

# The Influence of Digital Marketing, Brand Awareness, and Sales Promotion on the Purchase Decision of Lenovo Laptop at PT. Dayamega Pratama

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## Abstract

*This study aims to examine and analyze the influence of digital marketing, brand awareness and sales promotion on purchasing decisions for Lenovo Laptops at PT Dayamega Pratama. The phenomenon studied in this study includes digital marketing because many companies currently rely on sales using digital marketing. And what is interesting in the sales promotion of a product in the absence of promotion can be sold and how much influence sales promotion has on purchasing decisions. Simple random sampling was used as a sampling method. The sample used as many as 151 people. The data analysis method used multiple linear regression. In partial data testing, digital marketing has a positive and significant effect on purchasing decisions, brand awareness has a positive and significant effect on purchasing decisions, and sales promotion has a positive and significant effect on purchasing decisions on purchasing decisions for Lenovo Laptops at PT Dayamega Pratama. In the simultaneous data analysis test, the digital marketing, brand awareness and sales promotion variables showed a positive and significant influence on the purchasing decision of Lenovo Laptops at PT Dayamega Pratama.*

## Keywords

digital marketing; brand awareness; sales promotion; purchase decision



## I. Introduction

The development of Information Technology and Digitalization during the Covid-19 Pandemic is very advanced. From various businesses, micro, small and large businesses rely on this technological development to carry out their business activities. In an uncertain economic situation, it has a negative impact on conventional or traditional business businesses, forcing businesses to immediately digitize as quickly as possible due to reduced physical contact between humans. And the number of competitors makes the reason for consideration for business actors in entering a competition that has a lot of competition.

Marketing strategies and special media that are suitable for use in order to get targeted market consumers right on target so that sales volume activities can be maintained or increased and gain profits during pandemic conditions. The development of digital and technology has a very positive impact on consumers in carrying out all consumer behavior. But now, digital and technological developments are no longer made as activities that have a positive impact in carrying out all consumer behavior, but also as applications to support business activities in laptop providers. PT. Dayamega Pratama is a company engaged in the sale of laptops, especially Lenovo branded laptops, during this pandemic the company experienced a decline in sales of Lenovo laptops.

The phenomenon during this pandemic period is that many schools and universities are holding online learning, so the demand for gadgets and laptops is also high, with this the

company is still not optimally taking this opportunity in doing digital marketing, competition between brands is quite tight and doing promotions. less efficient sales, so there is a correlation with sales of lenovo laptops at PT. Dayamega Pratama experienced a 30% decrease in 2020 compared to 2019.

The things that attract us to take this background that make us interested are how influential digital marketing is on purchasing decisions, awareness of a brand on purchasing decisions. and what is interesting in sales promotion for us is that a product without promotion can be sold? and how much influence does sales promotion have on a person's buying decision.?

From the problems above, the researcher feels the need to do research with the title: "The Influence of Digital Marketing, Brand Awareness & Sales Promotion on Lenovo Laptop Purchase Decisions at PT. Dayamega Primary."

## **II. Review of Literature**

### **2.1 Understanding Digital Marketing**

According to Tri Rachmady (2020), Digital Marketing is a product and service marketing technique using a digital platform. Platforms that are often used to do digital marketing are websites, Search Engine Optimization, Social Media, Email Marketing, and others. According to Rusmanto, (2017), Digital Marketing is an activity to promote services/products or trademarks using more than one digital/electronic media. Digital marketing can also be said as marketing through the internet, marketing through websites or online marketing.

### **2.2 Digital Marketing Indicator**

According to Rusmanto (2017), in digital marketing there are several components, namely:

1. Website
2. E-mail Marketing
3. Search Engine Optimization (SEO)
4. Social Media
5. Marketplace

### **2.3 Understanding Brand Awareness**

According to Hermawan (2014: 57), Brand Awareness is the behavior of potential consumers to remember or recognize a brand that is part of a single service or product itself that makes it unique.

According to Duriyanto, et al (2017: 54) Brand awareness is the behavior of potential consumers in remembering and recognizing a brand as a group of certain service or product categories. A collection of potential consumers is generally more likely to buy and like a brand that is Top of Mind (aware of the brand) because consumers feel more confident, comfortable and safe with a service or product that is already known.

