



Digital Marketing and Direct Marketing in Shaping Purchase Decisions: The Mediating Effect of Brand Awareness

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Abstract

Background: Digital technology development has led to significant changes in marketing communication strategies within the highly competitive cosmetics industry. Digital marketing and direct marketing have become key approaches used by companies to build consumer relationships and influence purchasing decisions.

Objective: This study aims to analyze the influence of digital marketing and direct marketing on purchase decisions of Make Over products.

Methods: This research adopts a quantitative causal associative design. Data were collected via structured questionnaires from 160 Make Over consumers in Jakarta. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Digital marketing has a positive and significant effect on both brand awareness ($\beta = 0.599, t = 10.546, p = 0.000$) and purchase decisions ($\beta = 0.532, t = 8.299, p = 0.000$). Brand awareness significantly mediates the digital marketing–purchase decision relationship (indirect effect = $0.118, t = 2.266, p = 0.024$), confirming partial mediation. In contrast, direct marketing does not significantly influence brand awareness ($\beta = 0.078, t = 0.823, p = 0.411$) or purchase decisions ($\beta = 0.151, t = 1.844, p = 0.065$), and brand awareness does not mediate the direct marketing–purchase decision path (indirect effect = $0.015, t = 0.750, p = 0.453$). Brand awareness itself positively and significantly affects purchase decisions ($\beta = 0.196, t = 2.414, p = 0.016$).

Conclusion: Digital marketing is the primary driver of both brand awareness and purchase decisions for Make Over products, while direct marketing demonstrates no statistically significant effect in this context.

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INTRODUCTION

The development of digital technology in the last two decades has fundamentally changed the way humans communicate, search for information, and make purchasing decisions. The internet no longer only functions as a means of entertainment, but has become part of the lifestyle of modern society that is used in various daily activities. The development of social media, e-commerce platforms, and various digital channels has blurred the boundaries between producers and consumers, where consumers not only play the role of recipients of information, but also as active parties in creating and disseminating digital content (Kaplan & Haenlein, 2010).

Direct marketing still has a strategic role because it offers a more personalized and relevant approach through direct communication with consumers. Delivering measurable, audience-specific messages allows companies to understand individual needs more deeply, thereby increasing the effectiveness of marketing communications. The combination of digital marketing and direct marketing provides greater opportunities for companies to form positive perceptions, foster trust, and influence consumer purchasing decisions more effectively (Kotler & Keller, 2016).

The cosmetics industry in Indonesia is one of the most dynamic sectors in harnessing the power of digital communication and personalization of marketing messages. The high level of competition pushes each brand to attract consumer attention through creative digital marketing strategies and targeted direct marketing. The rapid change in beauty trends and the increasing preference for local products encourages cosmetics companies to strengthen brand awareness to remain relevant in the midst of a dense flow of information. Brand awareness plays an important role in helping consumers recognize, remember, and trust a brand before making a purchase decision (Francioni et al., 2022; Keller, 2023; Smith & Aaker, 1992). In the beauty industry, the perception of quality and brand image is often formed through digital exposure and direct interaction built by companies and their consumers.

With technological developments and increasing internet penetration, digital marketing is an important element in modern marketing strategies. Digital channels such as social media, websites, email marketing, and e-commerce allow companies to interact more closely with consumers and tailor messages to market characteristics. Digital marketing also provides an advantage in analyzing consumer behavior data so that strategies can be adjusted in real time to increase campaign effectiveness. Meanwhile, direct marketing remains relevant because it is able to build stronger emotional relationships than mass communication. The synergy between the two creates opportunities to strengthen brand awareness and ultimately influence purchase decisions (Bican & Brem, 2020).

Changes in consumer behavior in the digital era make companies not only focus on disseminating information, but also need to create memorable experiences. Consumers are now more critical, selective, and tend to trust online reviews, influencer recommendations, and personalized messages. The ease of access to information makes consumers more responsive to informative digital marketing strategies and relevant direct marketing. At this point, brand awareness acts as a mediating variable that connects the influence of marketing strategy to purchasing decisions. Without a strong level of brand awareness, digital and direct marketing efforts cannot have a real impact on purchasing behavior (Lahtinen et al., 2019).

To optimize both strategies, companies need to implement Integrated Marketing Communications (IMC) so that the message conveyed is consistent and mutually reinforcing in each channel. IMC ensures that every form of corporate communication contributes to a brand image that is intact and credible (Harizi & Trebicka, 2023). This approach allows digital marketing and direct marketing to work synergistically in strengthening brand awareness and improving consumer purchasing decisions.

PT Paragon Technology and Innovation (PTI) is the largest cosmetics company in Indonesia that houses brands such as Wardah, Emina, Make Over, and Kahf. As a local manufacturer with a diverse portfolio of brands, PTI implements differentiation of communication strategies, where Make Over is positioned as a premium cosmetic with a modern and professional image for the middle to upper urban segment. In recent years, Make Over has been actively utilizing digital marketing through social media, collaborations with influencers, and e-commerce channels, while maintaining direct marketing through face-to-face promotional activities such as beauty classes and beauty exhibitions (PT Paragon Technology and Innovation, n.d).

