotions were proven to have a significant influence on purchasing decisions. This is indicated by a t-statistic greater than 1.96 and a p-value less than 0.05, thus the proposed hypothesis is accepted. These findings indicate that digital promotions play a significant role in influencing consumer purchasing decisions at the Parcel Makassar. Digital promotions that are easily accessible, engaging, and capable of building consumer interaction and trust can encourage purchase interest and ultimately lead to purchase decisions. However, the resulting path coefficient indicates a negative direction of influence, indicating that increasing the intensity or consumer perception of digital promotions does not always lead to a direct increase in purchase decisions. This finding suggests that even though consumers are frequently exposed to digital promotions, this does not necessarily automatically encourage them to make a purchase. Purchasing decisions are still influenced by various factors other than digital promotions, such as actual needs, price, trust in the product, and previous purchasing experiences.

The direction of this negative influence can be explained by the characteristics of consumer behavior in the context of digital promotions. Excessive exposure to promotions, irrelevant messages, or repetitive content can potentially lead to advertising fatigue in consumers. This finding aligns with research by Sari and Nugroho (2022), which found that digital promotions significantly influence purchasing decisions, but this influence is not always positive. The results showed that high-intensity digital promotions can actually decrease purchase response if the promotional messages are irrelevant to consumer needs. Consumers tend to ignore promotions that appear too frequently, so digital promotions remain statistically significant but ineffective in driving purchasing decisions. This finding

supports the research findings that digital promotions must be managed selectively and precisely to avoid saturation.

The causal explanation for these variables is that effective digital promotions make it easier for consumers to obtain clear and fast product information. Complete and consistent information will increase consumer trust in the product. When trust increases, consumers will be more confident and encouraged to make purchasing decisions.

4. The Influence of Digital Promotion on Brand Awareness at Parcel Makassar

Based on the F-test results indicates that Based on the test results, digital promotion proved to have a positive and significant effect on brand awareness. This is indicated by a t-statistic of 34.683, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. Therefore, the hypothesis is accepted. These findings indicate that Parcel Makassar's digital promotion directly contributes to increasing consumer brand awareness. The more effective the digital promotion, the greater the likelihood that consumers will recognize and remember the brand.

Digital promotion serves as a marketing communication tool that can introduce brands broadly, quickly, and interactively. In the modern marketing context, digital media allows businesses to display product information, engaging visuals, and interact directly with consumers. When digital promotions are designed in an attractive, informative, and credible manner, consumers more easily form associations with the brand. Consistent promotional exposure also strengthens consumer memory, making the brand more easily recognized when faced with similar product choices.

Theoretically, the influence of digital promotion on brand awareness can be explained through the perspectives of consumer behavior and marketing communications. According to Schiffman and Wisenblit (2019), consumer responses to marketing stimuli are influenced by internal psychological processes such as perception, attention, and memory. In the context of digital promotions, engaging and relevant content serves as a stimulus that can increase

consumer attention, thereby strengthening their ability to recognize and remember brands. This finding also aligns with the Stimulus–Organism–Response (SOR) framework described in research by Herliani et al. (2026), where digital promotions act as external stimuli that influence consumers' cognitive and affective states before generating a response in the form of brand awareness.

The causal explanation for this relationship is that increased digital promotions make brands appear more frequently on various online platforms, thus increasing consumer exposure. The more frequently consumers see a brand, the easier it is for them to recognize and remember it. This leads to increased brand awareness as the brand becomes more familiar in consumers' minds.

5. The Influence of Brand Awareness on Purchasing Decisions at Parcel Makassar

The analysis results show that brand awareness has a positive and significant effect on purchasing decisions. This is evidenced by the t-statistic of 24.806, which is greater than the threshold value of 1.96, and the p-value of 0.000, which is less than the 0.05 significance level. Furthermore, the path coefficient of 0.953 indicates a positive and very strong relationship between brand awareness and purchasing decisions. Therefore, the fifth hypothesis (H5) in this study is accepted.