### **2.4 Brand Awareness Indicator**

According to Hermawan (2014: 57) Brand Awareness has 4 levels of indicators, including:

1. Brand Recognition (Top-of-Mind Awareness)
2. Recalling brand (Brand Recall).

3. Brand Recognition
4. Unware of Brand (not aware of the brand)

## **2.5 Definition of Sales Promotion**

According to Kotler and Keller (2016: 517) Sales Promotion is a marketing campaign activity which includes several collections of incentive tools, which consist of a large group of short time spans, which are specially made to foster the desire of prospective consumers to purchase certain services or products on a regular basis. instant at the same time to potential customers.

According to Kotler (2012: 219) Sales Promotion is the main guide in marketing campaigns, including from a collection of incentive tools, around a short time span that is specifically made to foster or increase the desire of potential consumers to make more effective and efficient purchases of certain services or products.

## **2.6 Sales Promotion Indicator**

Based on the Philip Kotler & Gary Armstrong (2016:520) indicators, it is stated that the Sales Promotion indicators that can be calculated are as follows:

1. Vouchers are vouchers that can trigger potential consumers to make repeat orders and negotiations to make transactions on an ongoing basis.
2. Discounts are large discounts offered will make sales increase for business actors and discount negotiations that can attract the attention of potential consumers.
3. Price Packs / cents-off-deals are prospective consumers who are very enthusiastic about promotions that are wrapped and packaged in such a way as to become a promotional package, promotional price packages are attractive and do not disappoint potential customers and bundle offers are more attractive to consumers.
4. Promotional Products are potential consumers who want a variety of product promotions or services provided to make things efficient and effective for the sale of services or products in the future.

## **2.7 Definition of Purchase Decision**

According to Susanto (2014:4), explaining that the purchase decision is a pattern of potential consumers consumers must exceed the specific measures that have been determined previously to make a purchase of a product or service.

According to Setiadi (2010), purchasing decisions are the behavior of prospective consumers when purchasing services or products, meaning that the activities of prospective consumers are directly related to transactions with services or products as well as decision collection procedures that ensure the occurrence of these activities.

## **2.8 Purchase Decision Indicator**

Purchasing decision indicators based on Kotler and Keller translated by Tjiptono (2012: 184) suggest that consumer purchasing decisions in making purchases of services or products consist of 5 decision indicators:

1. Product Choice means that prospective consumers are obliged to collect decisions directly if they make purchases of services or products and make transactions.
2. Trademark Choice is that prospective consumers are required to make a direct decision regarding which trademarks to trade. Each trademark has its own USP, specifications and uniqueness.
3. The choice of the distributor is that the consumer is obliged to collect the decision

directly on the platform where the prospective consumer wants it.

4. Purchase time is the decision of prospective consumers in screening the time in making purchases can vary in time, for example: buying activities can be seen every week, every month, or every year.
5. The number of purchases is that prospective consumers are expected to be able to decide on a decision how many products can be transacted at a time.

## **2.9 Digital Marketing Analysis Theory with Purchase Decision**

According to Prasetya (2015) Digital Marketing is one of the marketing platforms that has recently been in great demand by business actors to support business activities, which causes consumer purchasing decisions to start leaving conventional marketing (offline) to digital marketing (online).

## **2.10 Brand Awareness Analysis Theory with Purchase Decision**

According to Javad Esmaeili and Ulas Akkucuk and (2016) state that Brand Awareness has two main functions, including:

1. Tactics or ways of potential consumers in dealing with purchasing decisions
2. Prospective consumers with awareness of a trademark have a tendency not to use even look at other brands of brands that have been in demand.

## **2.11 Sales Promotion Analysis Theory with Purchase Decisions**

According to Doresa and Basuki (2017) concluded that sales promotion has a major influence on the purchasing decisions of prospective consumers, where the sales promotion variable is stated that there is the biggest influence on consumer purchasing decisions.

