

Influence digital Marketing, Word of Mouth and Brand Image on The Purchase Decision of “The Body Shop” Cosmetic Products Through Brand Awareness in Semarang City

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Abstract. *This study aims to analyze the influence of digital marketing, word of mouth, and brand image on purchasing decisions for The Body Shop cosmetic products in Semarang, with brand awareness as a mediating variable. The decline in The Body Shop's Top Brand Index during the 2021–2024 period serves as a key background for this research. This study employed a quantitative approach with a survey of 150 active The Body Shop consumers in Semarang. The sampling technique used was purposive sampling, and hypothesis testing was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS. The results of the analysis show that digital marketing, word of mouth, and brand image have an influence on brand awareness and have also been proven to influence purchasing decisions. Brand awareness has been shown to significantly mediate the effect of digital marketing, word of mouth, and brand image on purchasing decisions. These findings reinforce the importance of building brand awareness in enhancing the effectiveness of marketing strategies and consumer decisions.*

Keywords: Brand Image; Brand Awareness; Digital Marketing; Purchasing Decisions; Word of Mouth.

1. Introduction

The digital era is growing rapidly, along with the increasing and increasingly diverse individual needs. In addition to basic needs, there is also the fulfillment of personal needs which is a major need for society, especially for women. Women are willing to spend a lot of money on beauty treatments with the help of cosmetic products. Skincare has become an important part of the lifestyle of Gen-Z or Generation Z, where they were born in the mid-1990s. Gen-Z is informed through the internet and social media, making them more selective in choosing products, effective, and environmentally friendly. In addition to skincare needs, skincare for them also reflects a modern lifestyle and awareness of

sustainability. Influencers and social media trends have also strengthened the role of skincare as an important element in the daily lives of Generation Z (Tabar & Farisi, 2023).

Cosmetics are unique products because they not only fulfill women's basic needs for facial beauty care but also often serve as a way to express their identity. This can lead to the rapid growth of the beauty industry, fueled by competition. In offering their products with their respective different advantages (Tabar & Farisi, 2023).

After when making a decision to purchase goods/services, customers can consider factors before making a decision known as a purchase decision. In this case, they make a decision to buy a brand they like from a variety of available options, but there are two factors that can interfere with their decision to buy. This is called a "purchase decision" after they have made a decision, purchased the goods, and consumed them. Consumers choose goods with brands they recognize or remember during the decision-making process. This is an important consideration (Upadana & Pramudana, 2020).

Consumers have specific reasons for purchasing a product, such as satisfaction with the quality and service offered. However, if they are inexperienced with a product, they often rely on brand ambassadors or representatives from favorite or well-known brands (Schiffman & Kanuk, 2018). Several factors influence purchasing decisions, including digital marketing, word of mouth, brand image, and brand awareness.

In digital marketing is the process of creating and connecting information using the internet and other interactive technologies to carry out digital transactions (Batu et al., 2019). In addition, marketing operations carried out through digital media with internet access can also be referred to as digital marketing. Currently, the internet connects consumers and producers, as well as individuals. This facilitates communication in the form of digital media marketing promotions. Furthermore, the availability of digital marketing also facilitates communication between buyers, customers, and marketers (Razak et al., 2024).

Word of mouth the spread of information from one customer to another is known as word-of-mouth communication. Customers tend to rely more on reliable word-of-mouth communication when they are unfamiliar with a product. Customer behavior and satisfaction levels with a product can be influenced by the information they receive when they share it. Customers' sharing of personal and non-personal information with parties outside the service provider can also influence their purchasing decisions (Cahyani et al., 2022).

Brand Image there is what consumers have learned about a brand and what they think or feel when they hear or see its name. The target market's perception of a product's features, benefits, usage scenarios, and marketer characteristics are all encompassed in the brand image, also known as schematic brand memory. Brand image depends on how each person views a brand, consumer perceptions of it can vary greatly. Customers will purchase a product if they have a positive image embedded in it. On the other hand, customers will feel dissatisfied after making a purchase if they have negative impression of the brand. Brands using the product will be strengthened by a positive image (Tasia et al., 2022).