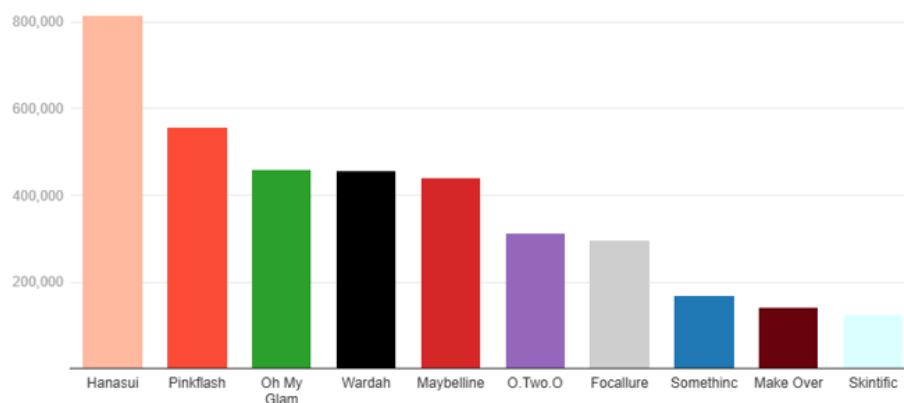


Figure 1. Cosmetic Products Sales in 2024 (units)
Source: Compals.co.id (2024)

Based on Figure 1 which shows Cosmetic Product Sales in 2024, it can be seen that Make Over is ranked second at the bottom with relatively low total sales compared to other brands, which is only slightly above Skintific. This position shows that Make Over is experiencing significant problems in attracting consumer interest throughout 2024. While other brands such as Hanasui, Pinkflash, and Oh My Glam dominate the market with much higher sales, Make Over needs to undertake a more aggressive marketing strategy, product innovation, or expand distribution to increase its competitiveness in the highly competitive cosmetics market.

The implementation of an effective digital marketing strategy has an important role in building and strengthening the brand position in the minds of consumers. Through various channels such as social media, digital campaigns, collaborations with influencers, to interactive promotions on online platforms, Make Over seeks to expand market reach and attract the attention of young consumers. This effort allows the formation of a positive perception of the brand as well as increased consumer awareness of the existence and advantages of Make Over products. However, the effectiveness of digital marketing needs to be balanced with a more personalized direct marketing approach so that the message conveyed is relevant, credible, and has a direct impact on purchasing decisions (Chaffey & Ellis-Chadwick, 2022).

The behavior of cosmetics consumers in Indonesia is now greatly influenced by digital exposure. Based on the We Are Social (2024) report, as many as 96.9% of internet users in Indonesia watch video content every week, and 46.1% of them look for information about products and brands before buying. This condition shows that Make Over needs to optimize digital marketing while strengthening direct marketing such as promotions at beauty events, special offers, and personal interactions with customers to increase emotional closeness with the brand. The synergy between the two strategies is believed to strengthen brand awareness, which in turn affects consumer purchase decisions.

Lahtinen et al. (2019) emphasized that brand awareness is a key element that connects the effectiveness of digital marketing with purchasing decisions, because without strong awareness, marketing messages are difficult for consumers to remember or trust. These findings are reinforced by Harizi & Trebicka (2023) who show that integrated marketing communication, both through digital and direct channels, can increase brand awareness and encourage purchase intent. However, most previous research has focused on multinational brands, while studies on the influence of digital marketing and direct marketing synergy on purchase decisions through brand awareness on premium local cosmetics brands such as Make Over are still limited.

Despite the growing body of literature on digital marketing and brand awareness, three important gaps remain in the Indonesian cosmetics context. First, most prior studies examine digital marketing's direct effect on purchase decisions without rigorously testing the mediating mechanism of brand awareness that explains why and how digital engagement translates into actual buying behavior (Alfarizi et al., 2025; Evianah et al., 2021). Second, the role of direct marketing in Indonesian premium cosmetics has received comparatively little attention compared to digital channels, where personalized offline experiences (e.g., beauty events and product demonstrations) remain an important strategy. Third, there is no previous study examining both marketing channels together with brand awareness as a mediator specifically for Make Over products among urban premium cosmetics consumers in Jakarta. By presenting evidence on the relative effectiveness of digital versus direct marketing in developing brand awareness and purchase decisions, this study fills these gaps with a locally contextualized contribution to the understanding of consumer decision-making processes within Indonesia's contested digital beauty ecosystem.

Based on this, this study aims to analyze the influence of digital marketing and direct marketing on the purchase decision of Make Over products, with brand awareness as a mediating variable. The results of the research are expected to make a practical contribution to PT Paragon Technology and Innovation in formulating a more effective marketing communication strategy, as well as enriching academic studies on the role of brand awareness in mediating the influence of marketing strategy on purchasing behavior in the local cosmetics industry in the digital era.

METHOD

Research Paradigm and Approach

This research was prepared based on the positivism paradigm that places reality as something that can be objectively observed, measured, and explained through empirical data. This

paradigm was chosen because the research focuses on testing the relationship between variables, namely digital marketing, direct marketing, brand awareness, and purchase decision, so rational, systematic, and measurable proof is needed. In the context of this study, this approach is used to capture the pattern of influence between variables that occur in consumers of Make Over products in Jakarta, so that the results obtained are not only descriptive, but also able to explain the causal relationship that underlies consumer purchasing behavior. Thus, this research is directed to produce findings that can be scientifically accounted for and relevant to the needs of the development of the company's marketing communication strategy.