# **III. Research Methods**

The method used in this research is descriptive and verification methods with survey and ex post fact approaches. The intent and purpose of this research is verification, namely as research that has the aim of identifying the influence between 2 or more variables. The approach in this study is a quantitative method. According to Sugiyono (2015:13), Quantitative research is a research approach that is based on the philosophy of positivism, prioritized for researching certain populations or samples.

# **IV. Discussion**

## **4.1 Results**

### **a. Company Outline**

PT. Dayamega Pratama is a technology company in the realm of assembling and marketing laptops, especially laptops with the Lenovo brand. Located at Gedung Antara, Jalan Putri Hijau No.12. At this time the company sells various laptops by offering various specifications that are tailored to the wishes of the user.

### **b. Respondent Characteristics**

The following will explain the characteristics of the respondents by gender, age, and the brand of laptop purchased.

**Table 1. Characteristics by Gender**

No	Gender	Number of people)	Amount (%)
1	Man	91	60%
2	Woman	60	40%
	Amount	151	100%

Source: Main data used, 2021

The number of respondents who are male as many as 91 respondents (60%), female as many as 60 people (40%). The dominant number of male respondents shows that men are more dominant in needing laptops and using laptops for college or work purposes.

**Table 2. Characteristics by Age**

No	Age	Number of people)	Amount (%)
1	18-25	43	28%
2	26-35	53	35%
3	36-45	26	17%
4	>45	29	19%
	Amount	151	100%

Source: Main data used, 2021

The number of respondents under the age of 18 to 25 years was 43 people (28%), 26-35 years as many as 53 people (35%), 36 to 45 years as many as 26 people (17%), above 45 years as many as 29 people (19%). The dominant age from 26-35 shows that customers who buy laptops are customers who have a young age and often use laptops to support activities at work.

**Table 3. Characteristics by Laptop Brand**

No	Laptop Brand	Number of people)	Amount (%)
1	Acer	12	8%
2	Asus	23	15%
3	Lenovo	57	38%
4	Dell	21	14%
5	mobile phone	18	12%
6	Msi	20	13%
	Amount	151	100%

Source: Main data used, 2021

The number of respondents to the Acer laptop brand was 12 people (8%), Asus 23 people (15%), Lenovo 57 people (38%), Dell as many as 21 people (14%), HP as many as 18 people (12%) and MSI as many as 20 people (13%). This shows that the Lenovo brand is the dominant brand in the sales made by the company because it is more dominant and focuses on the Lenovo brand. The increase in the value of the company's shares, the higher the company value, the higher it will be (Katharina, 2021). In the current economic development, manufacturing companies are required to be able to compete in the industrial world (Afiezan, 2020). The existence of the company can grow and be sustainable and the company gets a positive image from the wider community (Saleh, 2019).

### c. Descriptive Statistical Analysis

The following is a descriptive statistical analysis.

**Table 4.** Statistical Analysis

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing	151	16	40	28.74	6.055
Brand Awareness	151	21	47	34.26	5.377
Sales Promotion	151	20	44	33.75	5.481
Keputusan Pembelian	151	19	46	33.39	5.083
Valid N (listwise)	151				

Source: Main data used, 2021

The test results from the SPSS program explain the valuation of the four variables that have been tested in the analysis, namely digital marketing, brand awareness, sales promotion and purchasing decisions.

The explanation for the table tested from the SPSS program can be used to see digital marketing variables as many as 151 respondents, the mean is 28.7417 with a minimum value of 16 and a maximum value of 40 with a standard deviation of 6.05471.

From the results of the table that has been tested from the SPSS program, we can see for the brand awareness variable with a value of 113 respondents, the mean is 34.2649 with a minimum value of 21 and a maximum value of 47 with a standard deviation of 5.37736.

From the results of the SPSS program table, we can see the sales promotion variable with the sample is 151 and the mean respondents are 33.7483 with a minimum value of 20 and a maximum number of 44 units with a standard deviation 5.48114.

From the results of the SPSS program table, we can see that the purchase decision variable is 151 respondents, the mean is 33.3907 with a minimum value of 19 and a maximum value of 46 units with a standard deviation 5.08327.

