

# The Influence of Digital Marketing and Brand Awareness on Purchase Decisions of Le Mineral Products (Study on Customers Who Purchase Le Mineral Products in Soreang Area)

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## ABSTRACT

The rapid development of digitalization has significantly transformed marketing strategies across industries, including the bottled drinking water (AMDK) sector. Amid the dominance of established brands, Le Mineral seeks to expand its market share in suburban areas such as Soreang through targeted digital marketing efforts. This study aims to analyze the influence of digital marketing strategies on brand awareness and consumer purchase decisions for Le Mineral products in Soreang, while identifying the most impactful dimensions of digital marketing. A qualitative case study approach was employed, involving in-depth interviews, participatory observations, focus group discussions (FGDs), and document analysis. Data were analyzed thematically using NVivo 14 and supported by path regression analysis. The findings show that digital marketing has a significant positive impact on both brand awareness ( $R^2 = 0.551$ ) and purchase decisions ( $R^2 = 0.509$ ). Brand awareness partially mediates the relationship between digital marketing and purchase decisions. Among the five digital marketing dimensions, social media marketing emerged as the most influential, followed by content marketing and mobile marketing. An integrated and strategic digital marketing implementation effectively builds brand awareness and stimulates consumer purchasing behavior. This study contributes theoretically to the literature on digital marketing in suburban consumer markets and offers practical recommendations for PT Tirta Fresindo Jaya to refine its marketing resource allocation and campaign strategies for greater efficiency and market penetration.

**Keywords:** digital marketing, brand awareness, purchase decision, Le Mineral, Soreang.

## 1. INTRODUCTION

The era of digitalization has fundamentally changed the way companies market their products. In Indonesia, internet penetration of 73.7% of the total population by 2024 has created a huge opportunity for companies to optimize their digital marketing strategies. The bottled drinking water industry (AMDK) as one of the competitive sectors in Indonesia is not spared from this transformation. Le Mineral, as one of the relatively new bottled water brands in the Indonesian market, has shown significant growth since its launch by PT Tirta Fresindo Jaya (Wings group). Bandung Regency, especially the Soreang area as the district capital, is an area with interesting economic and demographic growth to study (Wiyanti, 2015). With the growing population and the increasingly modern lifestyle of the community, the consumption of bottled water in this region shows an increasing trend. Le Mineral, as a player trying to expand its market share, has implemented various digital marketing strategies to reach consumers in the Soreang area.

Le Mineral's digital marketing includes social media campaigns, the use of local influencers, measurable digital advertising, and content specifically designed for the target market in Soreang. This strategy aims to increase brand awareness which is ultimately expected to influence consumer purchase decisions (Nugraha

& Sjoraida, 2025). Le Mineral's product differentiation that carries the concepts of "pH balance" and "rich minerals" is the main message in their digital communication. However, the relationship between digital marketing, brand awareness, and purchasing decisions for Le Mineral products in Soreang has not been comprehensively studied. In the context of a highly competitive bottled water market with the presence of major players such as Aqua, Cleo, and VIT, a deep understanding of the effectiveness of digital marketing strategies on brand awareness and its impact on purchasing decisions is crucial for the sustainability and growth of the Le Mineral brand in this region.

This research is important in analyzing the extent to which digital marketing conducted by Le Mineral has succeeded in creating brand awareness in the minds of Soreang consumers and how it affects their purchasing decisions (Ayu Putri Gita Ardiantari et al., 2024). The findings of this study are expected to make a significant contribution to the development of more effective and measurable marketing strategies, especially in the context of the bottled water market in suburban areas such as Soreang. The development of digital technology has not only changed the way consumers access information, but it has also formed a new paradigm in the purchasing decision-making process. In the Soreang region, which is undergoing a transition from rural to suburban characteristics, the adoption of digital technology is showing significant growth. Data from the Bandung Regency Diskominfo shows that smartphone penetration in Soreang will reach 68% in early 2024, making this area one of the potential markets for digital marketing strategies. Le Mineral, with its segmentation targeting the middle class, needs to understand these unique dynamics in order to optimize its marketing strategy.