These results indicate that consumers are more likely to make purchasing decisions if they are more familiar with the Parcel Makassar. Purchasing decisions are easier for customers who can remember and recognize the brand of the parcel delivery business because they feel more familiar and trustworthy. Brand awareness helps consumers reduce uncertainty and perceived risk, especially since parcel products are often purchased for important occasions such as holidays, family events, and company activities. In the purchasing decision-making process, consumers tend to choose parcel businesses that are well-known and memorable over lesser-known ones.

When consumers are in the alternative evaluation stage, parcel business brands with high brand

awareness will more easily come to mind and are more likely to be chosen. This aligns with Kotler and Keller (2016) opinion, which states that brand awareness is the initial stage in building brand equity, where consumer familiarity with a brand can reduce perceived risk and increase a sense of security when making a purchase.

The results of this study align with various previous studies. Research by Setiawan et al. (2024) found that brand awareness has a positive and significant effect on purchasing decisions, with consumers preferring products or services from well-known brands because they are perceived as more trustworthy. Furthermore, research by Melinia et al. (2024) shows that brand awareness plays a significant role in driving purchasing decisions in consumer product-based businesses, as memorable brands tend to be prioritized by consumers.

The causal explanation for this relationship is that increased brand awareness makes consumers more familiar with and familiar with a brand. This familiarity fosters trust because a well-known brand is perceived as safer and more reassuring. When trust increases, consumers are more motivated to make a purchase decision.

6. The Influence of Brand Awareness in Mediating the Influence of Product Innovation on Purchasing Decisions at Parcel Makassar

Based on the results of the indirect effect test using the SmartPLS model, a t-statistic of 4.991 was obtained, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. These results indicate that the indirect effect of Product Innovation on Purchasing Decisions through Brand Awareness is significant, thus the sixth hypothesis (H6) is accepted. The resulting indirect effect coefficient of -0.200 indicates that Brand Awareness statistically mediates the relationship, albeit in a negative direction.

This negative coefficient indicates that although product innovation significantly influences purchasing decisions through Brand Awareness, the direction of the relationship is in the opposite direction. This means that increasing product

innovation, which influences Brand Awareness, does not fully drive increased purchasing decisions through this mediation pathway. In the context of the Parcel Makassar, innovations such as variations in parcel contents, packaging design, and theme customization still play a role in increasing consumer brand awareness. However, the resulting increase in brand awareness does not fully encourage consumers to make immediate purchasing decisions. This indicates that brand awareness serves as an initial stage in the decision-making process, but does not necessarily lead to a purchase.

Research by Lestari (2019) indicates that product innovation plays a crucial role in increasing brand awareness, as product updates can attract consumer attention and differentiate a brand from competitors. However, the study emphasized that increased brand awareness does not always automatically lead to a purchase decision. Consumers still consider other factors, such as perceived value, price appropriateness, and the product's relevance to actual needs. This suggests that brand awareness serves as an initial stage in the decision-making process, but does not necessarily translate directly into a purchase. Similarly, research by Handayani and Sari (2021) found that product differentiation through design innovation can increase brand recall and recognition in consumers' minds. However, purchasing decisions are still heavily influenced by the extent to which the product meets consumer expectations, both in terms of quality, benefits, and price. This finding indicates that even though product innovation successfully strengthens brand awareness, consumers still conduct rational evaluations before making a purchase decision.

The causal explanation for these variables is that product innovation makes products more attractive and distinctive, making them more easily recognized and remembered by consumers. This increases brand awareness because consumers become more aware of the brand's existence. When brand awareness increases, consumers will have more trust and be more likely to choose that product, thus increasing their purchasing decisions.