Brand awareness namely Consumers' ability to identify a particular brand within a product catalog. The level of continuity and impression a product leaves in consumers' minds, allowing them to identify the brand in various market situations, is also directly related to brand awareness (Razak et al., 2024). High consumer awareness (brand awareness) of a brand's strengths can lead to recognition or recall. Due to a lack of marketing initiatives, many customers remain unaware of a product's brand. Consequently, businesses need to strive to attract more customers. Internet marketing is one such effort. The internet is a key aspect of e-commerce marketing, encompassing business efforts to market, sell, and communicate products and services online. By reaching a wider audience, this initiative can support marketing initiatives. To become an alternative choice for customers, businesses must also meet their needs (Upadana & Pramudana, 2020).

This study takes the object of research, namely The Body Shop International Cosmetics/Care Products. The Cosmetics/Care Products Division of The Body Shop International plc, often known as The Body Shop, which operates in approximately 2,400 locations in 61 countries, is the subject of this study. The Body Shop is the second largest cosmetics franchise in the world, according to the Brazilian company called O Boticario. Dame Anita Roddick founded this company, which Headquartered in Little hampton, West Sussex, England, The Body Shop is known for its herbal-based products, such as hemp, body butter, and peppermint foot lotion. Additionally, The Body Shop highlights its support for a number of global issues.

The Op Brand Index is a ranking or index derived from a study conducted to determine which brands are most popular and well-known among Indonesian consumers. A Frontier poll conducted in fifteen major cities in Indonesia was used to determine the selection. The survey results show the top skincare/cosmetic products for the 2021-2024 period, as shown in the following table:

Top Brand Index Table of Skincare/Cosmetics Products 2021-2024

Merek	2021	2022	2023	2024
Dlove	8.10	8.50	7.90	6.20
MQueen Ustika	12.00	14.30	13.50	15.20
Oriflame	15.30	17.50	17.20	15.40
TThe Body Shop	44.40	41.50	39.50	38.40
Wowrdah	9.30	9.30	8.20	10.90

source:www.topbrand-award.com

According to the Top Brands survey from Frontier Consulting Group, which uses the Top Brand Index (TBI), an interesting trend has been identified, namely a decline in the ranking of "The Body Shop" skincare/cosmetic products, especially in the last four years, where in 2021 The Body Shop's TBI index was 44.40% then in 2022 it fell to 41.50% then in 2023 it fell again to 39.50% and in 2024 it fell to 41.50%.

In 2024, it dropped again to 38.40%. This is the basis for selecting research items.

purchase of The Body Shop products, and it is interesting to examine what variables influence the choice of consumers in Semarang City to purchase The Body Shop products.

There are several different studies related to factors that impact purchasing decisions through brand awareness. The conclusions from the gap studies above illustrate this point.

The first research difference can be seen from research findings such as Belan & Husda, 2024; Andrianti & Oetardjo, 2022; and Taurino & Handoyo, 2023. Other studies, such as Dewi & Prabowo, 2023, and Razak et al., 2024, found a positive influence of digital marketing on purchasing decisions.

The second research gap is that research such as Belan & Husda (2024), Dewi & Prabowo (2023), Andrianti & Oetardjo (2022), Taurino & Handoyo (2023), Andriani et al. (2021), and Yudistira (2022) found that word of mouth has a positive effect on purchasing decisions. Conversely, research such as Cahayani et al. (2022) found no positive effect on purchasing decisions.

Studies conducted (Ghadani et al., 2022; Belan & Husda, 2024; Fransisca Jovita Amelfdi & Ar4dyan, 2021) found that brand image has a positive effect on purchasing decisions, but another study (Yudistira, 2022) found that brand image does not have a positive effect on purchasing decisions.

According to the fourth research gap, studies such as Gadani et al. (2022), Andrianti & Oetardjo (2022), Taurino & Handoyo (2023), Razak et al. (2024), and Chayani et al. (2022) found that brand knowledge influences purchasing decisions. Conversely, studies such as Fransisca Jovita Amelfdi & Ar4dyan (2021) found no positive influence between brand knowledge and purchasing decisions.

With initial research discussing the impact of digital marketing, word of mouth, and brand image on purchasing decisions and brand awareness as a mediating variable, this creates an opportunity to further investigate how digital marketing, word of mouth, and brand image can act as intervening factors in influencing purchasing decisions.