### d. Classic Assumption Test Results

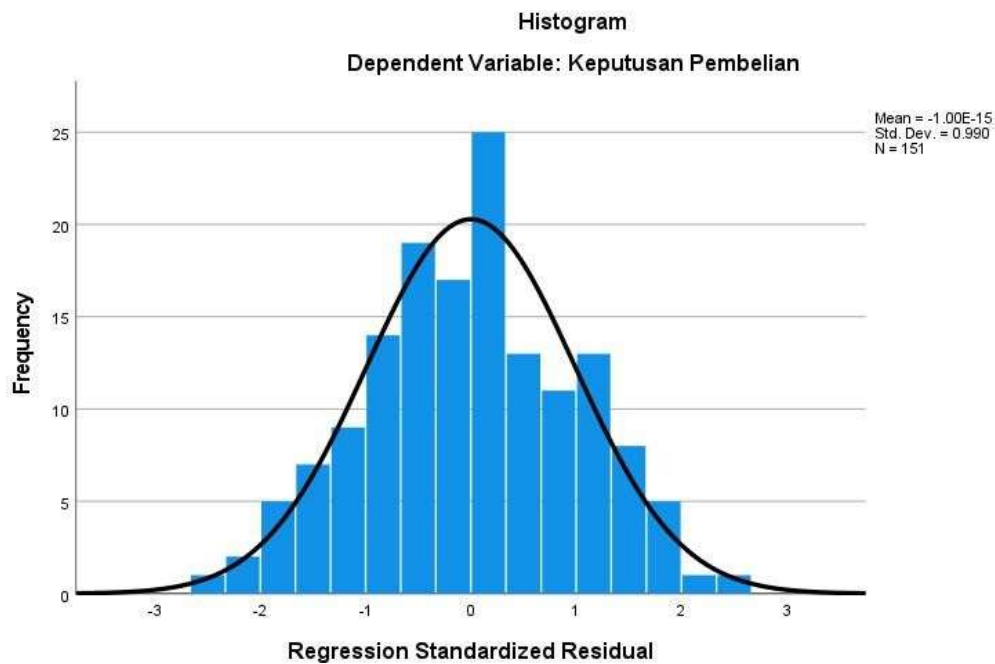
In this study, the classical assumption test is among the test sets consisting of namely:

1. Normality test
2. Multicollinearity Test
3. Heteroscedasticity Test

#### 1. Normality Test

Here's the normality test

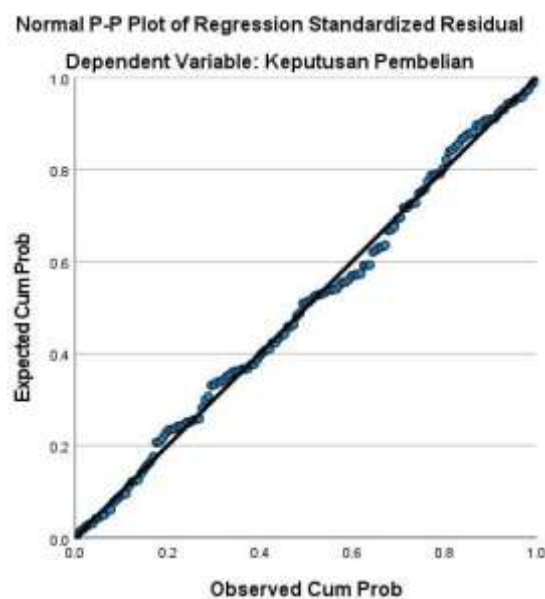




**Figure 1. Histogram Graph**

Source: Main data used, 2021

The histogram graph in Figure III.1 shows that the data moves and can be described as a wavy inverted U letter so that it is declared to meet the theory of normality.



**Figure 2. Graph P Plot**

Source: Main data used, 2021

The graph shown in Figure 2 explains that the data is spread out and follows the line so that it is declared to have fulfilled the theory of normality.

