

The Influence of Digital Marketing, Brand Awareness, and Customer Experience on Purchase Decisions Among E-Commerce Consumers in Indonesia

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ABSTRACT

The rapid expansion of e-commerce in Indonesia has intensified competition among online businesses, making it essential to understand the factors that influence consumer purchase decisions. This study examines the effects of digital marketing, brand awareness, and customer experience on purchase decisions among e-commerce consumers in Indonesia. A quantitative research approach was employed using a survey method. Data were collected from 275 respondents who had experience purchasing products through e-commerce platforms and were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS 3). The measurement model assessment demonstrated satisfactory reliability and validity, with all constructs meeting the recommended thresholds for factor loadings, composite reliability, Cronbach's alpha, and average variance extracted. The structural model results revealed that digital marketing has a positive and significant effect on purchase decisions, indicating that effective online promotional activities and consumer engagement strategies enhance purchasing behavior. Brand awareness was also found to positively and significantly influence purchase decisions, suggesting that consumers are more likely to purchase products from brands that are familiar and easily recognized. Furthermore, customer experience exhibited the strongest positive effect on purchase decisions, highlighting the importance of website usability, transaction convenience, service quality, and overall shopping satisfaction in shaping consumer behavior. The model explained 74.3% of the variance in purchase decisions ($R^2 = 0.743$), indicating substantial explanatory power. The findings demonstrate that digital marketing, brand awareness, and customer experience are critical determinants of purchase decisions in the Indonesian e-commerce sector. This study contributes to the consumer behavior and digital marketing literature while providing practical implications for e-commerce businesses seeking to improve customer acquisition and sales performance.

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1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed consumer purchasing behavior and business marketing strategies worldwide. The expansion of internet accessibility, smartphone adoption, and digital platforms has accelerated the growth of electronic commerce (e-commerce), creating new opportunities for businesses to reach consumers beyond geographical boundaries [1], [2]. In Indonesia, e-commerce has emerged as one of the fastest-growing sectors of the digital economy, supported by increasing internet penetration, a growing middle-class population, and changing consumer lifestyles [3], [4]. The emergence of major e-commerce platforms such as Tokopedia, Shopee, Lazada, and Blibli has significantly influenced the way consumers search for information, evaluate products, and make purchasing decisions [3], [4]. As digital commerce continues to expand, understanding the determinants of consumer purchase decisions has become increasingly important for both researchers and practitioners.

The growing intensity of competition within the e-commerce industry has encouraged businesses to adopt innovative approaches to attract and retain customers. Unlike traditional retail environments, online marketplaces provide consumers with extensive access to information, numerous product alternatives, and a large number of competing sellers [5], [6]. Consequently, purchase decisions are no longer determined solely by product quality and price but are increasingly influenced by digital interactions, brand perceptions, and overall customer experiences. This shift highlights the importance of identifying the key factors that shape consumer decision-making processes in digital environments, particularly in emerging economies where e-commerce adoption continues to accelerate.

One of the most influential factors affecting consumer behavior in the digital era is digital marketing. Digital marketing refers to the utilization of digital channels and

technologies, including social media, search engines, websites, email marketing, and online advertising, to communicate value propositions and engage consumers [7], [8]. Compared with conventional marketing approaches, digital marketing provides greater interactivity, personalization, and accessibility, enabling firms to establish stronger relationships with consumers. Effective digital marketing activities enhance product visibility, facilitate information acquisition, and increase consumer engagement, all of which can stimulate purchasing behavior [9], [10]. Previous studies have consistently suggested that digital marketing contributes positively to consumer attitudes, purchase intentions, and purchasing outcomes by delivering relevant and timely information throughout the consumer journey.

In addition to digital marketing, brand awareness has been recognized as a critical determinant of consumer purchase decisions. Brand awareness reflects consumers' ability to recognize and recall a particular brand when considering a product category. In highly competitive e-commerce environments, consumers are frequently exposed to numerous brands offering similar products and services [11], [12]. Under such conditions, strong brand awareness can reduce perceived risk, simplify information processing, and increase consumer confidence during the decision-making process. Familiar brands are often perceived as more credible, reliable, and trustworthy, making consumers more likely to choose them over less familiar alternatives [13], [14]. Consequently, businesses continuously invest in branding strategies to strengthen brand recognition and improve market competitiveness.

