

# The Influence of Brand Awareness and Promotion on Purchase Decisions of MACS Stationery Products in the West Java Region, Indonesia

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## ABSTRACT

This study examines the influence of brand awareness and promotion on purchasing decisions for MACS stationery products in West Java. A quantitative approach was employed, utilizing descriptive and verification methods. Data were collected through questionnaires distributed to MACS consumers in West Java, with a sample of 100 respondents selected using non-probability sampling (purposive sampling technique). The data were analyzed using multiple linear regression analysis in SPSS version 26. The results indicate that brand awareness and promotion positively and statistically significantly impact purchasing decisions. The coefficient of determination ( $R^2$ ) reveals that these two variables explain 39.3% of the variation in purchasing decisions. In comparison, the remaining 60.7% is attributed to other factors beyond the scope of this study. These findings underscore the importance of enhancing brand awareness and implementing effective promotional strategies to boost consumer purchasing behavior.

**Keywords:** Brand Awareness, Promotion, Purchase Decisions.

## I. Introduction

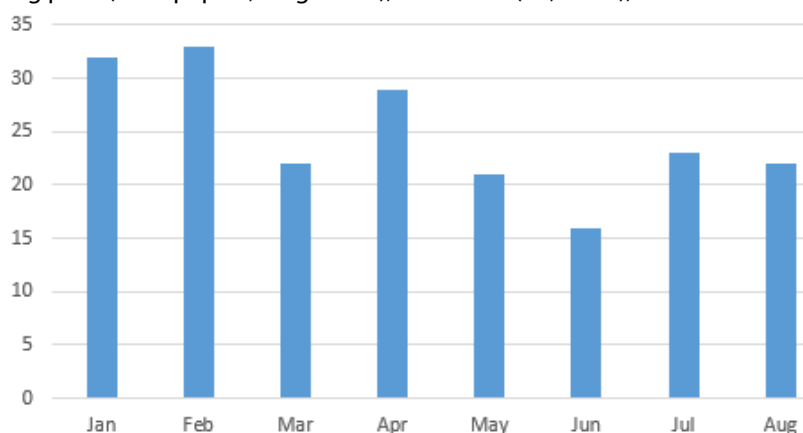
The rapid industrial development in the modern era has intensified competition among companies. Technology, information, and communication advances have significantly influenced consumer behavior, raising expectations for optimal product quality and service. Companies in the consumer goods sector—particularly those producing stationery and office supplies—must deliver high-quality products to remain competitive in this dynamic market. PT. Pelinda Saranasukses, a leading Indonesian stationery manufacturer based in Cikupa, Tangerang, has been operating for several years, producing a wide range of products, including painting tools, crayons, colored pencils, scissors, erasers, compasses, and other stationery items. Its flagship brand, MACS, has become a prominent name in various stationery categories. The company distributes its products through an extensive network of distributors and retailers across Indonesia. Effective marketing strategies aim to elevate brand awareness to a top-of-mind position. Consumers typically recall—and thus consider—only those brands that leave a lasting positive or negative impression (Durianto in Sari et al., 2017). If a brand fails to occupy a place in the consumer's memory, it is unlikely to influence their purchasing decisions.

According to Keller (Winadi, 2017), four indicators can be used to determine how aware consumers are of a brand:



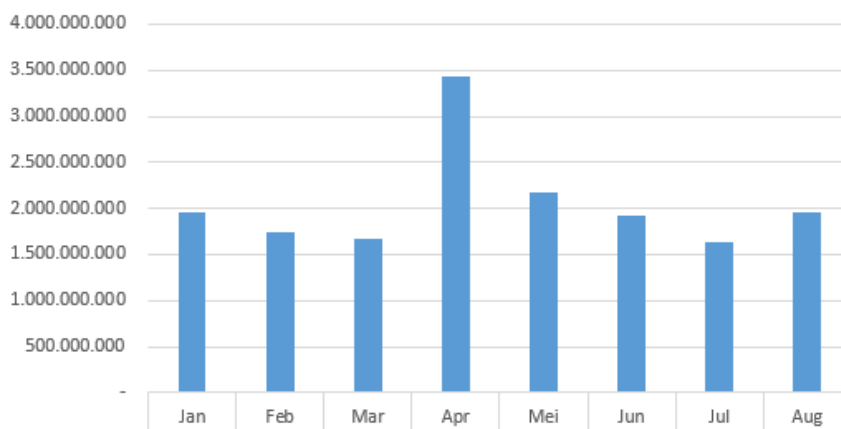
1. Recall refers to how well consumers remember a brand when asked. Simple brand names that are easy to pronounce and have precise meanings tend to be more easily recalled by consumers.
2. Recognition, which indicates how well consumers can recognize a brand as belonging to a specific category.
3. Purchase, which reflects how likely consumers are to include a brand in their consideration set when buying a product or service.
4. Consumption refers to the extent to which consumers can recognize a brand when using a competitor's product.

