THE EFFECT OF DIGITAL MARKETING, BRAND AMBASSADORS, AND BRAND AWARENESS ON PURCHASE DECISIONS AT PT. MATAHARI DEPARTMENT STORE MANADO TOWN SQUARE

PENGARUH PEMASARAN DIGITAL, DUTA MEREK, DAN KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELIAN DI PT. MATAHARI DEPARTMENT STORE MANADO TOWN SQUARE

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Abstract: This research aims to determine the effect of digital marketing, brand ambassador, and brand awareness on purchase decision at PT. Matahari Department Store Manado Town Square. This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. The population of this research is customer of People who has purchase from Matahari Department Store. Data will be collected by a questionnaire. The result of this research shows that digital marketing has a positive and significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square, brand ambassador has a positive but not significant effect on consumer purchase decision, brand awareness has a positive and significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square, and digital marketing, Brand ambassador, and Brand awareness, has a positive and significant effect simultaneously on consumer purchase decision at PT. Matahari Department Store Manado Town Square. This study recommended that PT. Matahari Department Store Manado Town Square should focus on maintaining digital marketing strategies and activities, and keep maintaining or improving brand awareness to improve and create purchase decision.

Keyword: Digital Marketing, Brand Ambassador, Brand Awareness, Purchase Decision

Abstrak: : *Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran digital, duta merek, dan kesadaran merek terhadap keputusan pembelian pada PT. Matahari Department Store Manado Town Square. Penelitian ini akan menggunakan jenis penelitian kausal dengan metode Kuantitatif. Sebagai alat analisis penelitian ini akan menggunakan metode regresi linier berganda. Populasi penelitian ini adalah pelanggan Masyarakat yang melakukan pembelian dari Matahari Department Store. Data akan dikumpulkan dengan kuesioner. Hasil penelitian menunjukkan bahwa pemasaran digital berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen pada PT. Matahari Department Store Manado Town Square, brand Ambassador berpengaruh positif namun tidak signifikan terhadap keputusan pembelian konsumen, kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen pada PT. Matahari Department Store Manado Town Square, dan pemasaran digital, Brand Ambassador, dan Brand awareness berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian konsumen pada PT. Matahari Department Store Manado Town Square. Penelitian ini merekomendasikan agar PT. Matahari Department Store Manado Town Square hendaknya fokus dalam mempertahankan strategi dan aktivitas pemasaran digital, serta terus menjaga atau meningkatkan kesadaran merek untuk meningkatkan dan menciptakan keputusan pembelian.*

Kata Kunci: Pemasaran Digital, Pemasaran Digital, Duta Merek, Kesadaran Merek, Keputusan Pembelian

INTRODUCTION

Research Background

The modern retail industry has undergone significant transformations with the advent of digital technology, reshaping how businesses interact with their customers. Digital marketing, brand ambassadors, and brand awareness

have emerged as pivotal factors influencing consumer purchase decisions in today's competitive marketplace. Retailers must adapt to these changes by leveraging these elements to remain relevant, build trust, and drive sales.

Digital marketing has revolutionized how businesses reach and engage with consumers. With the rapid growth of social media platforms, search engines, and e-commerce channels, digital marketing enables brands to connect with their target audiences in personalized and interactive ways. It serves as a powerful tool for creating visibility, enhancing customer engagement, and fostering brand loyalty. For retail businesses, a robust digital marketing strategy is critical for staying competitive, especially as more consumers shift to online shopping.

Brand ambassadors play an essential role in bridging the gap between businesses and their customers. These individuals, often influencers or public figures, serve as trusted advocates who embody the values and identity of the brand. By leveraging the appeal and credibility of brand ambassadors, companies can amplify their messaging, build authentic connections, and expand their reach to diverse consumer groups. Brand ambassadors not only enhance visibility but also foster emotional connections, which are key to influencing purchase decisions.

Brand awareness is another critical factor shaping consumer behavior. It refers to the extent to which consumers recognize and recall a brand, including its products and values. High brand awareness ensures a brand remains top-of-mind for shoppers, particularly in highly competitive retail markets. It also helps reinforce positive associations, attract new customers, and retain existing ones. Research has shown that strong brand awareness correlates with increased consumer trust, loyalty, and higher sales.