Types and Research Designs

This study uses a quantitative approach with a type of causal associative research. This choice is based on the purpose of the research that wants to see how much influence digital marketing and direct marketing have on purchase decisions, both directly and through brand awareness as a mediating variable. The quantitative approach is used because research requires structured and quantifiable data to see the tendency of relationships between variables clearly. Meanwhile, the causal associative design was chosen because the research does not stop at the description of phenomena, but seeks to explain the direction of the relationship and the strength of influence among the variables studied. Through this design, the research is expected to be able to provide an empirical picture of how the marketing activities carried out by Make Over work in shaping brand awareness while encouraging consumers to make purchase decisions.

Location, Time, and Context of the Research

This research was conducted by taking the context of Make Over product consumers who are domiciled in the Jakarta area. The selection of this area is inseparable from the characteristics of Jakarta as an urban area with a high intensity of digital media use, a level of competition in the cosmetics industry, and a diversity of people's consumption behaviors that are relevant to the focus of research. Jakarta is also a representative region to observe the convergence of digital marketing strategies and direct marketing approaches in the local premium cosmetics industry. The implementation of the research was carried out at the time of thesis preparation, by taking advantage of market conditions and developing consumer behavior during the research period. By choosing this context, this research is expected to be able to capture the real dynamics faced by the Make Over brand in building brand awareness and influencing purchase decisions amid beauty industry competition.

Research Measurement Variables and Focuses

This study involves four main variables, namely digital marketing and direct marketing as independent variables, brand awareness as a mediating variable, and purchase decision as the dependent variable. The four variables were chosen because conceptually they are closely related in explaining the decision-making process of consumers on cosmetic products. Digital marketing is seen as a form of marketing communication that utilizes digital media to reach and build interactions with consumers. Direct marketing is positioned as a more personalized approach through direct communication and specific offers. Brand awareness serves as a cognitive bridge that shows the extent to which consumers recognize, remember, and place the brand in their minds, while purchase decisions describe consumers' actual decisions in choosing and buying Make Over products. The focus of this measurement is designed so that the research can fully answer the mechanism of the relationship between variables, not just looking at surface-level influence.

Population and Research Sample

The population in this study is consumers of Make Over products in the Jakarta area. Because not the entire population can be reached directly, the study uses a non-probability sampling technique with a purposive sampling approach. This technique was chosen so that the respondents involved were truly in accordance with the needs of the research, so that the data obtained was more relevant and able to answer the problem formulation appropriately. The criteria for respondents included individuals who are domiciled in Jakarta, at least 18 years old, and have purchased or used Make Over products at least once. The determination of the number of samples is based on SEM guidelines that consider the number of research indicators. With the

number of indicators used, a minimum sample of 155 respondents was obtained, then rounded to 160 respondents to increase the accuracy of the analysis results while anticipating the existence of data that is not suitable for processing. This strategy shows that the research is prepared by considering the suitability of the respondents' character and the adequacy of the data to optimally test the research model.

Data Collection Techniques

The data in this study was collected through two sources, namely primary data and secondary data. Primary data was obtained directly from respondents through the distribution of questionnaires, because this instrument was considered the most suitable for recording consumer perceptions of the variables being studied. The questionnaire is structured so that each indicator can be answered systematically and facilitate the data processing process. Through questionnaires, researchers tried to capture respondents' views on their experiences of Make Over digital content, direct marketing interactions, brand awareness levels, and purchasing decisions they made. Meanwhile, secondary data is used as a support to reinforce primary data, especially those derived from books, literature, and reading materials related to the focus of the research. The combination of these two data sources is designed so that the research not only relies on field perceptions, but also has an adequate theoretical footing.

Research Instruments

The main instrument used in this study is a questionnaire with statement items that have been compiled based on the operationalization of each variable. The preparation of the instrument is carried out by reducing the theoretical concept to a more concrete indicator so that it can be understood and answered by the respondents. Thus, the instrument not only functions as a data collection tool, but also to translate the concepts of digital marketing, direct marketing, brand awareness, and purchase decisions into a measurable form. The questionnaire was chosen because it allowed researchers to obtain a relatively large, uniform, and statistically analyzable amount of data. In this study, the instrument is designed to be able to accurately capture empirical conditions, while maintaining the relationship between the research objectives, the indicators used, and the expected analysis results.

Data Analysis Techniques

The data collected were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. The use of the PLS-SEM technique was selected as the research model consists of complex causal relationships that include mediating variables, constructs are composed of reflective indicators, and sample size ($n = 160$) is sufficient for estimating parameters in PLS estimation. Outer model evaluation: convergent validity ($AVE \geq 0.50$, loading factor ≥ 0.70), discriminant validity (Fornell-Larcker criterion), composite reliability, and inner model evaluation: path coefficients, R^2 values; hypothesis testing via bootstrapping (5,000 resamples) at $\alpha = 0.05$ level. Measurement validity was ensured through expert review of questionnaire items prior to data collection and pilot testing on 30 respondents. Common method bias was assessed using Harman's single-factor test to verify that no single factor accounted for the majority of variance.