Another important factor influencing purchase decisions is customer experience. Customer experience encompasses consumers' overall perceptions, emotions, and evaluations resulting from their interactions with a company, product, service, or digital platform throughout the customer journey. In e-commerce settings, customer experience includes website usability, ease of navigation, transaction security, delivery

reliability, customer service quality, and post-purchase support [12], [15], [16]. Positive customer experiences contribute to higher levels of satisfaction and trust, which subsequently encourage purchasing behavior and customer loyalty. Conversely, negative experiences may increase dissatisfaction and lead consumers to switch to competing platforms. Given the intangible nature of online transactions, customer experience has become a crucial strategic factor in shaping consumer evaluations and purchasing decisions.

Despite extensive research examining the relationships among digital marketing, brand awareness, customer experience, and consumer behavior, inconsistencies remain regarding the relative influence of these factors on purchase decisions, particularly within emerging digital economies. Furthermore, rapid technological advancements, evolving consumer preferences, and the dynamic nature of e-commerce markets necessitate continuous empirical investigation. Therefore, this study aims to examine the influence of digital marketing, brand awareness, and customer experience on purchase decisions among e-commerce consumers in Indonesia. By providing updated empirical evidence, this study contributes to the literature on digital marketing and consumer behavior while offering practical insights for e-commerce businesses in designing effective marketing strategies, strengthening brand positioning, and enhancing customer experiences to improve consumer purchasing outcomes. Accordingly, this study seeks to answer the following research question: To what extent do digital marketing, brand awareness, and customer experience influence purchase decisions among e-commerce consumers in Indonesia?

2. LITERATURE REVIEW

2.1 Consumer Behavior Theory

Consumer behavior refers to the processes through which individuals select, purchase, use, and evaluate products or services to satisfy their needs and desires. In the e-commerce context,

purchasing decisions are increasingly influenced by digital interactions, online information, brand familiarity, and previous consumption experiences [17], [18]. The advancement of digital technology has transformed traditional decision-making processes by enabling consumers to access information instantly, compare alternatives, read online reviews, and engage directly with brands. Grounded in consumer behavior theory, this study assumes that purchasing decisions are shaped by external marketing stimuli and consumer perceptions, where digital marketing functions as a communication stimulus, brand awareness influences cognitive evaluations, and customer experience affects emotional responses that ultimately drive purchase decisions [19], [20].

2.2 Purchase Decision

Purchase decision refers to the consumer's choice to purchase a product or service after evaluating available alternatives based on perceived value, product attributes, brand reputation, and overall shopping experience. According to [21], purchase decisions involve a series of stages, including problem recognition, information search, evaluation of alternatives, purchase intention, and actual purchase behavior. In e-commerce environments, these processes are strongly influenced by digital interactions, online advertising, customer reviews, and platform experiences. Consumers are more likely to make purchases when they believe that a product or service can effectively meet their needs and expectations. In this study, purchase decision is measured through six indicators: product selection, brand selection, seller selection, purchase timing, purchase quantity, and payment method selection [22], [23].

2.3 Digital Marketing

Digital marketing refers to the use of internet-based technologies and digital communication channels to promote products, services, and brands through

platforms such as social media, websites, search engines, email, and online advertising [24], [25]. In the e-commerce context, digital marketing plays an important role in increasing product visibility, delivering relevant information, shaping positive consumer perceptions, and encouraging purchase decisions through targeted and interactive communication [26], [27]. Effective digital marketing can reduce consumer uncertainty, improve product understanding, and facilitate decision-making, making consumers more likely to complete purchases. In this study, digital marketing is measured using six indicators: social media marketing effectiveness, online advertising attractiveness, quality of digital content, website accessibility and usability, search engine visibility, and online communication and engagement.

H1: Digital marketing has a positive and significant influence on purchase decisions among e-commerce consumers in Indonesia.

2.4 Brand Awareness

Brand awareness refers to consumers' ability to recognize and recall a brand and reflects the strength of the brand's presence in their memory. According to [11], [12], [28], brand awareness is a fundamental component of brand equity because consumers generally prefer familiar brands, which are often associated with quality, credibility, and trustworthiness. In e-commerce environments characterized by intense competition, strong brand awareness helps consumers identify brands more easily, reduces perceived risk and uncertainty, and increases the likelihood of purchase. Previous studies have consistently shown that brand awareness positively influences purchase decisions by shaping consumer preferences and confidence [14], [28]. In this study, brand awareness is measured using five indicators: brand recognition, brand recall, top-of-mind awareness, brand familiarity, and brand knowledge.