Despite the importance of these factors, there is limited research that examines how digital marketing, brand ambassadors, and brand awareness collectively influence purchase decisions in specific retail contexts such as Matahari Department Store in Manado Town Square. Matahari Department Store faces various factors that influence customer purchasing decisions. One of the most important elements is digital marketing, a fast-paced field where brands compete to grab attention online. Social media, search engines, and e-commerce platforms have made digital marketing essential for increasing visibility and engaging with customers. Matahari needs to use these digital tools effectively to attract its target audience and encourage purchases in a competitive market.

Another key part of Matahari's strategy is the use of brand ambassadors. These individuals, chosen to reflect the store's values and connect with the local community, help Matahari build stronger relationships with its audience. They bring authenticity to the brand's message, extend its reach, and enhance trust among consumers. Collaborations with these ambassadors allow Matahari to increase its influence and strengthen customer loyalty in the local market.

Brand awareness is also a critical focus for Matahari. By combining online and offline marketing efforts, the store works to create a recognizable and relatable brand presence. Memorable campaigns, storytelling, and consistent messaging ensure Matahari stays at the forefront of shoppers' minds. In today's world, where consumers are constantly bombarded with information, maintaining this visibility is essential to keeping customers loyal and encouraging repeat purchases.

Matahari's marketing strategy is built on the combined power of digital marketing, brand ambassadors, and brand awareness. Integrated campaigns that bring these elements together create a cohesive message that resonates with consumers. From influencer-driven social media activities to in-store events, Matahari creates experiences that reinforce brand loyalty and encourage sales. Thus using digital innovations and market insights to stay competitive, Matahari maintain its position in Manado Town Square's busy retail environment. Brand ambassadors, celebrities or influencers, amplify Matahari's message and expand its reach to new audiences as well as to help build trust and a sense of community around the brand, leading to stronger engagement and customer loyalty. Similarly, maintaining strong brand awareness ensures Matahari is top-of-mind when consumers think about shopping for fashion, lifestyle, or household products. A recognizable brand helps attract new customers, retain existing ones, and drive higher sales and foot traffic. It also enables Matahari to differentiate itself from competitors and command premium pricing, as shoppers are more likely to choose brands they trust. This study aims to examine the impact of digital marketing, brand ambassadors, and brand awareness on customer purchase decisions at PT Matahari Department Store in Manado Town Square.

Research Objectives
The purpose of this research are:
1. To examine the effect of Digital Marketing, Brand Ambassadors, and Brand Awareness on Purchase Decision at Matahari Department Store in Manado Town Square.
2. To examine the effect of Digital Marketing on Purchase Decision at Matahari Department Store in Manado Town Square.
3. To examine the effect of Brand Ambassador on Purchase Decision at Matahari Department Store in Manado Town Square.

4. To examine the effect of Brand Awareness on Purchase Decision at Matahari Department Store in Manado Town Square.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2008), marketing) is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return. Chaffey (2009) stated that marketing is a management process that is responsible for identifying, anticipating and satisfying customer needs profitably. Stanton and Futrell (2013) describe marketing as one of the overall systems of business activities aimed at planning, determining prices, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals.

Purchase Decision

According to Kotler and Keller (2012) buying decision is the process of all the experience in learning, choosing, using, and even disposing of a product," which means that the purchasing decision encompasses all experiences in learning, selecting, using, and even discarding a product. According to Muzakki and Sulaeman (2021), a purchasing decision becomes a concept in purchasing behavior where consumers determine to choose or perform an action by purchasing or utilizing a product or service.

Digital Marketing

Digital or online advertising has experienced phenomenal growth since its inception in 1994. In line with the development of the internet, a new understanding of marketing paradigms has emerged in the form of market/consumer-oriented modern marketing concepts or a marketing revolution in the form of an electronic marketplace (Arnott and Bridgewater, 2002). Chandra, Tjiptono, and Chandra (2001) stated that in the business context, the internet brings a transformational impact that creates a new paradigm in business, namely Digital Marketing.

Brand Ambassadors

Building a direct marketing strategy is believed to increase consumer trust in a product and influence their perception of it. One of the company's strategies to increase consumer purchase interest is by using a brand ambassador. A brand ambassador can be defined as a tool used by a company to communicate and connect with consumers. According to Barnes and Lea-Greenwood (2018), a brand ambassador is a tool that companies can use to communicate and connect with the public or the general audience, and how they are expected to increase the company's sales. According to Firmansyah (2019), a brand ambassador is someone who has a passion for the brand, is willing to introduce it, and even voluntarily provides information about the brand.