7. The Influence of Brand Awareness in Mediating the Influence of Digital Promotion on Purchasing Decisions at Parcel Makassar

Based on the results of the indirect effect test, it was found that the indirect effect of digital promotion (X2) on purchasing decisions (Y) through brand awareness (Z) had a t-statistic of 13.798 (> 1.96) and a p-value of 0.000 (< 0.05), thus being significant. Furthermore, the indirect effect coefficient of 0.747 indicates that brand awareness statistically mediates the relationship between digital promotion and purchasing decisions. Therefore, the seventh hypothesis (H7) is accepted. These results indicate that Parcel Makassar's digital promotion not only directly influences consumer purchasing decisions but also helps them develop brand awareness.

Informative, interactive, engaging, and credible digital promotions can improve consumers' brand recognition and recall. As brand awareness increases, consumers become more familiar with the brand and become more confident in making purchasing decisions. Structurally, the research results show that digital promotion has a positive and significant effect on brand awareness ($t = 34.683$; $p = 0.000$), and brand awareness has a positive and significant effect on purchasing decisions ($t = 17.488$; $p = 0.000$). This series of relationships strengthens the mediation mechanism, where digital promotion acts as a stimulus that increases brand awareness, which then drives purchase decisions.

These results are also supported by various previous studies. Research by Seo and Park (2018) shows that digital advertising through social media significantly increases brand awareness, which then influences consumer purchase intention. Brand awareness has proven to be an important intermediary variable in linking digital promotion with consumer purchase responses. Furthermore, research by Godey et al. (2016) found that social media marketing efforts have a positive effect on brand equity, one of the dimensions of which is brand awareness. This brand equity then influences

purchase intention. These results strengthen the argument that digital promotion works by building brand awareness and value before resulting in purchase decisions.

The causal relationship between these variables is that consistent digital promotion increases consumer visibility of the brand, thereby increasing brand awareness. When consumers recognize and remember the brand, they feel more confident and trusting, which encourages purchase decisions. Brand awareness acts as a positive mediator between digital promotion and purchase decisions. The more effective digital promotion, the higher the brand awareness, which drives purchase decisions. Therefore, digital promotion needs to focus on content quality and brand consistency.

E. Conclusion and Recommendation

Based on the results of data processing, model analysis, and the discussion outlined in the previous chapter, this study examines the influence of Product Innovation and Digital Promotion on Purchasing Decisions, with Brand Awareness as an intervening variable in the Parcel Makassar. The following conclusions can be drawn:

1. Product Innovation has a positive and significant effect on Purchasing Decisions. The higher the level of product innovation, creativity, and differentiation implemented by Parcel Makassar, the greater the consumer's likelihood of making a purchase.
2. Product Innovation has a significant effect on Brand Awareness, but with a negative influence. This indicates that innovation needs to be aligned with brand positioning and character to effectively increase brand awareness.
3. Digital Promotion has a significant effect on Purchasing Decisions, but with a negative influence. This could be caused by consumer saturation, lack of message relevance, or information overload.
4. Digital Promotion has a positive and significant effect on Brand Awareness. The more effective the digital promotion, the higher the level of consumer brand awareness.

5. Brand Awareness has a positive and significant effect on Purchasing Decisions. A high level of brand awareness can increase trust and reduce consumer risk perception, thus facilitating the purchasing decision-making process.
6. Brand awareness mediates the effect of product innovation on purchasing decisions. The results of the mediation test indicate that product innovation significantly influences purchasing decisions through brand awareness, although the indirect effect coefficient is negative. This indicates that brand awareness functions as an initial step in the decision-making process, but its effectiveness is highly dependent on the innovation's suitability to consumer needs and preferences.
7. Brand awareness mediates the effect of digital promotion on purchasing decisions. Brand awareness has been shown to be a positive and significant intervening variable in the relationship between digital promotion and purchasing decisions. Thus, brand awareness plays a crucial role in connecting digital marketing activities with consumer purchasing behavior.

For future researchers, it is recommended to expand this research by adding other variables such as product quality, price, brand trust, customer satisfaction, or customer loyalty. Furthermore, expanding the research object and using different analytical methods could provide more comprehensive results and enrich the literature in the field of digital marketing.

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