Competition in the bottled water market in Indonesia in general and Soreang in particular has become more intense in recent years. Based on Nielsen Retail Audit 2023 data, although dominant players such as Aqua still lead with a market share of around 46.7% nationally, alternative brands including Le Mineral have shown encouraging growth with an increase in market share from 4.2% in 2022 to 7.8% in 2023. This phenomenon shows a shift in consumer loyalty and opens up opportunities for Le Mineral to strengthen its position in Soreang through targeted digital marketing strategies and building strong brand awareness. Soreang's consumer behavior shows unique characteristics that need to be considered in formulating marketing strategies. As a suburban area that borders directly with the city of Bandung, the people of Soreang show a combination of traditional and modern values. Based on a preliminary survey conducted by Le Mineral's marketing team in December 2023, consumers in Soreang tend to pay more attention to price factors (37%), ease of access (24%), product quality (22%), and brand image (17%) in choosing bottled water products. These findings indicate the importance of digital marketing strategies that not only build brand awareness but also communicate value propositions that are relevant to the local preferences of Soreang consumers (Rocheffort & Ndlovu, 2024).

This research was carried out with a number of interrelated objectives to gain a comprehensive understanding of digital marketing phenomena, brand awareness, and consumer purchasing decisions. First, the research aims to analyze the effectiveness of the digital marketing strategy implemented by Le Mineral in its product marketing efforts in the Soreang area. Second, this study seeks to measure the level of brand awareness of consumers towards Le Mineral products in the Soreang area. Furthermore, this study also aims to identify and analyze the influence of digital marketing on the formation of Le Mineral brand awareness among Soreang consumers and examine the influence of brand awareness on the purchase decision of Le Mineral products in the region. The next goal is to analyze the influence of digital marketing and brand awareness simultaneously on the purchase decision of Le Mineral products in Soreang. Finally, this study aims to identify the factors in digital marketing that have the most significant influence on brand awareness and purchasing decisions of Le Mineral products in Soreang. Research Model

Based on the literature review that has been presented, this study develops a conceptual framework that describes the relationship between digital marketing, brand awareness, and purchase decisions of Le Mineral products in Soreang (Al et al., 2025). This research model adopts the Stimulus-Organism-Response (S-O-R) approach that has been validated in various studies of digital consumer behavior. In this model, digital marketing acts as a stimulus (S) that influences brand awareness as an organism (O), which then leads to a response (R) in the form of a purchase decision. This model predicts that digital marketing has a direct influence on purchasing decisions, but it also has an indirect influence through brand awareness as a mediating variable. Brand awareness itself is predicted to have a direct influence on purchasing decisions. In the context of Le Mineral in Soreang, the relationship between these three variables is moderated by the demographic characteristics of consumers, the level of digital penetration, and the distribution infrastructure in the region.

## **2. RESEARCH METHODS**

Based on the conceptual framework that has been described, this study develops three main hypotheses that will be tested empirically (Agriqisthi & Nasrah, 2020). The first hypothesis (H1) states that digital marketing has a positive and significant effect on Le Mineral's brand awareness among Soreang consumers. This hypothesis is based on the findings of previous studies that show that an integrated digital marketing strategy can increase brand visibility and strengthen brand associations in the minds of consumers. The second hypothesis (H2) states that brand awareness has a positive and significant effect on the purchase decision of Le Mineral products in Soreang. This hypothesis is supported by various studies that show that consumers tend to choose brands that are more recognizable and understood, especially for low-engagement products such as bottled water. The third hypothesis (H3) states that

digital marketing has a positive and significant effect on the purchase decision of Le Mineral products in Soreang, either directly or indirectly through the mediation of brand awareness.