RESULTS AND DISCUSSION

Results

Overview of Research Results

The results of this study present empirical findings obtained from the collection of data on 160 respondents who use Make Over products domiciled in Jakarta. The presentation of results began with an overview of the characteristics of the respondents to show the profile of the research sample, then continued with a descriptive analysis of each research variable, and ended with the results of statistical analysis using PLS-SEM, which included structural model evaluation and hypothesis testing. This arrangement is important so that readers can understand the entire flow of the research, starting from who the respondents being studied are, how their perception patterns of the variables being tested appear, to the explanation of the relationships between variables in the research model. Thus, the results of this study not only show statistical figures but also provide an empirical picture of how digital marketing, direct marketing, and brand

awareness work in shaping the purchase decisions of Make Over products.

Profile of Research Respondents

The respondent profile is an important starting point because it provides context regarding the characteristics of the research subjects. Based on the results of data collection, the number of respondents in this study was 160 people. In terms of gender, respondents were dominated by women, as many as 128 people or 80 percent, while men accounted for 32 people or 20 percent. This composition shows that Make Over users in the study sample are more likely to come from female consumers. This finding is logical considering that Make Over products are in the cosmetic category, which is generally more used by women, although the brand still has a certain number of male consumers. The dominance of women in the sample also corroborates that the results of the study represent more of the perception of the main market of Make Over products.

In terms of age, most respondents were in the range of 26–35 years, as many as 87 people or 54.4 percent. The age group of 36–45 years occupies the next position with 32 people or 20 percent, followed by 25 people or 15.6 percent in the 17–25 age range, and 16 people or 10 percent over 45 years old. This distribution shows that the main market of Make Over in this study is young adult consumers who are in the productive phase, have professional appearance needs, and tend to be actively exposed to digital marketing strategies. This age segmentation is also in line with Make Over's positioning as a premium local cosmetic brand for modern and quality-conscious urban consumers.

Based on occupation, the largest group of respondents were private employees, as many as 52 people or 32.5 percent, followed by ASN/SOEs as many as 48 people or 30 percent. Meanwhile, other respondents came from 18 students, 19 self-employed people, and 23 in other categories. This composition shows that Make Over users in the study tend to come from a group of formal workers who have a professional routine and are likely to need cosmetic products that support their daily work appearance. This condition strengthens the assumption that Make Over is indeed strong in the consumer segment that emphasizes a professional, elegant, and practical image in the use of cosmetic products.

Judging from the distribution of domicile areas, the most respondents came from South Jakarta, as many as 64 people or 40 percent. After that, North Jakarta followed with 27 people, East Jakarta with 22 people, West Jakarta with 18 people, Central Jakarta with 17 people, and the Thousand Islands with 12 people. The concentration of respondents in South Jakarta can be understood because the area is known as one of the centers of urban activity with a relatively high level of consumption of lifestyle and beauty products. This distribution shows that the study managed to reach cross-regional respondents in Jakarta, albeit with a stronger dominance of certain areas.

Based on the type of product purchased, the Face Complexion category was the most chosen product with a percentage of 51.3 percent. This is followed by the Skincare category at 23.8 percent, Eye Makeup at 17.5 percent, and Lip Products at 7.5 percent. These findings show that Make Over consumption in the study rests more on basic makeup products that are directly related to the appearance of the skin and complexion. The dominance of this category indicates that consumers position Make Over as a brand that is strong enough to meet the basic needs of local premium cosmetics.

Meanwhile, in terms of purchasing methods, the majority of respondents bought products through e-commerce/marketplace at 48.1 percent. After that, offline stores occupy the second position with 28.8 percent, then jastip/personal reseller at 10.6 percent, social commerce at 7.5 percent, and official websites at 5 percent. This data shows that digital channels are the main purchasing channels for Make Over consumers. This also strengthens the reason why digital marketing is a very important variable in this study, because the respondents' purchasing behavior is indeed concentrated in the digital ecosystem.

Table 1. Summary of Research Respondent Profiles

Characteristics	Dominant Categories	Quantity	Percentage
Gender	Women	128	80,0%
Age	26–35 years old	87	54,4%
Jobs	Private employees	52	32,5%

Characteristics	Dominant Categories	Quantity	Percentage
Region	South Jakarta	64	40,0%
Products purchased	Face Complexion	-	51,3%
Purchase method	E-commerce/Marketplace	77	48,1%

Source: processed from research data

Descriptive Analysis of Research Variables

Descriptive analysis was used to see the tendency of respondents' responses to each research variable. The interpretation of the score used an interval range, where the values of 4.21–5.00 were categorized as very good/very high, 3.41–4.20 good/high, 2.61–3.40 fair/medium, 1.81–2.60 low, and 1.00–1.80 very low. Based on this criterion, the average results of each indicator can be read more easily to find out the strengths and weaknesses of each variable.

Descriptive Results of Digital Marketing Variables

The digital marketing variables in this study showed a positive assessment. In general, respondents assessed that Make Over's digital marketing activities have gone well, especially in terms of visuals, clarity of information, and ease of access to the platform. One of the highest indicators is the statement that the use of aesthetic elements in Make Over content makes respondents interested in looking at it for longer, with a mean score of 4.24, which is in the very good category. In addition, the clarity of product information on Instagram/TikTok and the attractiveness of photos and videos also received good ratings, each in the score range of around 4.01–4.10. This data shows that the main strength of Make Over's digital marketing lies in the quality of visual content and its ability to convey product information clearly to consumers.