Indonesia's stationery market is highly competitive, with numerous brands vying for dominance across the education, business, and household sectors. While these products often serve similar functions, their brand identities are crucial in differentiation. Brand awareness is a pivotal factor that sets products apart in this crowded marketplace. PT. Pelinda Saranasukses, the company behind the MACS brand, must cultivate a distinct competitive edge to establish a lasting, positive impression among consumers. Currently, the market is dominated by well-established brands such as Faber-Castell, Staedtler, and Joyko, which already enjoy strong consumer loyalty and recognition. To compete effectively, PT. Pelinda Saranasukses must enhance its brand awareness and refine its promotional strategies to drive consumer purchasing decisions. This study analyzes the impact of brand awareness and promotional efforts on consumer choices regarding MACS stationery products. Promotion involves strategically disseminating information from businesses to consumers or intermediaries to shape attitudes and behaviors toward a product or service. Through advertising, companies deliver persuasive messaging to target buyers and the broader public via mass media channels—including print (newspapers, magazines), broadcast (TV, radio), and direct mail.



**Figure 1. Monthly Promotion Count Chart**

PT. Pelinda Saranasukses conducts monthly promotional activities, with each campaign having specific durations and objectives. The company implements several promotional strategies, including strata discounts (where larger purchases receive greater discounts), free product bonuses, product bundling collaborations, and event sponsorship support, designed to attract customers and boost sales. As shown in Figure 1, promotional activity fluctuates according to market needs, with 32 promotions in January 2021, 33 in February, 22 in March, 29 in April, 21 in May, 16 in June, 23 in July, and 22 in August. The effectiveness of these monthly promotions in driving sales depends on their appeal and execution. As Keller (2020) notes, promotion is a strategic communication tool to inform, persuade, and remind consumers about products and services, whether directly or indirectly. Each campaign's impact varies based on how well it resonates with the target market and influences purchasing decisions.



**Figure 2. Sales Turnover Data of PT. Pelinda Saranasukses**

The sales data for PT. Pelinda Saranasukses reveals significant fluctuations in performance. Mirroring the pattern of promotional activities shown in previous charts, the company's sales figures demonstrate notable variability. The first quarter saw a gradual decline in sales, followed by a substantial peak in April, reaching Rp 3.42 billion - the highest monthly achievement in the seven months. However, this was followed by consecutive declines through May, June, and July, before rebounding to Rp 1.95 billion in August. These fluctuations indicate the need for strategic reevaluation to align future performance with organizational targets.

Purchase decisions represent a complex cognitive process where consumers evaluate multiple product alternatives based on various factors. As Kotler (2021) defines, a purchase decision constitutes the consumer's final decision regarding acquiring a product. This decision-making process typically begins with need recognition and progresses through several stages until post-purchase evaluation. Key influencing factors include: Product quality and perceived value, Pricing considerations, Brand recognition and reputation, Promotional effectiveness, Accessibility and convenience, Customer service quality. The interplay of these elements ultimately determines consumer behavior in the marketplace, with brand awareness and promotional activities serving as particularly significant drivers in competitive industries like stationery products.