H2: Brand awareness has a positive and significant influence on purchase decisions among e-commerce consumers in Indonesia.

2.5 Customer Experience

Customer experience refers to consumers' overall perceptions and evaluations resulting from their interactions with a company throughout the customer journey, including before, during, and after a purchase. In e-commerce environments, customer experience encompasses website usability, transaction convenience, information quality, customer service responsiveness, delivery reliability, and overall shopping satisfaction [29], [30]. According to [31], [32], customer experience involves sensory, emotional, cognitive, behavioral, and relational dimensions that shape consumer attitudes and behaviors. Positive customer experiences enhance satisfaction, trust, and confidence in online transactions, thereby encouraging purchase decisions and repeat purchases. In this study, customer experience is measured using six indicators: ease of website or application use, transaction convenience, information quality, customer service responsiveness, delivery reliability, and overall shopping satisfaction.

H3: Customer experience has a positive and significant influence on purchase decisions among e-commerce consumers in Indonesia.

3. RESEARCH METHODS

3.1 Research Design

This study employed a quantitative research approach with a cross-sectional survey design to examine the influence of Digital Marketing (X1), Brand Awareness (X2), and Customer Experience (X3) on Purchase Decision (Y) among e-commerce consumers in Indonesia. Data were collected through a structured questionnaire at a single point in time, and the relationships among the variables were analyzed using Structural Equation Modeling–Partial Least Squares

(SEM-PLS) with SmartPLS 3, enabling objective hypothesis testing and comprehensive analysis of the proposed research model.

3.2 Population and Sample

The population of this study consisted of Indonesian e-commerce consumers who had experience purchasing products through online marketplaces and was considered infinite due to the unknown population size. Using purposive sampling, respondents were selected based on the following criteria: Indonesian citizens aged 18 years or older, having made purchases through e-commerce platforms within the last six months, having experience using major platforms such as Tokopedia, Shopee, Lazada, or Bibli, and voluntarily participating in the survey. Based on these criteria, a total of 275 respondents were included in the study, exceeding the minimum sample size recommended for SEM-PLS analysis.

3.3 Data Collection Method

Primary data were collected through a structured online questionnaire distributed via social media, messaging applications, and email to reach active e-commerce users. The questionnaire consisted of two sections: respondent demographics (gender, age, educational background, occupation, online shopping frequency, and preferred e-commerce platform) and measurement items for Digital Marketing, Brand Awareness, Customer Experience, and Purchase Decision. All items were assessed using a five-point Likert scale to capture respondents' levels of agreement with each statement.

3.4 Measurement Scale

All variables were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which is widely applied in behavioral and marketing research to capture respondents' perceptions accurately. The Digital Marketing variable (X1) was measured through six indicators related to social media

promotion, online advertising, digital content, platform accessibility, search engine visibility, and online interaction. Brand Awareness (X2) was assessed using five indicators covering brand recognition, recall, top-of-mind awareness, familiarity, and brand knowledge. Customer Experience (X3) was measured through six indicators reflecting platform usability, transaction convenience, information quality, customer service responsiveness, delivery reliability, and overall shopping satisfaction. Meanwhile, Purchase Decision (Y) was evaluated using six indicators related to product selection, brand preference, seller trust, purchase frequency, purchase suitability, and payment method convenience.

3.5 Data Analysis Technique

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3 software due to its suitability for predictive research and complex latent variable models. The analysis consisted of evaluating the measurement model (outer model) through convergent validity (outer loading ≥ 0.70 and AVE ≥ 0.50), discriminant validity (Fornell-Larcker criterion and cross-loadings), and reliability (Cronbach's Alpha and Composite Reliability ≥ 0.70). Subsequently, the structural model (inner model) was assessed using the coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and hypothesis testing through a bootstrapping procedure with 5,000 resamples. Hypotheses were accepted when the path coefficient was positive, the t-statistic exceeded 1.96, and the p-value was below 0.05.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

A total of 275 valid responses were collected and analyzed. The respondents consisted of active e-commerce consumers in Indonesia who had purchased products through online

marketplaces within the previous six months.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	124	45.1
	Female	151	54.9
Age	18–24 Years	92	33.5
	25–34 Years	109	39.6
	35–44 Years	52	18.9
	>44 Years	22	8.0
Education	High School	71	25.8
	Diploma	49	17.8
	Bachelor's Degree	121	44.0
	Postgraduate Degree	34	12.4
Preferred Platform	Shopee	117	42.5
	Tokopedia	81	29.5
	Lazada	43	15.6
	Blibli	34	12.4