2. Research Methods

Data collection is the process or method of gathering information or data from specific sources. The collected data will then be used for analysis, understanding, or decision-making in a specific context. The data collection method in this research uses a questionnaire method, a convenience sampling technique. A questionnaire is a data collection method that involves asking written questions to respondents. This questionnaire is used to explore respondents' attitudes regarding digital marketing, word of mouth, brand image, brand awareness, and purchasing decisions.

3. Results and Discussion

3.1. Data Analysis Results

To evaluate the suitability (fit) of the research model, the Partial method Least Square (PLS) in two main stages to process data.

1. Assessing the Outer Model or Measurement Model

There are 3 criteria, namely convergent validity, discriminant validity, and composite reliability, used to evaluate the outer model when using SmartPLS for data analysis.

a. Convergent Validity

Convergent validity testing is carried out by measuring the correlation between item or component scores using PLS software.

Outer Loadings (Measurement Model)

Miscellanybell	Indicator	Loading Factor
digital marketing	X1	0.92
	X2	0.87
	X3	0.87
	X4	0.91
	X5	0.85
Order of Mouth	X6	0.91
	X7	0.89
	X8	0.92
	X9	0.88
Brand Image	X10	0.91
	X11	0.94
	X12	0.93
Brand Awareness	Y1	0.90
	Y2	0.88
	Y3	0.90
	Y4	0.91
purchasing decision	Y5	0.90
	Y6	0.90
	Y7	0.90
	Y8	0.90

Source: Data processing with SmartPLS, 2025

Table presents SmartPLS data processing, where the constructs for all variables can be used to test hypotheses because the correlation values between the constructs and variables meet convergent validity.

b. Discriminant Validity

Results discriminant validity testing, namely:

Indigo Discriminant Validity (Cross Loading)

	Brand	Brand	Indigital	decision	Worder of
X1	0.799	0.791	0.920	0.808	0.784
X10	0.764	0.918	0.788	0.815	0.750
X11	0.810	0.943	0.744	0.792	0.761
X12	0.829	0.935	0.764	0.805	0.796
X2	0.796	0.687	0.873	0.775	0.737
X3	0.699	0.679	0.873	0.679	0.691
X4	0.768	0.776	0.918	0.789	0.774
X5	0.707	0.706	0.853	0.730	0.728
X6	0.795	0.773	0.749	0.787	0.915
X7	0.792	0.761	0.783	0.806	0.899
X8	0.776	0.726	0.783	0.782	0.921

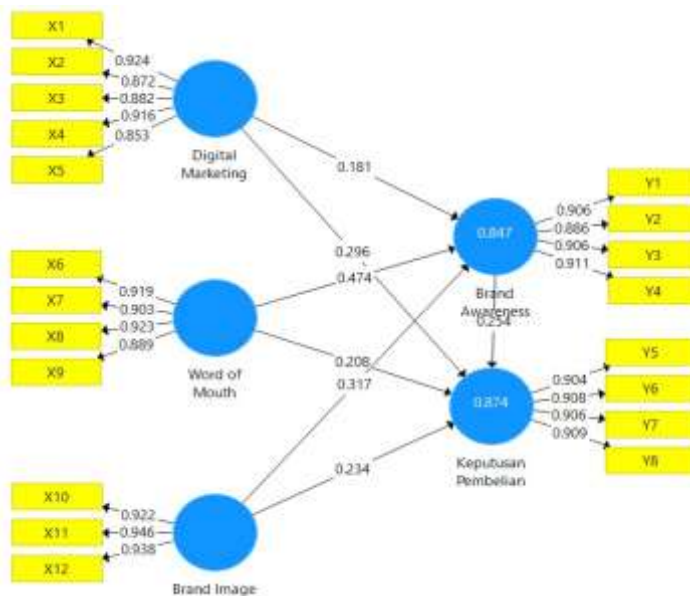
X9	0.775	0.724	0.717	0.743	0.884
Y1	0.906	0.803	0.753	0.773	0.765
Y2	0.889	0.735	0.745	0.789	0.742
Y3	0.908	0.804	0.769	0.809	0.826
Y4	0.911	0.764	0.808	0.820	0.798
Y5	0.830	0.759	0.794	0.902	0.813
Y6	0.813	0.811	0.754	0.906	0.786
Y7	0.779	0.786	0.742	0.903	0.757
Y8	0.771	0.763	0.799	0.906	0.761

Source: Data processing with SmartPLS, 2025

shows that the latent variable indicator has a loading factor value of more than 0.7, which indicates that the discriminatory validity of the latent variable is good.