## II. Literature Review and Hypothesis Development

### 2.1. Brand Awareness

Brand awareness represents a crucial component of brand equity, referring to consumers' ability to recognize and recall a brand within its product category (Keller in Juliana & Sihombing, 2019). Durianto (in Sukotjo, 2016) conceptualizes brand awareness as existing across a hierarchy of consumer memory, ranging from complete unawareness to top-of-mind awareness, where a brand is spontaneously recalled first when considering a product category. Intermediate levels include brand recall (remembering additional brands) and recognition (identifying a brand when given product cues). Marketing efforts aim to achieve top-of-mind status, as brands not in consumer memory are typically excluded from purchase consideration (Durianto in Sari et al., 2017). Keller (Winadi, 2017) identifies four key indicators for measuring brand awareness: recall (spontaneous brand mention), recognition (correct brand identification), purchase consideration (inclusion in decision sets), and consumption awareness (brand recognition during competitor product use). These indicators demonstrate that effective brand awareness depends not just on memory but on how brands become embedded in consumer decision-making processes. The hierarchy of awareness highlights why brands must strive for top-of-mind positioning through distinctive branding and consistent marketing communications, as this directly influences purchase behavior and competitive advantage in the marketplace.

## 2.2. Promotion

Promotion is a fundamental marketing activity facilitating information exchange between companies and their distribution channels while influencing consumer attitudes and purchase behaviors. As a strategic communication tool, promotion builds lasting relationships between businesses and customers while enhancing product value perception. Baker (2000) emphasizes that advertising represents a key promotional method involving persuasive mass media communication through newspapers, magazines, television, and direct mail to shape consumer perceptions. This perspective is reinforced by Sigit (2007), who identifies promotion as a critical mechanism for maintaining brand visibility and expanding market presence through targeted information dissemination.

The conceptual framework of promotion extends beyond simple communication, as Keller (2008) characterizes it as a comprehensive instrument for informing, persuading, and reminding consumers about offerings. Grewal and Levy (2008) further elaborate that effective promotional communication aims to modify consumer perceptions and elicit desired responses. These scholarly perspectives collectively establish promotion as a vital market connector that bridges products with potential buyers. Successful promotional implementation requires careful selection of appropriate marketing communication elements, commonly organized into four key components:

1. Advertising: Paid, non-personal communication through various media channels to establish and reinforce brand identity. This traditional approach utilizes print, broadcast, and outdoor media to reach broad audiences.
2. Personal Selling: Interactive, face-to-face communication that enables customized messaging and immediate feedback. This direct approach facilitates relationship-building and addresses specific customer concerns in real-time.
3. Sales Promotion: Short-term incentive programs that complement advertising efforts. Stanton notes that these include special events, product demonstrations, and temporary price reductions. Kotler further categorizes these initiatives into consumer-focused (samples, coupons), trade-oriented (allowances, displays), and sales force-targeted (contests, bonuses) activities.
4. Publicity: Unpaid media coverage that enhances brand credibility through third-party validation. Angipora (2002) highlights how favorable news coverage can significantly strengthen corporate image due to its perceived objectivity.

This integrated promotional mix enables companies to develop comprehensive marketing strategies that address different audience segments through multiple touchpoints. The strategic combination of these elements allows for both broad reach and targeted communication, ultimately driving consumer engagement and sales conversion while building long-term brand equity.

## 2.3. Consumer Decision

According to Kotler and Armstrong (2013:181), individuals assess and rank various brands during the evaluation stage of the consumer decision-making process, ultimately forming purchase intentions. A buying decision is made when the consumer purchases the brand they prefer. However, two key factors can intervene between the intention to purchase and the buying decision. The first factor is the influence of others. For example, if someone important to the consumer suggests purchasing a less expensive product, the likelihood of choosing a more costly option may decrease. The second factor involves unexpected situational circumstances. Although consumers may form intentions based on their expectations regarding income, price, and the perceived benefits of a product, these intentions may change due to sudden shifts in personal or external conditions.

Kotler and Armstrong (2012) define consumer buying behavior as the actions undertaken by final consumers—individuals or households—when acquiring goods and services for personal use. This definition underscores that consumer behavior is shaped by personal motivations and the desire to satisfy individual needs through consumption. In this context, Kotler and Keller (as cited in Sabran, 2009) argue that individuals generally act rationally, making decisions based on available information and the anticipated outcomes of their actions. Consumers typically follow a five-stage process when purchasing, beginning with problem recognition. This stage is triggered when a consumer becomes aware of a need or problem, which may arise from internal stimuli (e.g., hunger or thirst) or external stimuli (e.g., advertising or word-of-mouth recommendations). Once the need becomes a motivating force, the consumer starts searching for ways to address it.