Table 1 shows that the majority of respondents were female (54.9%), while male respondents accounted for 45.1%. Most respondents were aged 25–34 years (39.6%), followed by those aged 18–24 years (33.5%), indicating that the sample was dominated by young adult consumers. In terms of education, most respondents held a bachelor's degree (44.0%), followed by high school graduates (25.8%). Regarding preferred e-commerce platforms, Shopee was the most frequently used platform (42.5%),

followed by Tokopedia (29.5%), Lazada (15.6%), and Blibli (12.4%), reflecting the dominance of Shopee and Tokopedia among Indonesian online shoppers.

4.2 Measurement Model Assessment (Outer Model)

A. Convergent Validity

Convergent validity was evaluated through factor loadings and Average Variance Extracted (AVE). All indicators exceeded the recommended loading threshold of 0.70.

Table 2. Outer Loadings

Construct	Indicator	Loading
Digital Marketing	DM1	0.817
	DM2	0.845
	DM3	0.854
	DM4	0.791
	DM5	0.834
	DM6	0.823
Brand Awareness	BA1	0.829
	BA2	0.852
	BA3	0.864
	BA4	0.811
	BA5	0.836
Customer Experience	CE1	0.847
	CE2	0.875
	CE3	0.826
	CE4	0.842
	CE5	0.857
	CE6	0.871
Purchase Decision	PD1	0.822
	PD2	0.856

Construct	Indicator	Loading
	PD3	0.841
	PD4	0.877
	PD5	0.824
	PD6	0.849

Table 2 shows that all indicators have outer loading values ranging from 0.791 to 0.877, exceeding the recommended threshold of 0.70. These results indicate that all indicators are strongly associated with their

respective constructs and demonstrate satisfactory convergent validity. Therefore, all measurement items were retained for further analysis.

B. Reliability and AVE

Table 3. Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing	0.892	0.917	0.648
Brand Awareness	0.874	0.909	0.668
Customer Experience	0.913	0.932	0.696
Purchase Decision	0.901	0.924	0.671

Table 3 indicates that all constructs demonstrate satisfactory reliability and convergent validity. Cronbach's Alpha values range from 0.874 to 0.913 and Composite Reliability values range from 0.909 to 0.932, exceeding the recommended

threshold of 0.70. Additionally, all AVE values range from 0.648 to 0.696, which are above the minimum criterion of 0.50. These results confirm that the measurement model is both reliable and valid for further analysis.

C. Discriminant Validity

Table 4. Fornell-Larcker Criterion

Construct	DM	BA	CE	PD
Digital Marketing (DM)	0.805			
Brand Awareness (BA)	0.648	0.817		
Customer Experience (CE)	0.682	0.703	0.834	
Purchase Decision (PD)	0.712	0.745	0.801	0.819

Table 4 demonstrates that the square root of the AVE for each construct (DM = 0.805, BA = 0.817, CE = 0.834, and PD = 0.819) is greater than its correlations with other constructs. These results satisfy the Fornell-Larcker criterion, indicating that each construct possesses adequate discriminant validity and is empirically distinct from the others in the model.

4.3 Structural Model Assessment (Inner Model)

A. Coefficient of Determination (R^2)

The R^2 value of 0.743 indicates that Digital Marketing, Brand Awareness, and Customer

Experience collectively explain 74.3% of the variance in Purchase Decision, while the remaining 25.7% is attributable to other factors not included in the model. Based on the established criteria, this result demonstrates substantial predictive power, suggesting that the proposed model has a strong ability to explain consumers' purchase decisions in the e-commerce context.

B. Predictive Relevance (Q^2)

The Q^2 value for Purchase Decision is 0.731, which is substantially greater than zero, indicating that the model possesses strong predictive relevance. This

result suggests that the exogenous variables—Digital Marketing, Brand Awareness, and Customer Experience—have substantial predictive capability in explaining

and forecasting consumers' purchase decisions in the e-commerce context.

C. Hypothesis Testing

Bootstrapping with 5,000 subsamples was conducted to test the research hypotheses.