Brand Awareness

Brand awareness is how consumers associate a brand with a particular product. Additionally, brand awareness is essential for the communication process that leads to top-of-mind awareness (Sasmita and Suki, 2015). Brand awareness is important as a basic construct of brand equity that precedes higher-order constructs of brand associations, perceptions, and behavioral intentions (Chatzipanagiotou et al., 2016). Brand awareness can be defined as the knowledge about the brand, or the descriptive information about the brand stored in consumers' memories (Kotler et al., 2019)

Previous Research

Timpal, Massie, and Pandowo (2022) aimed to find out the role of brand ambassadors on consumer purchase decision on Tokopedia marketplace. This research used Qualitative method and there were 15 informants who are domicile in North Sulawesi and confirmed to be affected by the ambassadors, they have been interviewed in order to get the result by using VisCAP (Visibility, Credibility, Attraction, and Power) Model by Rossiter and Percy as the indicators. This research shows that mostly the informants bought products on Tokopedia because of the Power, Attraction, and Credibility of the brand ambassadors, and none of them is being affected by the Visibility. To make it more specific, the informants bought things from Tokopedia to get the limited photo card of the brand ambassadors and to support their idol as the loyal fans (Power), they also bought things from Tokopedia because they find the

brand ambassadors attractive (Attraction), and the last one, they bought products from Tokopedia because the brand ambassadors are professional in delivering the massage and pursuing the consumer to buy from Tokopedia (Credibility).

Dewi, Inayati, and Efendi (2022) aimed to find out the factors that influence Shopee users in making purchasing decisions on Shopee. The population in this study is unknown because there is no certainty about the number of Shopee users in Mojokerto Regency/City. The sampling technique used was purposive sampling, the sample taken was 75 respondents. The data collection method used was a questionnaire. Based on the research results, it can be concluded that digital marketing, electronic word of mouth, and lifestyle partially have a positive and significant influence on purchasing decisions. Meanwhile, from the results of the simultaneous test it is known that digital marketing, electronic word of mouth, and lifestyle simultaneously have a positive and significant effect on purchasing decisions. The electronic word of mouth variable has the most dominant influence on purchasing decisions.

Supiyandi, Hastjarjo, and Slamet (2022) aimed to see how significant the influence of Shopee's brand equity is on consumer purchasing decisions in Indonesia. The research applies a quantitative approach with linear regression analysis to see the causal relationship between variables, with the help of the SPSS 23 application for windows. Data are collected by distributing structured questionnaires online to 100 respondents from various segments of age, gender, and area of residence. The results show that the variables of brand equity including brand awareness, perceived quality, and brand loyalty have an influence on consumer purchasing decisions. However, brand association has no effect on purchasing decision. The most influential variable on purchasing decisions is brand loyalty from all the variables used.

Conceptual Framework
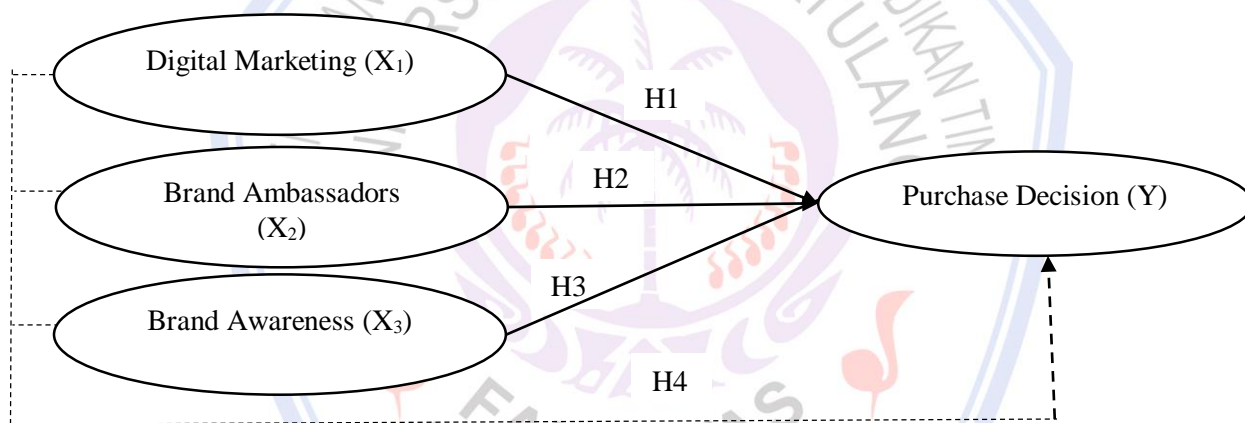
Figure 1. Conceptual Framework
Source: Literature Review (2024)