The second stage is the information search. When a consumer's interest is piqued, they may actively seek information or retain it for future reference. This information can come from internal sources, such as memory, or external sources like advertisements, online reviews, and personal recommendations. The third stage is the evaluation of alternatives. Consumers do not always use a standardized evaluation method; their evaluations depend on individual preferences and contextual factors. At this stage, consumers aim to meet specific needs, seek benefits from the product or service, and view each option as a combination of attributes with varying capacities to meet their expectations.

The purchase decision follows once the consumer forms brand preferences and intends to buy the most favored option. However, as mentioned earlier, this intention can be influenced by social pressures or unexpected events. The impact of others depends on the strength of their opinions and the consumer's willingness to conform. Likewise, situational factors such as changes in income, family circumstances, product pricing, or perceived benefits can cause consumers to postpone or alter their purchase decisions. Kotler and Keller (2012) identify six dimensions of a consumer's purchase decision: product selection, brand choice, dealer selection, quantity decision, timing of purchase, and payment method. These dimensions illustrate the complexity of consumer decision-making and the range of factors that influence final choices. Regarding product selection, a consumer may visit a store with a particular goal but purchase something entirely different. Therefore, businesses must focus on attracting consumers who show genuine interest in their offerings. Regarding brand choice, consumers evaluate various brands or outlets, each with distinct features. Dealer selection is also critical, as consumers differ in their preferences for purchase channels based on location, pricing, availability, convenience, and service. Other decisions include the purchase quantity, the visit timing (e.g., daily, weekly, monthly, or annually), and the preferred payment method, whether cash or alternative options. These variables emphasize the importance of understanding diverse consumer preferences and tailoring business strategies accordingly to meet customer needs better.

### III. Research Method

This research was conducted at the headquarters of PT. Pelinda Saranasukses, the official distributor of Unifield Powerlime products, is located at BSD Green Office Park 9, Wing B, Tangerang. The study took place over three months, from October 2024 to December 2024, to collect relevant primary and secondary data to support the analysis. A quantitative research method was employed to examine the influence of two independent variables—brand awareness and promotion—on the dependent variable, which is the purchase decision. The quantitative approach was chosen because it enables the collection of measurable data from a population or sample and allows statistical analysis to test predefined hypotheses.

The population in this study comprises all Pareto General Trade (GT) outlets or stores in the West Java region that actively purchase MACS brand stationery products. These outlets include retailers, wholesalers, local mini markets, and stationery stores. Based on available data, the target population consisted of 158 outlets, representing the area's key consumers within the MACS product distribution network.

Due to the relatively small population size, the sample was determined using a saturated sampling or census technique. This method involves using the entire population as research respondents. However,

based on calculations using the Slovin formula with a 5% margin of error, a total sample size of 114 outlets was obtained. This was done to ensure the data collected accurately and reliably represents the overall population.

Data was collected through a survey method, by distributing closed-ended questionnaires to the Pareto outlets included in the sample. The questionnaire was designed using a structured, non-disguised format and consisted of statements rated on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). These statements measured respondents' perceptions of brand awareness, promotion, and purchase decisions regarding MACS products. In addition to primary data, the study also utilized secondary data from literature reviews and relevant academic journals. Validity and reliability tests were conducted to ensure the quality of the research instruments. The validity test assessed whether each item in the questionnaire accurately measured the intended variable. This was done using the Product-Moment correlation, where an item was considered valid if the calculated r-value exceeded the r-table value. The reliability test was conducted using the Cronbach's Alpha formula. A questionnaire was considered reliable if the alpha value was greater than 0.6, indicating consistency in measuring the research variables. Before conducting regression analysis, the data were subjected to classical assumption tests to ensure the validity of the statistical models. Once the assumptions were met, multiple linear regression analysis was performed to assess the effect of brand awareness and promotion on the purchase decisions of MACS stationery products.

Hypothesis testing was carried out using both the t-test and the F-test. The t-test was used to determine the partial effect of each independent variable on the purchase decision. At the same time, the F-test examined the simultaneous effect of brand awareness and promotion. Additionally, the coefficient of determination ( $R^2$ ) was calculated to evaluate the extent to which the independent variables explain the variation in the dependent variable, purchase decision.