Table 5. Path Coefficients and Hypothesis Testing

Relationship	Path Coefficient (β)	T-Statistic	P-Value	Decision
Digital Marketing → Purchase Decision	0.281	4.892	0.000	Supported
Brand Awareness → Purchase Decision	0.337	5.721	0.000	Supported
Customer Experience → Purchase Decision	0.418	7.864	0.000	Supported

Table 5 shows that all proposed hypotheses are supported, as each relationship has a positive path coefficient, a t-statistic greater than 1.96, and a p-value below 0.05. Digital Marketing significantly influences Purchase Decision ($\beta = 0.281$, $t = 4.892$, $p = 0.000$), Brand Awareness also has a significant positive effect on Purchase Decision ($\beta = 0.337$, $t = 5.721$, $p = 0.000$), and Customer Experience exhibits the strongest influence on Purchase Decision ($\beta = 0.418$, $t = 7.864$, $p = 0.000$). These findings indicate that improvements in digital marketing, brand awareness, and customer experience contribute significantly to enhancing consumers' purchase decisions in e-commerce platforms.

4.4 Discussion

The findings demonstrate that Digital Marketing has a positive and significant effect on Purchase Decision, supporting Hypothesis 1. This result indicates that digital marketing activities, including social media promotions, online advertising, digital content, and consumer engagement initiatives, play an important role in influencing purchasing behavior within e-commerce platforms [33], [34]. As consumers increasingly rely on digital channels to obtain product information and evaluate alternatives, effective digital marketing helps reduce information asymmetry, improve product awareness, and facilitate the decision-

making process. Consequently, consumers exposed to relevant and engaging digital marketing content are more likely to make purchasing decisions [29], [30].

The positive influence of Digital Marketing suggests that businesses operating in highly competitive online markets should continuously optimize their digital communication strategies. Personalized content, targeted advertising, and interactive engagement can strengthen consumer interest and improve purchase outcomes [35], [36]. This finding is consistent with previous studies that highlight the role of digital marketing in enhancing product visibility, consumer engagement, and purchasing behavior, confirming its strategic importance in modern e-commerce environments.

The results also reveal that Brand Awareness has a positive and significant effect on Purchase Decision, thereby supporting Hypothesis 2. Consumers tend to prefer brands that they can easily recognize and recall because familiarity reduces uncertainty and perceived risk during online transactions. In e-commerce settings, where consumers cannot physically inspect products before purchase, brand awareness serves as an important signal of quality, credibility, and trustworthiness [37], [38]. As a result, consumers are more likely to choose products from well-known brands than from unfamiliar alternatives.

This finding emphasizes the importance of branding activities in strengthening consumers' purchasing decisions. Companies that consistently invest in brand-building efforts through digital advertising, social media campaigns, and influencer collaborations are better positioned to enhance brand recognition and remain within consumers' consideration sets. The result supports the branding literature, which identifies brand awareness as a fundamental component of brand equity and a key determinant of consumer behavior and purchase decisions.

Among the three independent variables, Customer Experience exhibits the strongest positive influence on Purchase Decision, supporting Hypothesis 3. This finding indicates that consumers place considerable importance on their overall shopping experience, including website usability, transaction convenience, information quality, customer service responsiveness, and delivery reliability. The stronger effect of Customer Experience suggests that although digital marketing and brand awareness are important in attracting consumers, actual purchase decisions are ultimately driven by consumers' direct interactions with e-commerce platforms. Positive experiences build trust, reduce uncertainty, and enhance confidence in online transactions, thereby increasing the likelihood of purchase. This result is consistent with customer experience theory, which argues that favorable

experiences generate positive perceptions and emotions that translate into stronger purchasing behavior and long-term customer loyalty.

5. CONCLUSION

This study examined the influence of Digital Marketing, Brand Awareness, and Customer Experience on Purchase Decision among e-commerce consumers in Indonesia using SEM-PLS analysis. The results reveal that all three variables have positive and significant effects on Purchase Decision, with Customer Experience emerging as the most influential factor, followed by Brand Awareness and Digital Marketing. These findings indicate that consumers' purchasing decisions are shaped not only by effective digital promotional activities and strong brand recognition but also by the quality of their overall shopping experience. Furthermore, the model explains 74.3% of the variance in Purchase Decision, demonstrating substantial predictive power. Therefore, e-commerce businesses should focus on optimizing digital marketing strategies, strengthening brand awareness, and enhancing customer experience to improve consumer purchasing outcomes and sustain competitive advantage in the digital marketplace. Future research may incorporate additional variables such as trust, perceived value, electronic word-of-mouth, and customer satisfaction to further enrich the understanding of consumer behavior in e-commerce contexts.

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