For testing after the P Plot graph is the statistic used to test one sample kolgomorov smirnov

**Table 5. Kolgomorov Smirnov. One Sample  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardiz ed Residual
N		151
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.94839345
Most Extreme Differences	Absolute	.048
	Positive	.048
	Negative	-.038
Test Statistic		.048
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.528
	99% Confidence Interval	Lower Bound .515
		Upper Bound .540

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Main data used, 2021

In table 5 of the data that has been tested on the one sample Kolgomorov Smirnov test by showing and the data is declared to have a normal distribution if the significant value is  $0.200 > 0.05$ .

## 2. Multicollinearity Test

**Table 6. Multicollinearity Test  
Coefficients<sup>a</sup>**

		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.920	1.087
	Brand Awareness	.910	1.098
	Sales Promotion	.931	1.074

a. Dependent Variable: Keputusan Pembelian

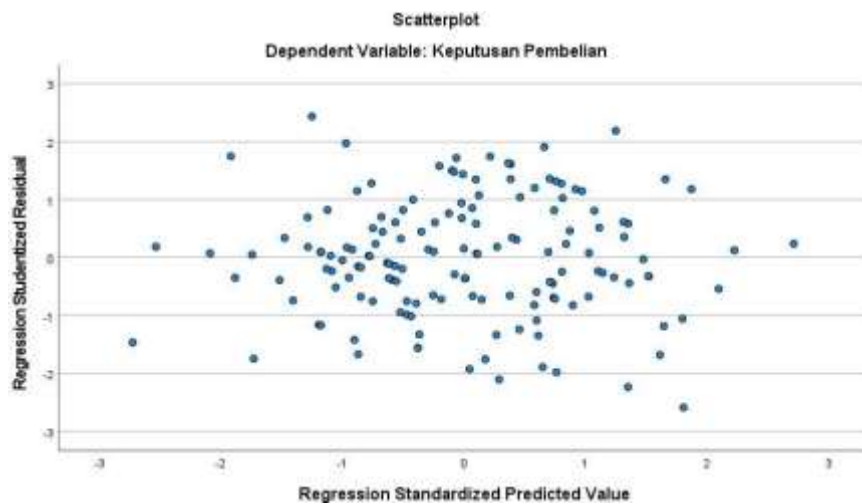
Source: Main data used, 2021

In the findings of the evaluation of variables, it can be seen that the digital marketing tolerance value is  $0.920 > 0.1$ ,  $0.910 > 0.1$  and brand awareness,  $0.931 > 0.1$  for sales promotion, while the VIF value for digital marketing is  $1.087 < 10$ ,  $1.098 < 10$  for brand awareness and  $1.074 < 10$  for sales promotion, that there is no relationship between all independent variables studied in this study.

## 3. Heteroscedasticity Test

The heteroscedasticity test aims to show whether the residual variance between connected reviews. The approach used to refer to the heteroscedasticity model is.





**Figure 3. Scatterplot Graph**

Source: Main data used, 2021

From the test data on the scatterplot graph, the information is scattered and does not form a regular (random) pattern, so it can be verified that there are no signs of heteroscedasticity in the details.

For the next point, to see the interpretation, the Glejser statistical test was carried out. Specific information that will be provided if the meaning is  $> 0.05$  is declared possible in the test used.

**Table 7. Glejser Test**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.351	1.658		.211	.833
	Digital Marketing	.044	.034	.111	1.306	.193
	Brand Awareness	.024	.038	.054	.635	.526
	Sales Promotion	.020	.037	.047	.554	.580

a. Dependent Variable: ABRESID

Source: Main data used, 2021

The results of the data processing program, namely SPSS, among the variables have a value  $> 0.05$  for a very significant value then the digital marketing variable is  $0.193 > 0.05$ , brand awareness is  $0.526 > 0.05$ , sales promotion is  $0.580 > 0.05$ . It is concluded that the test can result that there are no visible symptoms of heteroscedasticity and pass the criteria for the classic assumption benchmark.