On the other hand, some indicators received relatively lower scores, although they were still in the good category. Two aspects that stand out as areas of improvement are the relevance of the content to the growing beauty trend and the speed of admins in replying to comments, both of which sit at a score of 3.86. These findings show that although Make Over's digital marketing strategy is already strong, there is still a need to improve interaction responsiveness and the speed of content adaptation to fast-moving market trends. In other words, the strength of Make Over lies in the quality of digital presentations, but strengthening the two-way engagement aspect can still be further optimized.

Descriptive Results of Direct Marketing Variables

The direct marketing variable also showed very positive results. In general, respondents felt that the direct communication approach carried out by Make Over was effective, both through personal messages and face-to-face interaction with the Beauty Advisor. The highest rated indicator appears in the statement that exclusive offers via direct message feel more profitable than regular prices, with a mean score of 4.27. In addition, product recommendations relevant to daily makeup habits obtained a score of 4.29, and the feeling of being appreciated as a special customer obtained a score of 4.26. These results show that consumers feel real benefits from the personalization of communication carried out by Make Over.

These findings indicate that direct marketing has succeeded in building a personal and exclusive impression on consumers. It is not just the promotional messages that are considered attractive, but also the communication approach that makes customers feel recognized and appreciated. In the context of premium cosmetics marketing, this kind of personal touch is an important added value because consumers not only buy the product, but also experience and feel close to the brand. Therefore, descriptively, Make Over's direct marketing can be said to be quite powerful in building a more individualized customer experience.

Descriptive Results of Brand Awareness Variables

The brand awareness variable showed good results on all indicators. Respondents not only recognized Make Over's visual identity, but also placed it as the dominant brand in their memory. The indicator with the highest score is found in the statement that the existence of Make Over dominates the respondents' minds the most compared to other brands, with a mean score of 4.106. Furthermore, the statement that Make Over is the only premium local brand to be considered received a score of 4.06, and the elegant visual nuances as a hallmark of the brand received a score of 4.03. These findings show that the main strength of Make Over's brand

awareness lies in its positioning as a premium local cosmetic that is quite strong in the minds of consumers.

In other aspects such as logo recognition, black dominant colors, and packaging design, the average score is in the range of 3.86 to 3.99. Although slightly lower than the top-of-mind dimension, the assessment still shows that the brand's visual identity has been well embedded. Thus, Make Over's brand awareness does not stop at the stage of brand symbol recognition, but has grown to become a major cognitive preference in the local professional cosmetics category.

Descriptive Results of Purchase Decision Variables

In the purchase decision variable, all indicators are also in the good category. Respondents assessed that their decision to buy Make Over was driven by belief in product quality, shade suitability, formula compatibility with the skin, and product features sought. Some of the scores that appeared included 3.98 for the belief that Make Over quality was superior to competitors, 4.02 for confidence in the final product result, 4.00 for shade suitability, and 4.05 for the suitability of the product formula for skin type. This data shows that consumer purchasing decisions are built on a combination of rational evaluation of product quality and trust in brand performance.

In general, the descriptive results of purchase decisions show that consumers have a fairly high level of stability in choosing Make Over. Purchase decisions are not only due to the momentary promotional factor, but also because of the belief in the quality and suitability of the product to their needs. This is important because it shows that the purchase decisions in this study have been shaped by relatively stable perceptions of brands, not just by short-term purchasing impulses.

Table 2. Summary of Descriptive Scores of Research Variables

Variable	Prominent Indicators	Red	Categories
Digital Marketing	Aesthetic elements of content that are interesting to look at for longer	4,24	Excellent
Direct Marketing	Exclusive offers are more advantageous than regular prices	4,27	Excellent
Brand Awareness	Make Over dominates the mind compared to other brands	4,106	Good
Purchase Decision	Product formula according to skin condition/type	4,05	Good

Structural Model Analysis Results

After the descriptive analysis, the research is continued with the evaluation of the structural model or inner model. This test aims to see the extent to which independent variables are able to explain endogenous variables in the model. Based on the results of R^2 , the R^2 value for Brand Awareness is 0.362, meaning that 36.2 percent of the variation in brand awareness can be explained by digital marketing and direct marketing. Meanwhile, the R^2 value for Purchase Decision is 0.334, which means that 33.4 percent of purchase decisions are explained by a combination of digital marketing, direct marketing, and brand awareness. These two values are in the moderate category, so the research model can be considered quite adequate in explaining the phenomenon being studied, although there are still other variables outside the model that also have an effect.

The f^2 results show that digital marketing has the greatest practical influence on brand awareness, with an effect size value of 0.562, which is in the large category. Meanwhile, the influence of digital marketing on purchase decisions was 0.165, which was in the moderate category. On the other hand, direct marketing only showed a small effect size on purchase decisions of 0.044 and very small on brand awareness of 0.010. Brand awareness itself has a small influence on purchase decisions with a value of 0.037. These results confirm that in the research model, digital marketing is the most dominant variable and most determines the explanatory power of the model.