Research Hypothesis

H_1: There is a positive influence from Digital Marketing toward Purchase Decision.
H_2: There is a positive influence from Brand Ambassador toward Purchase Decision.
H_3: There is a positive influence from Brand Awareness toward Purchase Decision.
H_4: There is a positive influence from Digital Marketing, Brand Ambassador, and Brand Awareness simultaneously toward Purchase Decision.

RESEARCH METHOD

Research Approach

This research will use causal type of research with a quantitative method. In the causal research describe the influence of variable X is the independent variable on Y is the dependent variable. Aliaga and Gunderson (2000) described the quantitative research as an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics.

Population, Sample Size and Sampling Technique

The population of this research is customer of people who has purchase from Matahari Department Store. Sample size is 100 respondent. This study used a non-probability sampling technique which was convenience sampling technique.

Type of Data and Data Sources

Sekaran and Bougie (2013) stated that a primary data type that is focused on information that is taken from the primary source (through the first hand) through survey, interview, or observation. In this research, the primary data will be collected by a questionnaire that will be accurate information about the variables that are being observed by the researcher. Secondary data is a source of research data obtained through intermediary media or indirectly in the form of books, records, existing evidence, or archives both published and not publicly published.

Data Collection Method

Data collection techniques are the most strategic step in research, because the main purpose of the research is to obtain data (Sugiyono, 2015). Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions. The questionnaire according to Sekaran (2003) is a list of questions in writing and has been formulated previously and will be answered by respondents, usually in clearly defined alternatives.

Operational Definition and Measurement of Research Variable
Table 1. Operational Definition

Variable	Definition	Indicators
Digital Marketing (X1)	Digital Marketing is a digital fundamental marketing system that is able to reach a wider market	1. Informative 2. Credibility 3. Accessibility 4. Detailed
Brand Ambassador(X2)	Brand Ambassador is a person who can support a brand from various public figures who are popular or rising	1. Visibility 2. Sincerity 3. Attraction 4. Power
Brand Awareness (X3)	Brand awareness is the ability of individuals to recognize and remember brands from a particular product category, and is a major dimension of brand equity	1. Recall 2. Recognition 3. Consumption
Purchase Decision(Y)	Purchase decision is the decision where consumers actually decide to buy and enjoy goods or services among various alternative options	1. Product Selection 2. Brand Selection 3. Time of Purchase

Data Analysis Method
Validity and Reliability Test

Validity test is need for research to test the validity of the data gathered. According to Sekaran (2003), a test of validity described how the questionnaire (question or item) are truly able to measure what is measured, based on theories and experts. From several analysis tools test validity that exists, researchers choose to use pearson correlation product moment to test the validity of the data obtained.

Reliability test conducted to make sure that there no repetition. According to Sekaran (2003), the reliability of a measure is achieved when it consistently, and without bias, measure the concepts it is supposed to measure. Reliability is established either through test-re-test where the same test administered to the same respondents at different times obtains the same results or parallel form reliability when the same test with different wordings or sequence of questions also results in the same data.

Test of Classical Assumptions
Normality Test

The normality test is a test to determine whether the data population is normally distributed or not. A good regression model is a model that has a normally distributed residual value. The normality test aims to test whether

in the regression model, confounding or residual variables have a normal distribution. If the residual value does not follow a normal distribution then the statistical test becomes invalid for small sample sizes (Ghozali, 2016).

Multicollinearity Test

Multicollinearity test is needed to find out whether there are independent variables that are similar to other independent variables in one model.other independent variables in one model. If there is similarity between independent variables in a model, it will cause a very strong correlation between an independent variable and other independent variables. In addition, detection of multicollinearity also aims to avoid habits in the process of making conclusions about the effect of the partial test each independent variable on the dependent variable (Ghozali, 2016).