## e. Research Data Analysis Results

### 1. Research Model

The following is the assessment of multiple linear regression:

**Table 8.** Multiple Linear Regression Analysis Results**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.410	2.767		2.316	.022
	Digital Marketing	.164	.056	.195	2.927	.004
	Brand Awareness	.357	.063	.378	5.629	<.001
	Sales Promotion	.297	.062	.320	4.823	<.001

a. Dependent Variable: Keputusan Pembelian

Source: Main data used, 2021

$$Y = 6.410 + 0.164 X_1 + 0.357 X_2 + 0.297 X_3 + e$$

The multiple linear regression above does that:

1. The constant of 2,377 statements that digital marketing, brand awareness and sales promotion on purchasing decisions is 6,410 units if not present or constant.
2. The digital marketing coefficient, which is defined as 0.164 and a positive value, means that the purchase decision of 0.164 will correspond to each increase in the digital marketing variable by 1 unit, considering that other factors do not change.
3. The brand awareness coefficient value is 0.357 and is optimistic, which means that purchasing decisions can be increased by 0.357 according to each increase in the brand awareness variable by 1 unit, considering that other factors do not change.
4. The value of the sales promotion coefficient is 0.297 and is positive, which means that purchasing decisions have an increase of 0.297 which will correspond to each increase in the sales promotion variable of 1 unit, considering that other factors have not changed.

#### f. Hypothesis Determination Coefficient

The following are the results of the coefficient of determination, namely:

**Table 9.** Coefficient of Determination Results**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 <sup>a</sup>	.397	.384	3.988

a. Predictors: (Constant), Sales Promotion, Digital Marketing, Brand Awareness

b. Dependent Variable: Keputusan Pembelian

Source: Main data used, 2021

This means that 39.7% of purchasing decisions which can be clarified by digital marketing, brand awareness and sales promotion variables in the results of the coefficient of determination test produced show the Adjusted R Square value has a value of 0.397 or 39.7%, while the next is 0.603 or 60.3% explained by other variables were not analyzed in this analysis.

### g. Simultaneous Hypothesis Testing (F Test)

In general, in performing the F statistical test, it shows that among several variables that are included independently in the approach that has a simultaneous effect on the dependent variable.

**Table 10.** Simultaneous Test (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1537.475	3	512.492	32.216	<.001 <sup>b</sup>
	Residual	2338.472	147	15.908		
	Total	3875.947	150			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Sales Promotion, Digital Marketing, Brand Awareness

Source: Main data used, 2021

At degrees df then the value of F the table at the 0.05 significance level of confidence is 3.08. The test results produce a calculated F value (32,216) > F table (3.06) and a significance probability level of  $0.000 < 0.05$ , indicating that  $H_a$  can be accepted and  $H_o$  is rejected which concludes that simultaneously digital marketing, brand awareness and sales promotion have a positive and positive effect. significant to the decision to purchase a Lenovo laptop at PT. Dayamega Primary.

### h. Partial Hypothesis Testing (t Test)

It is known that the t test used tells that there is or is not a significant (significant) influence or relationship between the independent variables partially on the dependent variable.

**Table 11.** Partial Test (t Test)

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.410	2.767		2.316	.022
	Digital Marketing	.164	.056	.195	2.927	.004
	Brand Awareness	.357	.063	.378	5.629	<.001
	Sales Promotion	.297	.062	.320	4.823	<.001

a. Dependent Variable: Keputusan Pembelian

Source: Main data used, 2021

At the degrees of freedom (df) =  $151 - 4 = 147$ , then the t table means the assessment of 0.05 is 1.981. The results of partial theory testing may be as follows:

1. Digital marketing hypothesis partially obtained  $2.927 > 1.976$  and obtained  $0.004 < 0.05$  which means  $H_a$  is approved and  $H_o$  is rejected, that is partially digital marketing has a significant effect on digital marketing and is significant in purchasing decisions for Lenovo laptops at PT. Dayamega Primary.
2. The partial brand awareness hypothesis was obtained  $5.629 > 1.976$  and obtained  $0.000 < 0.05$  which indicates that  $H_a$  is approved and  $H_o$  is rejected, that is partially brand

awareness has a positive and significant influence on purchasing decisions for Lenovo laptops at PT. Dayamega Primary.

3. Sales promotion hypothesis partially obtained  $4.823 > 1.976$  and obtained  $0.000 < 0.05$  which means  $H_a$  is approved and  $H_o$  is rejected, namely sales promotion has a positive and significant effect on purchasing decisions on Lenovo laptops at PT. Dayamega Primary.