2. Structural Model Testing (Inner Model)

To examine the % variance represented by the R2 value in the latent construct, the structural path coefficient and the Stone-Geisser Q Square measure were used, as well as the t-statistic using bootstrapping.



SEM Modeling

a. Goodness of Fit Model

Comparison of a hypothetical model with a specific independent model produces an NFI value ranging from 0 to 1. A high NFI value is considered to indicate a high level of fit for the model. The results of the study are shown in the following table:

Ketestretch	Saturated Model	Estimated Model	Ambro Limit
SRMR	0.040	0.040	< 0.08
NFI	0.903	0.903	> 0.90

Source: Data processing with SmartPLS, 2025

The bell above reports that the SRMR value has met the criteria because it is below the limit of 0.080, while the NFI value of 0.903 which is higher than 0.90 shows that the research model is considered fit or suitable for use as a research model.

b. PLS R-Squares

The PLS R-Squares output describes the proportion of construct variance successfully explained by the model. The following shows the results of the R-Squares calculation:

No.	Vavariabel	R-square
1.	Brand Awareness	0.835
2.	purchasing decision	0.849

Source: Data processing with SmartPLS, 2025

Two variables were affected in this research. The first variable is brand awareness, which is influenced by digital marketing, word of mouth, and brand image. Meanwhile, the second model is the purchasing decision variable, which is influenced by digital marketing in marketing, word of mouth, and brand image.

Table, the R-squared value for Brand Awareness is 0.835 and the R-squared value for purchasing decisions is 0.849, which shows that Digital Marketing, Word of Mouth, and Brand Image are responsible for 83.5% of the variation in purchasing decisions. On the other hand, In the second model, Brand Awareness, Word of Mouth, and Brand Image are responsible for 84.9% of the variation in purchasing decisions.

3.2. The Influence of Digital Marketing on Brand Awareness

The first research hypothesis states a relationship between digital marketing and brand awareness. Based on research conducted by Andrianti and Oetardjo (2022), Ghadani et al. (2022), and Razak et al. (2024), the results of this study reported that digital marketing has a positive and significant influence on brand awareness. Based on this hypothesis, the first research hypothesis (H1) states that digital marketing impacts brand awareness.

Results research indicates Digitalin Marketing plays a major role in increasing brand exposure and building brand awareness in the minds of consumers through various digital channels such as social media, websites, or online advertising. Marketing enables broader, faster, and more interactive communication, making it easier for consumers to recognize and remember brands. Empirically, this research shows that The Body Shop's digital marketing efforts in Semarang City have effectively increased consumer awareness of their brand. Consumers who are frequently exposed to The Body Shop's digital content, such as social media ads, influencer campaigns, online promotions, or other content, are more likely to recognize and remember brands product education, tend to be more familiar with, remember, and consider the brand in their purchasing decisions.

The highest indicator that needs to be maintained is Digital in Mom Marketing refers to The Body Shop's rapid response to consumer inquiries or comments through digital platforms. This means that consumers are highly satisfied with The Body Shop's rapid response on digital platforms (e.g., Instagram, website, chat, etc.). This rapid response is important because it can increase consumer engagement, trust, and loyalty.

while the lowest indicator that needs to be optimized is Digitalin Mom Marketing: The information The Body Shop delivers through its digital platforms is very clear and comprehensive. While still considered very good, this score is slightly lower, indicating some room for improvement in terms of clarity and completeness. This means some consumers may feel that product information, promotions, or digital content could be more detailed, concise, or understandable.

3.2.1. The Influence of Word of Mouth on Brand Awareness

The second hypothesis of the study reports a relationship between word-of-mouth promotion and brand awareness. Based on research conducted by Taurino and Handoyo (2023), the results of this study report that word-of-mouth promotion has a positive impact.

on brand awareness. This is in line with the second study hypothesis (H2), which states that word of mouth has an impact on brand awareness.