Heteroscedasticity

Heteroscedasticity test is used to test whether in a regression model occurs inequality of variance of residuals from one observation to another observations. If the variance and residuals from one observation to another are constant, it is called homoscedasticity, and if the variance is different, it is called heteroscedasticity. variants are different, it is called heteroscedasticity. A good regression model is does not occur heteroscedasticity (Ghozali, 2016).

Multiple Regression Analysis Model

Cooper and Schindler (2001) stated that multiple regression analysis is a technique to observed value more than X to estimate or predict corresponding Y value. The equation model of multiple regression analysis which used in this research can formulated as shown below:

$$Y = \alpha + \beta1 \times X1 + \beta2 \times X2 + \beta3 \times X3 + e$$

Y   : Purchase Decision
α : Intercept
$\beta1, \beta2, \beta3$: The regression coefficient of each variable
X1   : Digital Marketing
X2   : Brand Ambassador
X3   : Brand Awareness

Hypothesis Testing
T Test and F Test

If the significance value is less than 0.05. Conversely, if the result of the significance value is more than 0.05, then the independent variable is partially declared to have no significant effect on the dependent variable.

F – Test is used to determine the significance level of the influence of the independent variables together (simultaneously) on the dependent variable (Ghozali, 2016). This test is performed with the hypothesis acceptance criteria, as follows:

- H0 accepted and H1 is rejected if the Fcount < Ftable at α = 0.5.
- H0 rejected and H1 is accepted if the Fcount > Ftable at α = 0.5.

RESULT AND DISCUSSION

Result
Validity and Reliability Tests
Table 4.1 Validity Test Result

Variable	Item	R_{count}	R_{table} 5%	Result
Digital Marketing (X1)	X1.1	0.846	0.1966	Valid
	X1.2	0.871	0.1966	Valid
	X1.3	0.801	0.1966	Valid
	X1.4	0.798	0.1966	Valid
	X1.5	0.871	0.1966	Valid
Brand Ambassador (X2)	X2.1	0.835	0.1966	Valid
	X2.2	0.881	0.1966	Valid
	X2.3	0.872	0.1966	Valid
	X2.4	0.875	0.1966	Valid

	X2.5	0.821	0.1966	Valid
	X3.1	0.874	0.1966	Valid
Brand Awareness (X3)	X3.2	0.938	0.1966	Valid
	X3.3	0.876	0.1966	Valid
	X3.4	0.934	0.1966	Valid
	Y1.1	0.789	0.1966	Valid
	Y1.2	0.795	0.1966	Valid
Purchase Decision (Y)	Y1.3	0.804	0.1966	Valid
	Y1.4	0.741	0.1966	Valid
	Y1.5	0.850	0.1966	Valid

Source: Data Processed (2024)

Based on the results of the validity test table above, it can be seen that all statement items used in the questionnaire are valid. This can be seen from all the statement items of each significant variable showing the value $r_{count} > r_{table}$ at the 5% error rate, this means that all statement items can be used in all testing methods and no statement items should be deleted.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	α > 0.6	Result
Digital Marketing (X1)	0.884	0.6	Reliable
Brand Ambassador (X2)	0.901	0.6	Reliable
Brand Awareness (X2)	0.926	0.6	Reliable
Purchase Decision (Y)	0.854	0.6	Reliable

Source: Data Processed (2024)

Based on table 2, the results obtained are that each variable has Cronbach Alpha > 0.6 (60%) which indicates that this data is consistent and acceptable. Therefore, the variables of digital marketing (X1), brand ambassador (X2), and brand awareness (X3), and purchase decision (Y) are reliable.

Classical Assumption Tests
Normality Test
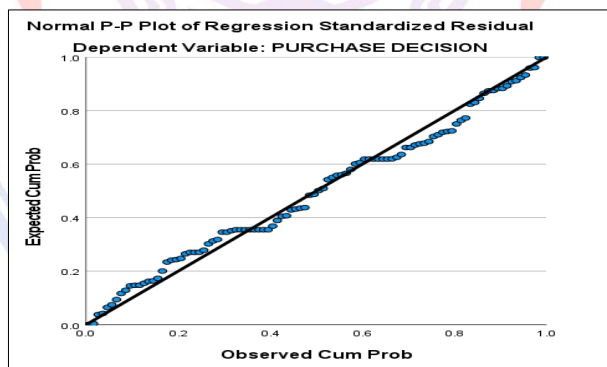
Figure 2. P-Plot Graph
Source: Data Processed (2024)

The normality test is used in this study to determine whether each variable has a normal distribution. From the picture above, it can be seen that all points move along the diagonal line. The results of the graph above show a normal distribution pattern and do not spread from the diagonal line, so the data from each variable is normally distributed.