#### IV. Results and Discussion

##### 4.1. Company Profile

PT. Pelinda Saranasukses operates in the stationery industry, producing various products such as painting tools, crayons, colored pencils, scissors, erasers, compasses, and other related items. The company's flagship brand, "Macs," has established itself as one of the leading names in the stationery market. To boost sales and strengthen brand awareness, PT. Pelinda Saranasukses has implemented a marketing strategy centered on promotional activities and enhancing the visibility of the Mac brand. Research indicates that promotion and brand awareness significantly impact consumers' purchase decisions regarding Mac's stationery products.

##### 4.2. Validity Test

**Table 1. Validity Test Results**

Variable	Item	R Count	R Table	Info
Brand Awareness	X1.1	0,648	0,1840	Valid
	X1.2	0,778		Valid
	X1.3	0,720		Valid
	X1.4	0,407		Valid
	X1.5	0,468		Valid
	X1.6	0,662		Valid
Promotion	X2.1	0,684	0,1840	Valid
	X2.2	0,700		Valid
	X2.3	0,682		Valid
	X2.4	0,753		Valid
	X2.5	0,779		Valid
	X2.6	0,651		Valid

Variable	Item	R Count	R Table	Info
	X2.7	0,651		Valid
	X2.8	0,753		Valid
	X2.9	0,779		Valid
	X2.10	0,651		Valid
Buying decision	Y.1	0,748	0,1840	Valid
	Y.2	0,746		Valid
	Y.3	0,683		Valid
	Y.4	0,692		Valid
	Y.5	0,714		Valid
	Y.6	0,626		Valid
	Y.7	0,587		Valid

Based on Table 1, the validity test was conducted for three variables: Brand Awareness, Promotion, and Buying Decision. For the Brand Awareness variable, all six items (X1.1 to X1.6) recorded R Count values ranging from 0.407 to 0.778, all exceeding the R Table value of 0.1840. This indicates that all items are considered valid, meaning they effectively measure the intended construct of brand awareness. Similarly, the Promotion variable consists of ten items (X2.1 to X2.10), with R Count values between 0.651 and 0.779. Since all values surpass the R Table threshold, these items are also deemed valid and suitable for further analysis. All seven items (Y1 to Y7) show R Count values ranging from 0.587 to 0.748 for the Buying Decision variable. As each value is well above the threshold of 0.1840, these items are likewise confirmed to be valid indicators of the buying decision construct.

#### 4.3. Reliability Test

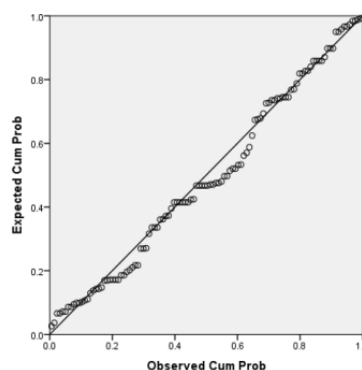
**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Standart	Info
Brand Awareness	0,872	0,60	Reliable
Promotion	0,821	0,60	Reliable
Buying Decision	0,810	0,60	Reliable

Table 2 presents the Cronbach's Alpha values for each variable: Brand Awareness (0.872), Promotion (0.821), and Buying Decision (0.810). All values exceed the standard reliability threshold of 0.60, indicating that each variable demonstrates strong internal consistency and is considered reliable for further analysis.

#### 4.4. Classic Assumption Test

##### 4.4.1. Normality Test



**Figure 3. Normality Test**

In Figure 3, the standard probability plot displays a pattern consistent with normality. This is indicated by the data points evenly distributed around the diagonal line and generally following its direction. Based on this observation, it can be concluded that the regression model satisfies the normality assumption.