## 4.2 Discussion

### a. The Influence of Digital Marketing on Purchase Decisions

In the results of partial hypothesis testing, digital marketing has a positive and significant correlation in purchasing decisions for Lenovo brand laptops at PT. Dayamega Pratama which means that the first hypothesis for the digital marketing variable is accepted. The results of the analysis show that the t count is higher than the t table  $2.927 > 1.976$  with a significant value of  $0.009 < 0.05$ . The results showed that  $H_1$  was accepted,

### b. The Effect of Brand Awareness on Purchase Decisions

In the results of partial hypothesis testing, brand awareness has a positive correlation and has a major influence on purchasing decisions for Lenovo laptops at PT. Dayamega Pratama which means that the second hypothesis for the brand awareness variable is accepted. The results of the analysis show that the t-count is higher than the t-table  $5.629 > 1.976$  with a significant value of  $0.000 < 0.05$ . The results of the study indicate that  $H_2$  is accepted, this is also in line with research conducted by Devi Krisnawati (2020) which shows that brand awareness affects purchasing decisions and is in line with the theory of According to Javad Esmaeili and Ulas Akkucuk and (2016) stating that Brand Awareness has two main functions include:

1. Tactics or ways of potential customers in dealing with purchasing decisions.
2. Potential consumers with awareness of a trademark have a tendency not to use even look at other brands from brands that have been in demand.

### c. Effect of Sales Promotion on Purchase Decisions

In the results of partial hypothesis testing, the results of this study, sales promotion have a positive influence and have a major influence on purchasing decisions for Lenovo laptops at PT. Dayamega Pratama which means the third hypothesis for the sales promotion variable is accepted. The results of the analysis show that the t-count is higher than the t-table  $4.823 > 1.976$  with a significant value of  $0.000 < 0.05$ . This study provides results where  $H_3$  is accepted, this is also in line with research conducted by Mifthatur (2017) which shows sales promotion has an effect on purchasing decisions and is in line with the theory of According to Doresa and Basuki (2017) concluded that sales promotion has a major influence on the purchasing decisions of prospective consumers, where the sales promotion variable is stated that there is the biggest influence on consumer purchasing decisions.

### d. The Influence of Digital Marketing, Brand Awareness and Sales Promotion on Purchase Decisions

In the results of simultaneous hypothesis testing, digital marketing, brand awareness and sales promotion have a positive and major effect on Lenovo laptops at PT. Dayamega Pratama which means the fourth hypothesis is accepted. The results of the analysis show that the F count is higher than the F table ( $32,216 > 3.06$ ).  $H_4$  has the results that digital marketing, brand awareness and sales promotion have a positive and large correlation with purchasing decisions. With a coefficient of determination of 39.7% of purchasing decisions which can be clarified by digital marketing, brand awareness and sales promotion variables.

#### IV. Conclusion

1. The first hypothesis testing partially shows the value of  $2,927 > 1,976$  with a significant value of  $0.009 < 0.05$ , accepting the first hypothesis with the results of digital marketing having a positive and significant effect on purchasing decisions on Lenovo laptops at PT. Dayamega Primary.
2. examiner hypothesis the second partially shows the value of  $5.629 > 1.976$  with a significant value of  $0.000 < 0.05$ . H2 has the result of accepting the second hypothesis with the result that brand awareness has a positive and significant effect on purchasing decisions for Lenovo laptops at PT. Dayamega Primary.
3. examiner hypothesis the third partially shows the value of  $4,823 > 1,976$ . with significant is  $0.000 < 0.05$ . H3 has the result of accepting the third hypothesis with the results of sales promotion having a positive and significant effect on purchasing decisions for Lenovo laptops at PT. Dayamega Primary.
4. The fourth hypothesis testing simultaneously showed a value  $(32,216) > (3.06)$  and a significant  $0.000 < 0.05$  accepting the fourth hypothesis with the results of digital marketing, brand awareness and sales promotion having a positive and significant effect on purchasing decisions on Lenovo laptops at PT. Dayamega Primary.

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