

The Influence of Digital Marketing and Brand Awareness on Purchase Decisions of Esteh Indonesia Products

Siti Lutfi Amaliyah, Marlina Widiyanti*, Zakaria Wahab, Ahmad Maulana
Universitas Sriwijaya, Indonesia

Email: 01012682327022@student.unsri.ac.id, marlinawidiyanti@fe.unsri.ac.id*,
Zakwahab1957@gmail.com, maulana25@unsri.ac.id

Abstract: *This study was conducted to determine the influence of digital marketing and brand awareness on the purchase decision of Esteh Indonesia products. The population in this study consisted of 1,684 consumers who purchased Esteh Indonesia products in the city of Palembang in 2024. The sample consisted of 94 respondents, determined using the Slovin formula for sample size calculation. The results of multiple linear regression analysis show that digital marketing and brand awareness have a positive and significant effect on the purchasing decisions for Esteh Indonesia products. Regarding digital marketing, it is hoped that changes and evaluations will be made by the division responsible for managing social media. Concerning brand awareness, the increasing number of competitors with similar products poses a challenge for Esteh Indonesia to attract consumers' desire to make purchases.*

Keywords: *Digital Marketing, Brand Awareness, Purchase Decision*

INTRODUCTION

Business development in Indonesia has been increasingly prominent in terms of complexity, competition, change, and uncertainty. Increased competition in business, increasingly varied products, and rapid technological developments. These changes are caused by the increasing growth of technology and natural resources that are starting to decline, it is not uncommon for several companies that try to compete in a business to fail to maintain such tight business competition. To be able to maintain a business, a company must be able to properly process existing competencies (Arianto, 2024).

Brand awareness aimed at Esteh Indonesia's business. Companies in the beverage sector in Indonesia are currently more and more varied. Esteh Indonesia is one of the franchise brands that sells tea products that are packaged in a modern way. Esteh Indonesia products have a choice of flavor variants of almost 22 different flavors. In addition, Esteh Indonesia provides a variety of topping choices as a complement. Currently, Esteh Indonesia has become one of the most popular beverage franchise companies in Indonesia. Until now, the growth of Esteh Indonesia has increased to the point of successfully adding hundreds of new branches with a total of 1030 branches spread throughout Indonesia. Reported in katadata through the Populix survey, Esteh Indonesia's products have become a local drink that occupies the third position as a contemporary drink that is widely consumed in 2022. The following is data on the most popular beverage brands in 2022 until now.

In the image above, it can be concluded that consumer interest in the Esteh Indonesia brand is quite high. It was recorded that as many as 56% of respondents admitted to consuming drinks from the Chatime brand in the past month. In addition to Chatime, there are respondents who consume Kopi Janji Jiwa and Esteh Indonesia with a percentage of 38% each. Then, as many as 31% of respondents consumed Kopi Kenangan, and another 25% of respondents

consumed drinks from the Haus brand. Thus, Esteh Indonesia is a brand that is included in the top 3 most demanded drinks.

Esteh Indonesia was founded in 2018 with Haidhar Hibatullah Wurjanto, Dihya Nur Rifqy, Aussie Andry, and Edwin Widya as founders. Esteh Indonesia first sold in the Kemang Village and Blok M areas by only using a 1x2 meter booth. The products sold at that time were only Sweet Ice Tea, Lemon Ice Tea, Lychee Tea, Milk Ice Tea, and Thai Tea. Positive feedback from customers and quite a lot of demand, finally in mid-2018 Esteh Indonesia added outlets in Mall Ambassador and Binus West Jakarta. Over time, Esteh Indonesia is increasingly popular with all people from children to adults because of its delicious taste, friendly prices, product variant innovations, and in accordance with existing trends (estehindonesia.com, 2024).

The business development that occurred at Esteh Indonesia in determining strategies to increase sales and develop outlets has proven effective through various innovations and creative approaches. By utilizing social media, innovating beverage products, implementing efficient business strategies, and holding creative promotions, Esteh Indonesia has succeeded in attracting customer attention and loyalty. The achievement of the MURI Record is one of the tangible proofs of the success of Esteh Indonesia's strategy, but problems in business are certainly undeniable and will certainly continue to occur (Aisyah Yekti, 2025).

A phenomenon that has been carried out since 2022 – 2023 previously, Esteh Indonesia's sales had decreased, this happened because the world of competition in the beverage business is increasingly achieving excellence, as well as the number of cafe businesses that are able to penetrate the target market, which has reached all circles of society. Considering the soaring business competition, finally the management of Esteh Indonesia collaborated to form a variant of Esteh Indonesia's flavor, with the name ambassador to increase the sales of Esteh Indonesia. So that the increase in resale is balanced and able to compete with other beverage businesses.

However, in 2024 the management's calculation has experienced a mistake, with the existence of ambassador, It should also ensure a touch of more affordable prices as the capacity of buyer visits, as well as marketing that should be carried out more widely so that it can reach all circles of society. Due to the use of ambassador Famous Nagita Slavina, taking advantage of online marketing must also be done, in order to penetrate sales targets. So that marketing management seeks to make promotions for Esteh Indonesia through social media, namely digital marketing, by prioritizing brand awareness as a fulfillment of the buyer's decision.