Table 3. Inner Model Evaluation Results

Endogenous Variable	R-Square	R-Square Adjusted	Categories
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Brand Awareness	0,362	0,353	Moderate
Purchase Decision	0,334	0,321	Moderate

Variable Relationships	F-Square	Interpretation
Digital Marketing → Brand Awareness	0,562	Large
Digital Marketing → Purchase Decision	0,165	Moderate
Direct Marketing → Brand Awareness	0,010	Small
Direct Marketing → Purchase Decision	0,044	Small
Brand Awareness → Purchase Decision	0,037	Small

Source: processed from research data

Hypothesis Test Results

Hypothesis testing was carried out by looking at the path coefficient, T-statistic, and P-value at a significance level of 5 percent. The results showed that digital marketing had a positive and significant effect on purchase decisions with a coefficient of 0.532, T-statistic of 8.299, and a P-value of 0.000. In addition, digital marketing also has a positive and significant effect on brand awareness with a coefficient of 0.599, T-statistic of 10.546, and a P-value of 0.000. These two results show that the better the digital marketing activities that consumers feel, the higher the brand awareness and the more likely it is to make a purchase decision. In fact, the relationship between digital marketing and brand awareness is the strongest relationship in the research model.

Unlike digital marketing, direct marketing does not have a significant effect on purchase decisions because it has a T-statistic of 1.844 and a P-value of 0.065. Similarly, direct marketing to brand awareness is also insignificant with a T-statistic of 0.823 and a P-value of 0.411. These findings show that the direct marketing approach carried out by Make Over, although descriptively assessed well by respondents, is not strong enough to produce a real statistical influence on the formation of brand awareness and purchase decisions. This could mean that a personal touch is indeed appreciated by consumers, but in the context of the urban cosmetics market, purchasing decisions are driven more by digital exposure than in-person interaction.

Furthermore, brand awareness had a positive and significant effect on purchase decisions with a coefficient of 0.196, T-statistic of 2.414, and P-value of 0.016. These results confirm that the higher the level of consumer awareness of Make Over, the greater their tendency to buy the product. In other words, brand awareness does act as a psychological mechanism that connects the power of marketing messages to actual purchase actions.

In the mediation path, the results showed that digital marketing had a positive and significant effect on purchase decisions through brand awareness, with a coefficient of 0.118, T-statistic of 2.266, and P-value of 0.024. On the other hand, direct marketing had no significant effect on purchase decisions through brand awareness, with a coefficient of 0.015, T-statistic of 0.750, and P-value of 0.453. This means that brand awareness has proven to be an effective mediator for the relationship between digital marketing and purchase decisions, but not for the relationship between direct marketing and purchase decisions. These findings confirm that in the context of Make Over, digital marketing not only affects purchases directly, but also works indirectly by first strengthening consumer brand awareness.

Table 4. Summary of Hypothesis Test Results

Intervariable Relationships	Coefficients	T-Statistic	P-Value	Verdict
Digital Marketing → Purchase Decision	0,532	8,299	0,000	Accepted
Digital Marketing → Brand Awareness	0,599	10,546	0,000	Accepted
Direct Marketing → Purchase Decision	0,187	1,844	0,065	Rejected
Direct Marketing → Brand Awareness	0,078	0,823	0,411	Rejected
Brand Awareness → Purchase Decision	0,196	2,414	0,016	Accepted
Digital Marketing → Purchase Decision through Brand Awareness	0,118	2,266	0,024	Accepted
Direct Marketing → Purchase Decision through Brand Awareness	0,015	0,750	0,453	Rejected

Discussion

The Influence of Digital Marketing on Brand Awareness

The results of the study showed that digital marketing had a positive and significant effect on the brand awareness of Make Over products, with a path coefficient of 0.599, T-statistics of 10.546, and a P-value of 0.000. These findings confirm that the better digital marketing that companies do, the stronger the ability of consumers to recognize and remember the Make Over brand. In this context, digital marketing not only serves as a promotional tool, but also as the main means of building brand memory amid increasingly fierce competition in the cosmetics industry. These findings are in line with New Media Communication Theory, which emphasizes that digital media allows for interactive, fast, visual, and repetitive communication. In the cosmetics industry, visual exposure is very important because consumers tend to be interested in product displays, tutorials, and brand imagery on social media. When Make Over can present content that is aesthetic, informative, and easily accessible, the process of brand recognition becomes faster and stronger. These results are also supported by previous research stating that digital-based marketing communication can strengthen brands. These findings are consistent with Septira et al. (2023), who found significant digital marketing effects on brand awareness in skincare products, and Rahma & Hariyana (2023), who reported similar patterns for Indonesian cosmetic brands. Theoretically, the strong β value reflects Kotler & Keller (2016) premise that digital touchpoints create frequent, varied, and memorable brand exposures that cumulatively build awareness a mechanism particularly effective among Jakarta's urban millennials and Gen Z, who are high-frequency digital media users. Thus, this study confirms that in premium local cosmetic brands such as Make Over, digital marketing is the main factor in building brand awareness. Therefore, companies need to continue to prioritize digital strategies that are not only visually appealing, but also consistent in their message and brand identity so that the Make Over position is stronger in the minds of consumers.