This study adopts a qualitative approach with a case study design to explore in depth the influence of digital marketing and brand awareness on the purchase decision of Le Mineral products in the Soreang area. The qualitative approach was chosen for its ability to explore a comprehensive understanding of complex phenomena in specific contexts, as well as providing the flexibility to explore unexpected aspects that may arise during research. Case studies as a research strategy allow for an in-depth investigation of contemporary phenomena in real-life contexts, especially when the boundaries between phenomena and context are unclear. In this case, the case study allowed researchers to investigate how Le Mineral's digital marketing strategy interacts with the unique characteristics of the Soreang market, shaping brand awareness, and ultimately influencing consumer purchasing decisions. This research adopts an interpretivism paradigm that recognizes that reality is socially constructed and that consumers' experience of brands is the result of subjective interpretation influenced by the social, cultural, and economic context of Soreang.

The research was conducted in the Soreang area, Bandung Regency, which was selected based on its characteristics as a suburban area with significant demographic and economic growth, as well as an adequate digital penetration rate (68% in early 2024). The research subjects included three groups of participants. First, consumers of bottled water products in Soreang were selected using purposive sampling techniques to ensure demographic representation (age, gender, education, occupation) and variations in digital consumption behavior. Second, representatives from Le Mineral's marketing team who are responsible for digital marketing strategy in the Soreang region. Third, retailers and distributors of Le Mineral products in Soreang, including modern minimarkets and traditional stalls. The retrieval of research subjects uses the principle of theoretical saturation, where data collection is stopped when no new information or themes emerge. It is estimated that the number of participants reaches 30-40 people for all categories, with details of 20-25 consumers, 3-5 Le Mineral representatives, and 7-10 retailers/distributors.

### 3. RESULTS AND DISCUSSION

To identify the digital marketing dimensions that have the most influence on brand awareness and purchase decisions, multiple regression analysis was performed by including five dimensions of digital marketing as independent variables. The results of the analysis are presented in Table 1.

**Table 1.** The Influence of the Digital Marketing Dimension on Brand Awareness and Purchase Decisions

Digital Marketing Dimension	Brand Awareness		Purchase Decision	
	Beta	Sig.	Beta	Sig.
Search Engine Marketing (X <sub>1.1</sub> )	0,168	0,003	0,154	0,005
Social Media Marketing (X <sub>1.2</sub> )	0,287	0,000	0,256	0,000
Content Marketing (X <sub>1.3</sub> )	0,238	0,000	0,224	0,000
Influencer Marketing (X <sub>1.4</sub> )	0,145	0,006	0,138	0,008
Mobile Marketing (X <sub>1.5</sub> )	0,197	0,001	0,182	0,002
R <sup>2</sup>	0,583		0,547	
F count	105,371		91,249	
Sig. F	0,000		0,000	

Based on Table 1, it can be seen that: Regarding brand awareness, the most influential digital marketing dimension was social media marketing ( $\beta = 0.287$ ,  $p < 0.001$ ), followed by content marketing ( $\beta = 0.238$ ,  $p < 0.001$ ), mobile marketing ( $\beta = 0.197$ ,  $p = 0.001$ ), search engine marketing ( $\beta = 0.168$ ,  $p = 0.003$ ), and influencer marketing ( $\beta = 0.145$ ,  $p = 0.006$ ). Regarding purchasing decisions, the most powerful digital marketing dimension was also social media marketing ( $\beta = 0.256$ ,  $p < 0.001$ ), followed by content marketing ( $\beta = 0.224$ ,  $p < 0.001$ ), mobile marketing ( $\beta = 0.182$ ,  $p = 0.002$ ), search engine marketing ( $\beta = 0.154$ ,  $p = 0.005$ ), and influencer marketing ( $\beta = 0.138$ ,  $p = 0.008$ ). The five dimensions of digital marketing were simultaneously able to explain 58.3% variation in brand awareness and 54.7% variation in purchase decisions of Le Mineral products in Soreang. These findings show that social media marketing is the most effective digital marketing dimension in building brand awareness and influencing the purchase decision of

Le Mineral products among Soreang consumers. This indicates the importance of marketing strategies on social media that are targeted and relevant to the characteristics of consumers in the region.