Multicollinearity Test
         The calculation results shown in the table above show that all independent variables on average have VIF values < 10.00 and tolerance values > 0.10 which indicates that there is no correlation between independent variables. Therefore, it can be concluded that each variable has a strong and consistent prediction.

Table 3. Multicollinearity Test Result

<div align="center">Coefficients^a</div>

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	8.273	1.338			
	Digital Marketing	.254	.101	.292	.265	3.777
	Brand Ambassador	.137	.085	.166	.335	2.981
	Brand Awareness	.388	.094	.418	.346	2.890

a. Dependent Variable: Purchase Decision
Source: Data Processed (2024)

Heteroscedasticity Test
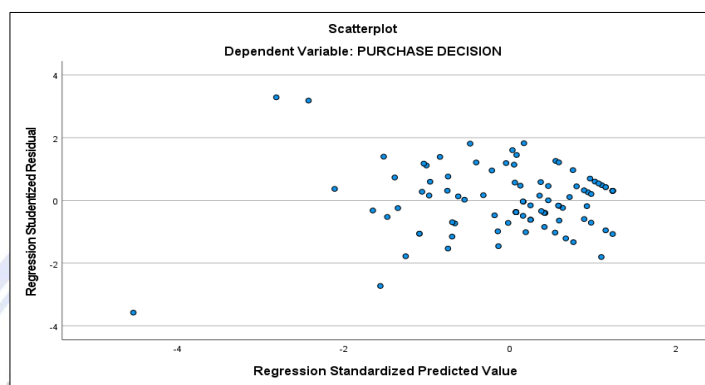
Figure 3. Scatterplot
Source: Data Processed (2024)

Figure 3 shows that all data points are scattered around 0 and some points also spread to other areas without forming a specific pattern. Therefore, the graph cannot be read clearly, so it can be concluded that the problem of heteroscedasticity does not exist in this research.

Multiple Linear Regression Test Result
Table 4. Multiple Linear Regression Test Result

<div align="center">Coefficients^a</div>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.273	1.338		6.181	.000
	Digital Marketing	.254	.101	.292	2.518	.013
	Brand Ambassador	.137	.085	.166	1.607	.111
	Brand Awareness	.388	.094	.418	4.119	.000

a. Dependent Variable: Purchase Decision
Source: Data Processed (2024)

Table 4 shows the results of the multiple linear regression equation, which is:

$$Y = 8.273 + 0.254X_1 + 0.137X_2 + 0.388X_3 + e$$

- The constant value of 8.273 indicates that the value of purchase decision is 8.273 when digital marketing, brand ambassador, and brand awareness are constant.
- Regression coefficient of digital marketing (X1) is 0.254 which means that every increase of digital marketing will increase in purchase decision (Y) by 0.254.
- Regression coefficient of brand ambassador (X2) is 0.137 which means that every increase of brand ambassador will increase in purchase decision (Y) by 0.137.

- Regression coefficient of brand awareness (X3) is 0.388 which means that every increase of brand awareness will increase in purchase decision (Y) by 0.388.

Coefficient Correlation and Coefficient Determination (R and R2)
Table 5. R and R^2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811[a]	.659	.648	2.206

a. Predictors: (Constant), Brand Awareness, Brand Ambassador, Digital Marketing
Source: Data Processed (2024)

Based on the results of the table 5, the value of R = 0.811 or 81.1%. Through the results shown the digital marketing (X1), brand ambassador (X2) and brand awareness (X3), have a very strong correlation relationship to purchase decision (Y). The results of the coefficient of determination (R^2) showing a value of 0.659 or 65.9%. Therefore, it can be concluded that all independent variables (X1, X2, and X3) can explain the variation in purchase decision variable (Y) by 65.9%. On the other hand, other variables not examined in this study that affect purchase decision are 34.1%.