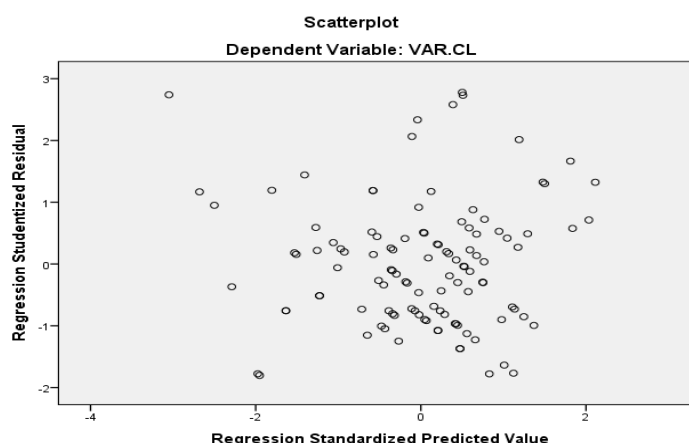
#### 4.4.2. Multicollinearity Test

**Table 3. Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness	0.805 > 0,10	1.242 < 10.0
	Promotion	0.805 > 0,10	1.242 < 10.0

Table 3 presents the results of the multicollinearity test, showing that both independent variables—Brand Awareness and Promotion—have tolerance values of 0.805, which are above the accepted threshold of 0.10, and VIF values of 1.242, which are well below the critical value of 10.0. These results indicate that the model meets the standard criteria for multicollinearity diagnostics, suggesting no issue exists between the independent variables. Therefore, the variables can be confidently included in further regression analysis without concerns of redundancy or inflated standard errors.

#### 4.5. Heteroscedasticity Test



**Figure 4. Scatterplot Graph**

Based on Figure 4, the results of the heteroscedasticity test show no clear or regular pattern, and the data points are scattered above and below zero on the Y-axis. Therefore, it is concluded that heteroscedasticity is not present in the data.

#### 4.6. Multiple Linear Regression Analysis

**Table 4. Multiple Linear Regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.729	2.465		3.542	.001
	Brand Awareness	.258	.072	.307	3.580	.001
	Promotion	.230	.101	.194	2.278	.025

Based on the results of the regression analysis shown in Table 4, the regression equation obtained is:

$$Y = 8.729 + 0.258X_1 + 0.230X_2$$

From this equation, the following conclusions can be drawn:

- a) The constant value of 8.729 indicates that if the variables Promotion ( $X_1$ ) and Product Variation ( $X_2$ ) are not considered, then the Purchase Decision ( $Y$ ) will amount to 8.729 points.
- b) The coefficient for Brand Awareness ( $X_1$ ) is 0.258, meaning that if the constant remains unchanged and there is no change in Promotion ( $X_2$ ), then every 1-unit increase in Promotion ( $X_1$ ) will result in an increase in Purchase Decision ( $Y$ ) by 0.258 points.
- c) The coefficient for Promotion ( $X_2$ ) is 0.230, meaning that if the constant remains unchanged and there is no change in Brand Awareness ( $X_1$ ), then every 1-unit increase in Product Variation ( $X_2$ ) will lead to an increase in Purchase Decision ( $Y$ ) by 0.230 points.

**Table 5. Results of Simultaneous Correlation Coefficient Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 <sup>a</sup>	.393	.376	2.014

Based on Table 5, the simultaneous correlation coefficient ( $R$ ) is 0.627, indicating a moderately strong positive relationship between the independent variables—Brand Awareness ( $X_1$ ) and Promotion ( $X_2$ )—and the dependent variable, Buying Decision ( $Y$ ). The  $R$  Square value of 0.393 suggests that Brand Awareness and Promotion can collectively explain 39.3% of the variance in buying decisions. The remaining 60.7% is attributed to other factors not included in the model. The Adjusted  $R$  Square value of 0.376, which accounts for the number of predictors, further confirms the model's adequate fit. Additionally, the standard error of the estimate is 2.014, indicating the average deviation between the actual observed values and those predicted by the regression model. This analysis demonstrates that Brand Awareness and Promotion significantly and moderately influence consumer buying decisions.

#### 4.7. Discussion

This study aims to examine the influence of brand awareness ( $X_1$ ) and promotion ( $X_2$ ) on buying decisions ( $Y$ ) regarding MACS stationery products in the West Java region. Based on the  $t$ -test results, the Brand Awareness variable has a significance value of 0.001 and a  $t$ -value of 3.580. Since the significance value is below 0.05, it can be concluded that Brand Awareness has a significant partial effect on Buying Decisions. Similarly, the Promotion variable yields a significance value of 0.025 and a  $t$ -value of 2.278, which also falls below the 0.05 threshold. This indicates that Promotion likewise exerts a significant partial influence on consumer purchasing decisions. These results confirm that both independent variables are essential in shaping consumer purchases of MACS products.