Based on the results of temporary observations that have been carried out by researchers, on Esteh Indonesia's business, it is also focused on being in Beji Mulyo Tungkal Jaya Village, Banyuasin, the problem that has occurred is the decline in Esteh Indonesia's sales in the last 6 months, namely from July to December 2024, where sales achievements only penetrate the market share around the local environment, even though the taste variants and price determination are quite minimalist with the surrounding community. It turns out that even though the condition of Esteh Indonesia's business environment is considered quite strategic, close to offices, factories and schools.

However, marketing is not enough, it is only done conventionally. Therefore, the sale of Esteh Indonesia in Beji Mulyo Tungkal Jaya Village, Musi Banyuasin also does online marketing by utilizing brand awareness with digital reach marketing on social media, namely

Instagram and TikTok, this aims to increase Esteh Indonesia's sales so that it continues to survive and develop. Digital achievements marketing this will be calculated from the beginning of January – July 2025.

MATERIALS AND METHODS

The research used quantitative approach with all consumers who purchase Esteh Indonesia products in the city of Palembang in 2024 as the population. From July – December 2024 to January – April 2025, there were 1,684 consumers. The sample used in this study was 94 respondents using the Slovin formula in calculating the number of samples.

RESULTS AND DISCUSSION

- 1) The digital marketing variable (X1), has a beta value of 0.348 with a significant value of 0.000 which is smaller than 0.05. This shows that the digital marketing variable has a positive and significant influence on the purchase decision of Esteh Indonesia products. This proves that the first hypothesis on the variable of digital marketing has a positive and significant effect is acceptable.
- 2) The brand awareness variable (X2), has a beta value of 0.548 with a significant value of 0.000 which is smaller than 0.05. This shows that the brand awareness variable has a positive and significant influence on the purchase decision of Esteh Indonesia products. This proves that the second hypothesis on the brand awareness variable has a positive and significant effect is acceptable.

The Influence of Digital Marketing on Esteh Indonesia's Product Purchase Decisions

Digital marketing has a positive and significant effect on purchasing decisions. These results are in line with the results of research from Dwiputri (2024), Satria et al. (2023), Prabowo (2023), Hien (2022), Kurdi (2022), Alhalwachi (2024), Mohammed (2022), Haribowo (2022), Kok (2021), Dar (2021), Mahalaxmi (2021), Fattah (2021), Kodrat (2021), Janathanan (2021), Soomro (2020), Hutter (2020), Fahim (2020), Makrides (2019), and Godwin (2019), which show the same results that digital marketing has a positive and significant effect on purchasing decisions.

Respondents' responses to the Esteh Indonesia indicator responded quickly to my questions and feedback through social media Instagram and Tiktok showed the lowest scores. This shows that some respondents said that there is still a lack of quick response of admins on social media in responding to complaints and input provided by customers. Some respondents also said that the short messages given by customers on social media were replied to in a few hours or even more than 1 day. This causes if customers need to ask for information and provide feedback, they need to wait and not be immediately replied to quickly. In addition, comments on posts on social media are also not very quick to respond, especially when there are promos given, where there are also more and more users.

The respondents' responses to the indicator, I got clear and interesting information on Esteh Indonesia products through social media Instagram and Tiktok showed the highest score. Through social media, especially in an all-digital era like this. The ease of obtaining this information is very easy to get through social media. Social media, which is a good means to market a product, really needs to be used to be able to provide and introduce products,

especially for products from Esteh Indonesia. Esteh Indonesia always provides updated information about products such as launching new products and providing promo prices, where through social media means can quickly attract consumers' desire to make purchases.

The Influence of Brand Awareness on Esteh Indonesia's Product Purchase Decisions

Brand awareness has a positive and significant effect on purchasing decisions. These results are in line with the results of research from Dwiputri (2024), Antika (2024), Maulida (2024), Arianto (2024), Aprianti (2023), Stephen (2023), Handayani and Kamilla (2023), Kurniawan (2023), Naulita (2023), Sutrisno (2023), Prabowo (2023), Hien (2022), Kurdi (2022), Machi (2022), Anugerah (2022), Haribowo (2022), Junia (2021), Soomro (2020), Hutter (2020), Makrides (2019), Novansa and Ali (2018), and Shahid et al. (2017), which showed that brand awareness has a positive and significant effect on purchase decisions.

The respondents' responses to my indicator consider the advantages and disadvantages of Esteh Indonesia compared to other brands showing the lowest value. Based on the author's direct interviews with several respondents, the respondents said that with the many coffee shop brands where the coffee shop also sells non-coffee menus, one of which is tea. Customers can choose the same menu type and compare it with products in other brands. One of the factors that affect and consider customers is the price offered and the appearance and taste of the product that suits the customer's tongue. Customers will always compare the taste and price of other brands according to their wishes, especially in comparing Esteh Indonesia products with other products as well.

The respondents' response to my indicator is easy considering that the brand name of Esteh Indonesia shows the highest value. With the name Esteh Indonesia which is easy to remember where iced tea drinks are very common among the Indonesian people. Almost every place to eat and drink throughout Indonesia provides a menu of iced tea drinks. With this familiar type of drink, it makes the Esteh Indonesia brand easy to be recognized by the public. With the many variations of menus offered, it also makes it increasingly offer diverse flavors, not only types of tea drinks that are only given ice cubes.

CONCLUSION

Digital marketing and brand awareness both have a positive and significant impact on the purchase decisions of Esteh Indonesia products. This suggests that effective digital marketing strategies and strong brand recognition are crucial for influencing consumer behavior. Future research could explore how specific digital marketing channels or brand awareness tactics differentially affect purchase decisions, as well as consider consumer demographic factors to tailor marketing efforts more precisely.

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