Hypotheses Testing
Partial Test (T-Test)
        Table 4 shows that:
- Digital marketing (X1) has a t_{count} value of 2.518 which means $t_{count} > t_{table}$ or 2.518 > 1.98472 and a significance level of p-value = 0.013 < 0.05 so that digital marketing has a significant effect on purchase decision thus H1 is accepted.
- Brand Ambassador (X2) has a t_{count} value of 1.607 which means $t_{count} < t_{table}$ or 1.607 < 1.98472 and a significance level of p-value = 0.111 > 0.05 so that brand ambassador has no significant effect on purchase decision thus H2 is rejected.
- Brand Awareness (X3) has a t_{count} value of 4.119 which means $t_{count} > t_{table}$ or 4.119 > 1.98472 and a significance level of p-value = 0.001 < 0.05 so that brand awareness has a significant effect on purchase decision thus H3 is accepted.

Simultaneous Test (F-test)
Table 3. Simultaneous Test Result

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	900.966	3	300.322	61.707	.000[b]
Residual	467.224	96	4.867		
Total	1368.190	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand Awareness, Brand Ambassador, Digital Marketing
Source: Data Processed (2024)

From the F_{count} test results of 61.707 means $F_{count} > F_{tabel}$ = 61.707 > 3.09 and a significance value of 0.001 < 0.05 thus it is concluded that digital marketing, brand ambassador, and brand awareness simultaneously have a significant influence on purchase decision.

Discussion
The Influence of Digital Marketing on Purchase Decision
        The result show the positive effect and the significancy result of digital marketing has on purchase decision. Digital marketing has a big impact on what people buy. It helps businesses connect with their audience through social media, online ads, and emails, making sure customers see the brand at the right time. This connection builds trust, provides useful information, and makes shopping easier, which encourages people to make a purchase. This result is supported by the result of research from Mulyani and Hermina (2023) that stated that digital marketing has a significant influence on purchasing decisions of cheese tea at Solo City. The result of this research is also supported

by the research from Putra, Octavia, and Laksono (2024) that concluded that digital marketing has a positive and significant effect on purchasing decisions on Erigo Product.

The Influence of Brand Ambassador on Purchase Decision

The result show that brand ambasador has no significant effect on purchase decision. While brand ambassador help promote the brand and make it more relatable, they do not directly influence whether people decide to buy. Other factors, like price, product quality, or personal preferences, seem to matter more when customers make their choices. This means that even though brand ambassadors are good for building awareness, they aren't the main reason people choose to make a purchase. This research is in line with the the research of Arifianti and Untarini (2023) that brand ambassador has no significant effect on purchase decision of MS Glow Skincare Product. On the other hand, this result is contradicted to Putra, Octavia, and Laksono (2024) that brand ambassador has a positive and significant effect on purchasing decisions on Erigo Product.

The Influence of Brand Awareness on Purchase Decision

The result show the positive effect and the significancy result of brand awareness has on purchase decision. When people are familiar with a brand and easily recognize it, they are more likely to trust it and choose its products. This connection helps customers feel confident about their buying decisions, making brand awareness a key factor in influencing purchases. The more a brand stays in people's minds, the more likely they are to pick it over others when shopping. This result is supported by the result of research from Suardana, Lestari, and Suardana (2024) that concluded that brand awareness has significant impact on purchase decision of Somethinc Product. This research, however, is not in line with the research from Alfian, Nugroho, and Yuliana (2024) that concluded that brand awareness does not exert a significant influence on purchase decisions of RRQ e-sport team.

The Influence of Digital Marketing, Brand Ambassador, and Brand Awareness on Purchase Decision

The result show the positive effect and the significancy result of digital marketing, brand ambassador, and brand awareness have on purchase decision. Together, they help build trust, make the brand more recognizable, and keep it in the minds of customers. Digital marketing reaches people online, brand ambassadors make the brand relatable, and strong brand awareness gives customers confidence in their choice. When these factors work well, they encourage people to choose the brand when deciding what to buy

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and the hypotheses testing, there are several conclusions, which are:
1. Digital marketing has a positive and significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square
2. Brand ambassador has a positive but not significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square
3. Brand awareness has a positive and significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square
4. Digital marketing, Brand ambassador, and Brand awareness, have a positive and significant effect on consumer purchase decision at PT. Matahari Department Store Manado Town Square.

Recommendation

Based on the result of this research, data analysis, and conclusion of this research, there are several recommendations that could be given:
1. This research provides an insight for management to consider the variables in this research as an aspect to improve purchase decision of consumers.
2. It is recommended to conduct similar research with others variables or with other type of variables, and expanding the object of research to other type of business.

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