This positive and significant influence means that Word of Mouth, both directly and through digital media, is a very effective form of marketing communication in building brand awareness. Information conveyed by others is considered more credible, personal, and convincing so that consumers more easily recognize and remember a brand. Empirically, the results of this research report that Word of Mouth that occurs among The Body Shop consumers in Semarang City has succeeded in increasing brand awareness. Consumers who hear recommendations, positive reviews, or other people's experiences regarding The Body Shop products become more familiar with the brand and have a stronger memory of its products.

Results research reports that leadership efforts are needed to optimize Word of Mouth by paying attention to indicators, namely Maybelline brand lipstick is a well-known brand, Maybelline brand lipstick has many series that suit consumer needs and by using Maybelline brand lipstick, consumers are increasingly confident that the quality of the lipstick is good.

The highest indicator that needs to be maintained is that consumers frequently see reviews or testimonials about The Body Shop on social media or other digital platforms. This means that consumers are frequently exposed to positive reviews or testimonials about The Body Shop on social media, marketplaces, blogs, or other digital platforms. This indicates that digital word of mouth (e-WOM) plays a crucial role in shaping positive consumer perceptions, increasing trust, and influencing purchasing decisions.

The lowest indicator that needs to be optimized is that The Body Shop is frequently discussed in discussions about beauty products. This means that while The Body Shop is frequently mentioned, its popularity as a topic of direct discussion (offline or interpersonal) may not be as high as its digital exposure. Consumers are more frequently exposed to WOM through digital media than they are to it directly in everyday conversations.

3.2.2. The Influence of Brand Image on Brand Awareness

The third research hypothesis reports the relationship between brand image and brand awareness. Based on research conducted by Ghadani et al. (2022), the results of this study indicate that brand image has a positive influence on brand awareness. This finding supports

the third research hypothesis (H3), which states that brand image influences brand awareness.

Results This research reports that Brand Image is a consumer's perception of a brand based on associations embedded in their minds, such as quality, value, and brand personality. When a brand has a strong and consistent image, consumers will more easily remember and recognize the brand, thus forming high brand awareness. Empirically, these results report that The Body Shop's positive image in Semarang City, such as the perception of being an environmentally friendly, high-quality brand, and caring about social issues, has succeeded in attracting attention and increasing consumer awareness of the brand. Consumers who have a positive perception of the brand tend to be more exposed, interested, and indirectly form a stronger awareness of the product's existence in the market.

Results Research reports that leaders need to optimize word of mouth by focusing on the lowest indicator, namely using "The Body Shop" brand cosmetics, which increases consumers' confidence in the quality of these cosmetics. Consumer perception of The Body Shop's product quality is positive, but a small percentage of consumers may still want further reassurance. This means there is an opportunity to continue strengthening communication regarding quality, the superiority of natural ingredients, certification, or scientific evidence of product quality.

The highest indicator that needs to be maintained is that "The Body Shop" cosmetics have a wide range of products that suit consumer needs. This means that consumers highly appreciate the completeness and variety of The Body Shop products. The wide product range is considered capable of meeting consumers' specific needs, such as various skin types, beauty concerns, and preferences for natural ingredients. This is a significant strength of the brand image, as consumers perceive The Body Shop products as relevant to their personal needs.

3.2.3. Digital Influence Marketing with Purchasing Decisions

This research hypothesis reports the relationship between digital marketing and purchasing decisions. Based on research conducted by Belan and Husda (2024), Andrianti and Oetardjo (2022), and Taurino and Handoyo (2023), the results of this study report that digital marketing has a positive impact on consumer behavior. This is in accordance with the research hypothesis (H4), which states that digital marketing has an impact on purchasing decisions. The positive and significant influence of digital marketing on purchasing decisions. Marketing is not only a means of communication, but also a strategic instrument capable of influencing consumer behavior in making purchasing decisions. Through digital Marketing, consumers get faster, interactive and relevant information about products, thereby increasing interest and confidence.

Empirically, the results of this research report on digital strategies The Body Shop's marketing efforts in Semarang successfully influenced purchasing decisions. Consumers exposed to The Body Shop's digital content, such as social media ads, influencer campaigns,

the official website, and online promotions, tended to be more interested, motivated, and ultimately decided to purchase its cosmetic products.

