PENGARUH DIGITAL ADVERTISING TERHADAP MINAT BELI KONSUMEN MELALAUI KESADARAN MEREK SEBAGAI VARIABEL MEDIASI PADA CV.TUFFERO PATISSERIE KOTA MALANG

THE EFFECT OF DIGITAL ADVERTISING ON CONSUMER PURCHASE INTENTION THROUGH BRAND AWARENESS AS A MEDIATING VARIABLE AT CV. TUFFERO PATISSERIE, MALANG CITY

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ABSTRAK

Transformasi digital telah mengubah strategi pemasaran menuju pemanfaatan iklan berbasis internet yang lebih terukur dan tertarget. Penelitian ini bertujuan menganalisis pengaruh Digital Advertising terhadap Minat Beli dengan Kesadaran Merek sebagai variabel mediasi pada CV. Tuffero Patisserie di Kota Malang. Urgensi penelitian didasarkan pada meningkatnya penetrasi internet dan aktivitas *e-commerce* di Indonesia menurut Badan Pusat Statistik, yang mendorong UKM mengoptimalkan strategi pemasaran digital secara empiris dan terukur.

Penelitian menggunakan pendekatan kuantitatif dengan desain eksplanatori. Sampel berjumlah 90 responden yang dipilih melalui purposive sampling. Data dikumpulkan menggunakan kuesioner skala Likert lima poin dan dianalisis dengan Structural Equation Modeling berbasis Partial Least Squares (PLS-SEM) menggunakan SmartPLS 4.0, melalui pengujian outer model dan inner model serta bootstrapping pada tingkat signifikansi 5%.

Hasil penelitian menunjukkan bahwa Digital Advertising berpengaruh positif dan signifikan terhadap Kesadaran Merek dan Minat Beli. Kesadaran Merek juga berpengaruh positif dan signifikan terhadap Minat Beli serta memediasi secara parsial hubungan antara Digital Advertising dan Minat Beli. Temuan ini menegaskan bahwa efektivitas iklan digital tidak hanya meningkatkan niat beli secara langsung, tetapi juga melalui penguatan kesadaran merek. Secara teoretis, penelitian ini memperkaya literatur pemasaran digital UKM, dan secara praktis memberikan dasar strategis bagi optimalisasi kampanye iklan digital yang lebih efektif dan terukur.

Kata kunci: Digital Advertising, Kesadaran Merek, Minat Beli.

ABSTRACT

Digital transformation has reshaped marketing strategies toward the utilization of internet-based advertising that is more measurable and targeted. This study aims to analyze the effect of Digital Advertising on Purchase Intention through Brand Awareness as a mediating variable at CV. Tuffero Patisserie in Malang City. The urgency of this research is grounded in the increasing internet penetration and *e-commerce* activities in Indonesia as reported by Badan Pusat Statistik, which encourage small and medium-sized enterprises (SMEs) to optimize digital marketing strategies in an empirical and measurable manner.

This research employed a quantitative approach with an explanatory design. The sample consisted of 90 respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The analysis included the evaluation of the outer model and inner model, as well as bootstrapping procedures at a 5% significance level.

The results indicate that Digital Advertising has a positive and significant effect on Brand Awareness and Purchase Intention. Brand Awareness also has a positive and significant effect on Purchase Intention and partially mediates the relationship between Digital Advertising and Purchase Intention. These findings confirm that the effectiveness of digital advertising not only directly increases purchase intention but also enhances it indirectly through the strengthening of brand awareness. Theoretically, this study contributes to the literature on SME digital marketing, and practically, it provides a strategic foundation for optimizing more effective and measurable digital advertising campaigns.

Keywords: Digital Advertising, Brand Awareness, Purchase Intention.