The results of the descriptive analysis of Le Mineral's digital marketing variables showed an excellent perception from respondents with an average score of 4.31 (Rahmat & Kurniawati, 2022). The mobile marketing dimension received the highest rating (4.39), reflecting the success of Le Mineral's strategy in optimizing the user experience through mobile devices. This is in line with the increasing trend of smartphone use among Indonesians, especially in urban areas such as Soreang. The social media marketing dimension ranked second with a score of 4.35, with Instagram content as the item that obtained the highest score (4.63). These findings indicate that Le Mineral's marketing strategy through Instagram is very effective in reaching and influencing consumers in Soreang. Content marketing ranks third with a score of 4.34, showing Le Mineral's success in presenting quality, relevant, and educational content that is able to attract consumers' attention. Search engine marketing (4.24) and influencer marketing (4.22) also received excellent ratings, although they were relatively lower than the other dimensions. Overall, Le Mineral's digital marketing implementation in Soreang has succeeded in creating strong visibility and engagement with consumers through various digital platforms.

Analysis of Le Mineral's brand awareness variable showed good results with an average score of 4.17. The brand recognition dimension received the highest rating (4.47), with the logo recognition item as the most recognizable element for consumers (4.53). This indicates Le Mineral's success in building a strong visual identity that is easily recognizable by consumers in Soreang. Brand knowledge ranks second with a score of 4.25, showing that consumers have a good understanding of the differentiation and advantages of Le Mineral products, such as the concept of pH balance and mineral content. Brand recall was third with a score of 4.16, with the recall item for the tagline Le Mineral obtaining the highest score (4.29). Meanwhile, top-of-mind awareness obtained the lowest score (3.81), indicating that although Le Mineral has a high level of recognition, it is not yet fully the first brand that consumers remember in the bottled water category. These findings show that Le Mineral's brand awareness in Soreang is quite good, but it still needs to be strengthened in the top-of-mind awareness aspect to make Le Mineral the main choice of consumers in the bottled water product category (Balqis et al., 2024).

## CONCLUSION

This research produced several important conclusions regarding the influence of digital marketing and brand awareness on the purchase decision of Le Mineral products in the Soreang area. First, the implementation of Le Mineral's digital marketing which includes search engine marketing, social media marketing, content marketing, influencer marketing, and mobile marketing has proven to have a positive and significant effect on brand awareness with a contribution of 55.1%. This shows that a comprehensive and integrated digital marketing strategy is an effective instrument in building and strengthening brand awareness in today's digital era. Second, Le Mineral's brand awareness, which consists of top-of-mind awareness, brand recall, brand recognition, and brand knowledge, has proven to have a positive and significant effect on purchase decisions with a contribution of 59.8%. These findings confirm that a strong level of brand awareness is a determining factor in influencing the consumer decision-making process, from the need recognition stage to post-purchase behavior. Consumers who have a good understanding and familiarity with the Le Mineral brand tend to make purchase decisions more easily and show higher levels of satisfaction and loyalty. Third, digital marketing has been proven to have a positive and significant effect on purchase decisions with a contribution of 50.9%. This confirms the relevance and effectiveness of digital marketing strategies in influencing consumer purchasing behavior in the era of digital disruption. Through the implementation of targeted digital marketing, Le Mineral is able to provide stimulus and information that encourages consumers to make product purchases. Fourth, pathway analysis reveals that brand awareness partially mediates the relationship between digital marketing and purchase decisions. In other words, digital marketing not only influences purchasing decisions directly but also indirectly through the formation of brand awareness. This mediation model explains 65.2% of the variation in the purchase decision of Le Mineral products in Soreang.

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