The highest indicator that needs to be maintained is Digital Marketing refers to The Body Shop's rapid response to consumer inquiries or comments through digital platforms. This means that consumers are highly satisfied with The Body Shop's rapid response on digital platforms (e.g., Instagram, website, chat, etc.). This rapid response is important because it can increase consumer engagement, trust, and loyalty.

while the lowest indicator that needs to be optimized is Digital Marketing: The information The Body Shop delivers through its digital platforms is very clear and comprehensive. While still considered very good, this score is slightly lower, indicating some room for improvement in terms of clarity and completeness. This means some consumers may feel that product information, promotions, or digital content could be made more detailed, concise, or easy to understand.

3.2.4. The Influence of Word of Mouth on Purchasing Decisions

The fifth research hypothesis shows that word of mouth influences purchasing decisions. This research result is consistent with research findings by (Belan & Husda, 2024); (Dewi & Prabowo, 2023); (Andrianti & Oetardjo, 2022); (Taurino & Handoyo, 2023). 2023); (Andriani et al., 2021); (Yudistira, 2022) found that Word of Mouth has a positive influence on purchasing decisions. Thus, the fifth research hypothesis (H5), namely Word of Mouth influences purchasing decisions, is accepted.

Results This research reports that Word of Mouth is a very influential form of marketing communication because it is more personal, trusted, and has a high persuasive power compared to conventional advertising. Information or recommendations received by consumers from people close to them, friends, or even online reviews are considered more credible, thus influencing consumer beliefs and attitudes in making their purchasing decisions. Empirically, the results of this research report that Word of Mouth that occurs among The Body Shop consumers in Semarang City successfully influences their decisions to buy cosmetic products. Consumers who hear positive reviews, good experiences, or recommendations about The Body Shop products feel more confident and encouraged to make purchases.

The highest indicator that needs to be maintained is that consumers frequently see reviews or testimonials about The Body Shop on social media or other digital platforms. This means that consumers are frequently exposed to positive reviews or testimonials about The Body Shop on social media, marketplaces, blogs, or other digital platforms. This indicates that digital word of mouth (e-WOM) plays a crucial role in shaping positive consumer perceptions, increasing trust, and influencing purchasing decisions.

The lowest indicator that needs to be optimized is that The Body Shop is frequently discussed in discussions about beauty products. This means that while The Body Shop is frequently mentioned, its popularity as a topic of direct discussion (offline or interpersonal)

may not be as high as its digital exposure. Consumers are more frequently exposed to WOM through digital media than they are to it directly in everyday conversations.

3.2.5. Influence of Brand Image on Purchasing Decisions

The sixth research hypothesis shows that brand image influences purchasing decisions. This research finding aligns with research findings by Ghadani et al., 2022; Belan & Husda, 2024; and Fransisca Jovita Amelfdi & Ardyan, 2021, which found that brand image positively influences purchasing decisions.

Thus, the sixth research hypothesis (H6), namely that brand image influences purchasing decisions, is accepted.

Positive and significant influence reported Brand Image, namely positive perceptions and associations attached to a brand, has a big role in shaping consumer beliefs, attitudes, and behavior, including their purchasing decisions. Consumers tend to choose products from brands that have a good image because they are considered more trustworthy, high quality, and in line with their personal values. Empirically, the results of this research reported that the positive image of The Body Shop in Semarang City, such as a reputation as a brand that cares about the environment, high quality, and has social values, successfully influenced consumer decisions to buy their cosmetic products. Consumers who have a positive perception of The Body Shop's Brand Image feel more confident, trusting, and motivated to make purchases.

Results Research reports that leaders need to optimize brand image by focusing on the lowest indicator, namely using "The Body Shop" brand cosmetics, which will increase consumers' confidence in the quality of these cosmetics. Consumer perceptions of The Body Shop's product quality are positive, but a small percentage of consumers may still want further reassurance about its quality. This means there is an opportunity to continue to strengthen communication regarding quality, the superiority of natural ingredients, certification, or scientific evidence of product quality.