The Influence of Direct Marketing on Brand Awareness

In contrast to digital marketing, direct marketing in this study did not have a significant effect on brand awareness, with a path coefficient of 0.078, T-statistics of 0.823, and a P-value of 0.411. These results show that the direct marketing done by Make Over is not strong enough to build brand awareness at large. Conceptually, direct marketing emphasizes personal relationships and direct responses, making it more effective at building closeness to specific customers than at creating awareness on a large scale. Brand awareness requires consistent exposure and reaching multiple consumers, while direct marketing tends to be limited and individualized. In the context of Make Over, approaches such as beauty advisors or personal promotions are likely to be more effective in the final stages of persuasion than in the early stages of awareness formation. These findings suggest that the effectiveness of direct marketing is highly dependent on the industry context. In the urban cosmetics market that is heavily influenced by social media, reviews, and marketplaces, consumers are more likely to get to know brands from the digital space than through direct interaction. This aligns with Reitsamer et al.'s (2025) finding that brand awareness is more effectively built through high-frequency exposure via digital social touchpoints, suggesting that marketing channels with limited reach such as offline direct marketing face structural constraints in generating broad awareness. The limited geographic reach of offline events in Jakarta, where digital media consumption vastly outpaces physical touchpoint exposure, may explain why direct marketing's awareness-building capacity is constrained in this context, consistent with the broader shift from offline to digital marketing strategies observed across firms in the digital era (Cai & Choi, 2023). Therefore, direct marketing is more appropriately positioned as a supporting strategy to strengthen customer relationships, product education, and brand experience, rather than as the main tool for building brand awareness (Butkouskaya et al., 2024).

The Influence of Brand Awareness on Purchase Decisions

The results of the study showed that brand awareness had a positive and significant effect on purchase decisions, with a coefficient of 0.196, T-statistics of 2.414, and a P-value of 0.016. This means that the higher the consumer's awareness of Make Over, the more likely they are to decide to buy the product. These findings are in line with Smith & Aaker (1992) view that brand awareness is the initial basis before consumers build a preference for a brand. In a competitive cosmetics market, brands that are more recognizable and memorable will have a greater chance

of being chosen. However, the influence of brand awareness in this study was not very dominant, which shows that awareness is indeed important, but not the only determining factor in purchasing decisions. Product quality, skin compatibility, price, and user experience continue to play important roles. The results of this study are aligned with Hariyanto & Wijaya (2022), who explained that brand awareness has a significant effect on the decision to purchase cosmetic products, and Rosyada & Saktiana (2024), who found that brand awareness is a significant factor in building purchase intention among consumers of local beauty brand N'pure in the Jabodetabek area. In this way, brand awareness can be viewed as a precursor to purchasing decisions. Consumers who are already familiar with brands tend to feel more confident and secure in making purchasing decisions. In the context of Make Over, strong awareness helps to lower consumer hesitancy and increase the chances of the brand being chosen among many alternatives.

The Influence of Digital Marketing on Purchase Decisions

Digital marketing has been proven to have a positive and significant effect on purchase decisions, with a coefficient of 0.532, T-statistics of 8.299, and a P-value of 0.000. These findings show that Make Over's digital marketing not only builds brand awareness, but also directly encourages consumers to make purchase decisions. These results are relevant to the current condition of the cosmetics market, where many consumer processes take place in the digital space, starting from seeking information, viewing reviews, and comparing products, to making transactions in e-commerce. The majority of the study's respondents also came from the urban, productive-age group who actively shopped through digital platforms. Therefore, when digital content is designed to be engaging, informative, and easy to access for purchases, its influence on purchase decisions becomes very strong. These findings are compatible with those of Evianah et al. (2021), who concluded that digital marketing has a significant effect on online purchase decisions of cosmetics consumers in Indonesia. Alfarizi et al. (2025) confirmed a high positive impact of digital marketing on buying decisions for beauty products in Indonesia. Batu et al. (2020) reported similar findings. Similarly, Rettobjaan et al. (2024) found that digital marketing on the Shopee online shopping platform encompassing website, search engine marketing, web banner, social network, and affiliate marketing has a significant effect on consumer purchasing decisions, as digital content guides the consumer journey from the awareness phase through to the conversion phase. These findings emphasize that digital marketing is the main strategy that companies must strengthen. The focus is not only on increasing engagement, but also on conversions, so that the consumer journey from awareness to purchase can take place faster and more effectively. If this is done consistently, Make Over has the potential to increase its competitiveness and strengthen its position in the cosmetics market.

The Influence of Direct Marketing on Purchase Decisions

The results showed that direct marketing had no significant effect on purchase decisions, with T-statistics of 1.844 and a P-value of 0.065. Statistically, this means that direct marketing has not yet become the main factor that determines the purchase decisions of Make Over consumers. These findings show a change in consumer behavior, especially in the urban cosmetics market. Consumers are now more independent in seeking information, comparing products, and making decisions through digital media without relying too much on direct interaction. Therefore, the influence of direct marketing is weaker than that of digital marketing. However, direct marketing still has an important function as a complementary strategy. Its role is more appropriately geared toward strengthening relationships with customers, providing product consultations, and improving the purchasing experience. These results are consistent with Dwivedi et al. (2021), who argued that in the digital era, traditional direct marketing channels face structural limitations in building broad brand awareness, as digital and social media marketing now dominates consumer attention and outperforms conventional approaches in reach and engagement, and with Wang et al. (2025), who found that traditional media's contribution to purchase intention is comparatively constrained relative to social media, particularly among urban consumers who are more digitally engaged. This non-significant result does not imply that direct marketing is without strategic value. Kotler & Keller (2016) argue, direct marketing's comparative advantage lies in relationship deepening, personalized consultation, and experience delivery for already-aware consumers functions that are complementary to, rather than competitive with, digital marketing's reach-and-conversion role. Thus, direct marketing does not need to be eliminated, but needs to be adjusted

so that its function is more on target.