The multiple linear regression results reveal a coefficient of 0.258 for Brand Awareness, suggesting that for every one-unit increase in Brand Awareness, the Buying Decision increases by 0.258 points, assuming Promotion remains constant. The coefficient for Promotion is 0.230, indicating that a one-unit increase in Promotion leads to a 0.230-point increase in the Buying Decision, with Brand Awareness constant. These findings align with Keller (2008), who emphasizes that brand awareness is a key component of brand equity. It affects consumers' ability to recognize and recall a brand during decision-making. Well-known brands often gain consumer preference because they foster trust and credibility. Additionally, Aaker (1991) argues that brand awareness shapes consumer perceptions, attitudes, and preferences, creating positive associations and increasing confidence in purchasing familiar products.

Supporting evidence from Juliana and Sihombing (2019) confirms that brand awareness significantly affects buying decisions. Consumers are more inclined to trust brands with strong market visibility. Therefore, increasing brand awareness is critical to building customer loyalty and encouraging repeat purchases. Promotion's positive and significant effect further indicates that marketing activities, such as advertisements, discounts, special offers, and social media campaigns, effectively capture consumer attention and drive purchasing behavior. According to Kotler and Keller (2012), promotion is a core element of the marketing mix, used to inform, persuade, and remind consumers about products. Effective promotional strategies raise interest and provide compelling incentives to buy.

This view is supported by Swastha and Irawan (2005), who note that promotion plays a vital role in shaping consumer awareness and preferences by delivering persuasive messages and enhancing the appeal of a product. Empirical evidence from Sigit (2007) also confirms that consistent and relevant promotional efforts positively impact buying decisions, especially when they offer economic or emotional value, such as discounts or rewards. Both variables—Brand Awareness and Promotion—are complementary in influencing consumer behavior. Brand Awareness establishes the foundation for consumer perception, while Promotion catalyzes purchase. The combination of both creates a synergistic effect that significantly enhances buying decisions. Furthermore, effective promotion is more impactful when applied to brands with high consumer awareness, while branding efforts benefit from being reinforced through consistent promotional strategies.

The coefficient of determination ( $R^2$ ) value of 0.393 indicates that Brand Awareness and Promotion can explain 39.3% of the variation in Buying Decisions. In comparison, the remaining 60.7% is influenced by other variables not included in this study, such as price, product quality, or perceived value. In conclusion, the findings highlight that Brand Awareness and Promotion substantially contribute to consumer purchasing decisions. To remain competitive in the stationery market, companies must enhance their branding efforts and implement effective promotional strategies aligned with consumer preferences. These insights offer valuable managerial implications, particularly for marketing managers in the stationery industry like MACS, who should prioritize integrated strategies that strengthen brand visibility and engage customers through impactful promotions. Doing so will ultimately drive sales growth, improve buying decisions, and foster brand loyalty.

## V. Conclusion

This study concludes that brand awareness and promotion significantly influence purchasing decisions for MACS stationery products in the West Java region. The t-test results reveal that brand awareness exerts a positive and significant effect on buying decisions, indicating that the more familiar and recognizable a brand is to consumers, the more likely they are to purchase the product. Similarly, the promotion variable shows a statistically significant impact, affirming that promotional efforts, such as discounts, advertisements, and product bundling, effectively attract consumer interest and stimulate purchase behavior. The regression analysis demonstrates that brand awareness and promotion account for 39.3% of the variance in consumer purchasing decisions. In comparison, the remaining 60.7% is influenced by other factors not examined in this study, such as product quality, pricing, availability, and consumer preferences. These findings underscore the need for companies like PT. Pelinda Saranasukses aims to enhance brand recognition through consistent branding strategies while implementing targeted and impactful promotional activities. Integrating branding and promotion strategies is essential to strengthen consumer perceptions, increase sales performance, and foster long-term brand loyalty. In conclusion, maintaining high brand awareness and executing well-designed promotional campaigns are critical success factors for companies aiming to remain competitive and relevant in the stationery industry.

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