The highest indicator that needs to be maintained is that "The Body Shop" cosmetics have a wide range of products that suit consumer needs. This means that consumers highly appreciate the completeness and variety of The Body Shop products. The wide product range is considered capable of meeting consumers' specific needs, such as various skin types, beauty concerns, and preferences for natural ingredients. This is a significant strength of the brand image, as consumers perceive The Body Shop products as relevant to their personal needs.

3.2.6. Influence of Brand Awareness on Purchasing Decisions

The seventh research hypothesis shows that brand awareness influences purchasing decisions. This research result aligns with research findings by Ghadani et al., 2022; Andrianti & Oetardjo, 2022; (Taurino & Handoyo, 2023); (Razak et al., 2024); (Cahyani et al., 2022) found that brand awareness has a positive effect on purchasing decisions. Thus, the seventh research hypothesis (H7), namely that brand awareness influences purchasing decisions, is accepted.

Results his reporting of brand awareness, or how consumers perceive and understand a product, is a step is crucial in the purchasing decision-making process. Customers tend to choose products from well-known brands because they are more likely to have higher quality, reputation, and durability, thus reducing the risk in their purchasing decisions. Empirically, the results of this research report that the higher the level of brand awareness of consumers towards The Body Shop in Semarang City, the greater their tendency to decide to buy cosmetic products from that brand. Consumers who are frequently exposed to The Body Shop's name, logo, and digital campaigns become more familiar, feel more confident, and are encouraged to choose their products over other brands.

The highest indicator to maintain is consumer satisfaction and continued use of The Body Shop products despite the availability of similar brands. This indicates a high level of consumer loyalty to The Body Shop. They not only recognize the brand, but also consistently choose The Body Shop even when similar products from other brands are available.

The lowest indicator that needs to be optimized is that when consumers hear the word "cosmetics," they immediately think of The Body Shop. Although many consumers associate the word "cosmetics" with The Body Shop, the brand association in consumers' minds is not yet fully dominant. It is possible that consumers also think of other people when they hear the word "cosmetics." This is natural, considering the market cosmetics are quite competitive.

3.2.7. First Mediation: Digital Marketing with Purchasing Decisions through Brand Awareness

Results The first mediation effect finding can be concluded that Brand Awareness is able to mediate the influence of Digitalin Marketing on his purchasing decision.

This paper reports research findings, which show that brand awareness can mediate the impact of digital marketing on consumer behavior, has important implications both theoretically and empirically. Theoretically, these findings support the consumer behavior model described by Kotler and Keller (2016) and Keller (2008), which states that the influence of marketing activities, including digital Marketing, on purchasing decisions, is often not direct, but rather through the formation of consumer perceptions, one of which is in the form of brand awareness. Digital Effective marketing increases the frequency of exposure to brand information, strengthens consumer memory, and creates emotional closeness, which ultimately influences purchasing decisions. Empirically, the results of this research report on digital strategies. The marketing carried out by The Body Shop in Semarang City not only has a direct impact on purchasing decisions, but also significantly increases the brand which then encourages them to purchase cosmetic products from that brand. This means that consumers who are more familiar with and remember The Body Shop through various digital channels tend to feel more confident and encouraged to make a purchase.

Results This research is in accordance with the findings conducted by (Upadana & Pramudana, 2020); (Taurino & Handoyo, 2023); (Razak et al.,2024); (Andrianti & Oetardjo,

2022) found that brand awareness can mediate the influence of digital marketing on decisions.

4. Conclusion

Based on the research findings explained in the previous chapter, the following conclusions can be drawn: 1. The first research hypothesis reports that Digital Marketing has an influence on Brand Awareness, so Hypothesis 1 is accepted. 2. The second hypothesis states that Word of Mouth has an influence on Brand Awareness, so it is accepted. 3. The third hypothesis states that brand image has an influence on brand Awareness, so it is accepted. 4. The fourth hypothesis reports Digital Marketing influences the decision to buy, so it is accepted. 5. The fifth hypothesis states that Word of Mouth influences purchasing decisions, so it is accepted. 6. The sixth hypothesis states that brand awareness influences purchasing decisions, so it is accepted. 7. Brand awareness is able to mediate the influence of digital marketing on purchasing decisions. 8. Brand awareness is able to mediate the influence of word of mouth on purchasing decisions. 9. Brand awareness is able to mediate the influence of brand image on purchasing decisions.

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