The Influence of Digital Marketing on Purchase Decisions through Brand Awareness

The results of the mediation showed that digital marketing had a positive and significant effect on purchase decisions through brand awareness, with a coefficient of 0.118, T-statistics of 2.266, and a P-value of 0.024. This means that brand awareness has proven to be an effective mediator in the relationship. These findings show that digital marketing not only works directly, but also indirectly by first building brand awareness and then driving purchase decisions. This confirms that the success of digital promotion is not only determined by the intensity of the content, but also by its ability to consistently embed brand memory. The study aligns with Ayuningtyas & Sijabat (2022) finding that brand awareness mediates social media marketing effects on purchase decisions, and extends this finding by showing that the direct effect pathway is substantially stronger ($\beta = 0.532$ vs. indirect = 0.118), suggesting that Make Over's digital content has evolved beyond awareness-building to directly influence purchase behavior a sign of marketing communication maturity. In other words, an effective digital strategy will have a stronger impact if it is able to strengthen brand awareness before encouraging consumers to make a purchase.

The Influence of Direct Marketing on Purchase Decisions through Brand Awareness

Unlike digital marketing, direct marketing does not have a significant effect on purchase decisions through brand awareness. This means that brand awareness cannot mediate the relationship between direct marketing and purchase decisions. This shows that direct marketing is not the main path of raising awareness in the context of Make Over. Overall, the results of the study confirm that the core of the Make Over problem lies in the effectiveness of marketing communication in the digital era. Digital marketing has proven to be the main factor that shapes brand awareness and purchase decisions, while direct marketing plays a more complementary role. This result is interpretable through the channel reach asymmetry documented in the broader IMC literature: Harizi & Trebicka (2023) found that direct marketing activities achieve their awareness-building potential only when they are integrated with high-frequency digital touchpoints functioning as amplifiers rather than independent awareness generators. Similarly, Bergkvist & Taylor (2022) established that brand awareness is central to achieving long-term advertising goals and functions as a prerequisite for broader marketing effectiveness, indicating that without sufficient advertising support, standalone direct marketing efforts are unlikely to achieve the population-level, multi-measure brand awareness outcomes measured in this study. Therefore, these strategies should be combined to strengthen a consistent, integrated, and conversion-oriented digital strategy so that Make Over is not only more widely known but also more frequently chosen by consumers.

CONCLUSION

This study aims to find out how digital marketing and direct marketing affected the purchase decision of Make Over products with brand awareness as a mediator on 160 Jakartans. The three fundamental findings in the analysis are based on empirical data. The first is that digital marketing is the most dominant driver: both brand awareness ($\beta = 0.599$) and purchase decisions ($\beta = 0.532$) account for most of the strategic leverage in Make Over's marketing communications. Second, there are no statistically significant effects on either brand awareness or purchase decisions in this sample from direct marketing, suggesting that current direct marketing activities are either insufficiently targeted or poorly designed to generate measurable consumer response at the population level. Third, brand awareness partially mediates the relationship between digital marketing and purchase decisions (indirect effect = 0.118, $p = 0.024$), supporting the notion that consumer recognition is an essential but not exclusive mechanism via which digital marketing translates into purchase behavior. Theoretically, this research expands the IMC literature by empirically documenting a case of asymmetric channel effectiveness for a premium local cosmetic brand operating in Indonesia's urban digital ecosystem, where the saturation of digital media implies that online channels should be structurally more effective than personalized offline touchpoints for broad awareness building. The findings translate into three actionable priorities for PT Paragon Technology and Innovation: (1) scale digital marketing investment with emphasis on content quality and influencer partnerships that simultaneously drive awareness

and purchase intent; (2) redesign direct marketing programs to function as awareness amplifiers rather than standalone campaigns for instance, by integrating offline events with digital hashtag campaigns and user-generated content incentives; (3) invest in Make Over-specific brand awareness monitoring to track the cognitive pathway's contribution to sales conversion over time. This study is limited by its Jakarta-only scope and cross-sectional design; future research should expand to other Indonesian cities, employ longitudinal tracking of brand awareness development, and examine the moderating role of consumer demographics on digital marketing effectiveness.

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AUTHOR CONTRIBUTION STATEMENT

Della Stephanie Prawesti was responsible for conceptualizing the research, developing the research framework, designing the methodology, and conducting data collection through questionnaires. The author also performed data analysis using the PLS-SEM approach, interpreted the results, and wrote the manuscript. All stages of the research, including literature review, discussion development, and final editing, were carried out independently by the author. The author has read and approved the final version of the manuscript and is fully responsible for its content.

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