

# The Role of Brand Awareness and Integrated Marketing Communication on Consumer Purchase Decision of Online Travel Consumers

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**The Role of Brand Awareness and Integrated Marketing Communication on  
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**Abstract:**

The purpose of this research is to explore and assess the deployment of integrated marketing communications in order to increase brand recognition and its impact on purchase decisions. Purposive sampling was utilized in this work as a non-probability sampling strategy. The researchers considered numerous sample characteristics in this study, including age (17-50) and having utilized travel agency services at least once to book aircraft tickets, trains, events, or hotel reservations. The purposive sampling technique was applied, and 100 samples were collected. SmartPLS was utilized to do partial least squares analysis. According to the findings of the study, integrated marketing communication has a direct effect on brand awareness; integrated marketing communication has a direct effect on purchasing decisions; brand awareness has a direct effect on purchase decisions; and integrated marketing communication influences purchase decisions indirectly through brand awareness.

**Keywords:** integrated marketing communications, brand awareness, purchasing decisions, travel, .

**Introduction**

Entering the era of industrial revolution 4.0, the disruption of digital technology is becoming increasingly massive. In this era, technological advancements such as the internet of things, artificial intelligence, and cloud computing have been used by the public as tools to assist in their daily activities. This digital innovation is able to solve economic and social problems that occur in society. For example, in the past, people had to spend hours going to the mall just to shop or had to visit an airplane ticket agent just to order a plane ticket. But now that all of these things can be done with a one-click system, one can shop through online media with a smartphone from home without having to spend a lot of money and

time visiting the store. Especially during the COVID-19 pandemic, people are required to avoid crowds. It is known that the COVID-19 pandemic has contributed to the growth of service users in Indonesia (Watono & Watono, 2011).

According to Industry Minister Gati Wibawaningsih in his interview with Kompas.com, the increase in the digital economy has increased to 11%. This increase occurred on almost all digital platforms, especially e-commerce. Even though initially online travel agencies began to decline in sales figures in the first quarter of 2020, All e-commerce categories, ranging from travel, fashion, and beauty to food, furniture, toys, digital music, and video games, experienced growth at the start of the pandemic in 2020, except for e-commerce in the travel, mobility, and accommodation categories, which experienced a 45.8% decrease in transactions overall. This was also felt by the online travel agency Tiket.com, which in the early days of the pandemic recorded a decline in sales of international travel products by up to 52% from January to February. However, after the "new normal" was imposed by the Indonesian government, Transactions began to gradually improve and rose again in the third quarter of 2020. Tiket.com is the first online travel agency in Indonesia and was established in 2011. Being the only travel agency that innovates in providing flight and train ticket booking services online. Since it was first established, Tiket.com has started to innovate continuously, and now the company has a variety of services, including hotel bookings, vehicle rentals, concert tickets, event tickets, car transfers, and pay later.

During this pandemic, travel agencies also added payment methods to make it easier for consumers to make non-cash payments. With its collaboration with OVO, the Tiket.com payment service is more complete and makes it easier for people to transact digitally. The cornerstone of integrated marketing communications is a customer-focused orientation. The explanation of this statement means that all marketing communications carried out by a brand must focus on what consumers expect (Shimp, 2014). Of all that has been done by travel agencies to get back on their feet, namely focusing on strategies that are able to understand consumer expectations, travel agencies provide clean ticket and flexi ticket services so that consumers can continue to enjoy holidays safely and avoid crowds during the pandemic (Solomon, 2015). Travel agencies also carry out promotions for each of their services during this pandemic so consumers can enjoy them at a low cost.

According to earlier research, advertising as part of the promotion mix had a favorable and significant influence on brand awareness, and consumers believed that Tokopedia advertising would become more prominent in their eyes. Not only that, consumers see advertising as one of the factors in their purchase decision (Aaker, 2013). This shows that consumer views about advertising influence consumer purchasing decisions for Tokopedia products (Tannady & Purnamaningsih, 2023). Another study found that the outcomes of the integrated marketing communication (IMC) variable had a direct impact on purchasing decisions (Tannady et al., 2022). Previous research found that digital marketing (website, search engine marketing, web banners, social media, affiliate marketing, email marketing, and online purchase decisions) had a favorable and statistically significant effect on online purchase decisions (Wulansari & Azlina, 2018). Previous studies have found that marketing messages have a favorable and significant impact on purchasing decisions (Batu et al., 2019).

## Literature Review

Consumer behavior is the interaction of consciousness, conduct, and the environment through which humans communicate and exchange with all areas of life. In his book, he defines consumer behavior as the study of processes that include individuals or groups selecting, purchasing, consuming, or disposing of items, services, ideas, or experiences to meet needs and desires (Suyoto & Tannady, 2022). Integrated marketing communication is a marketing communication planning concept that emphasizes the importance of a holistic plan (Belch & Belch, 2018). In this context, marketing communication refers to the representation of all parts of the marketing mix, such as advertising, sales promotion, personal selling, direct marketing, public relations, and internet marketing (Setyawati et al., 2021). Integrated marketing communications is defined as a communication process that involves the planning, creation, integration, and implementation of multiple forms of marketing communications (advertising, promotions, publications, events, and so on) (Peter & Olson, 2013). Integrated marketing communications is a concept for managing, planning, creating, and coordinating various types of marketing communications such as advertising, sales promotion, personal selling, direct marketing, public relations, and internet marketing with the goal of increasing brand awareness and loyalty (Damarjati et al., 2016). Consumers' brand awareness is the ability to recognize and recall a brand while thinking

about a specific product category, and there is comfort when the name pops in their minds (Dewi et al., 2023). According to some experts, brand awareness is the ability of customers to recognize and recall a brand that belongs to a specific product category (Kotler & Armstrong, 2016). Purchasing decisions are an aspect of consumer behavior that describes how individuals, groups, and organizations choose, buy, and use products. In addition, how commodities, services, ideas, and experiences meet their needs and desires (Endyana & Ardani, 2019). A purchasing decision is the point in the purchasing decision-making process at which the consumer acts on the given option (Prabela et al., 2016).

## Methodology

Purposive sampling was utilized in this work as a non-probability sampling strategy. The researchers considered numerous sample characteristics in this study, including age (17-50) and having utilized travel agency services at least once to book aircraft tickets, trains, events, or hotel reservations. In this investigation, the minimum number of samples required is 96, rounded up to 100. Researchers used the method of distributing questionnaires to collect primary data. Secondary data used by researchers in this study comes from journals, books, and internet media to obtain the information and data needed. data analysis methods using partial least squares (PLS) analysis, measuring the outer model, testing the inner model, and testing the hypothesis. To test all hypotheses, the partial least squares (PLS) method is used. The hypothesis is tested by comparing the t-count to the t-table. To assess whether there is an influence between variables, t-count and t-table are compared. The t-count value is calculated using the Smart PLS version 3.3 software bootstrapping findings. The Bootstrap test also seeks to reduce the issue of erroneous research data. The path coefficient value indicates a significant level of hypothesis testing.

## Case studies

Based on the gender of the results of the 100 respondents, it can be seen that the percentage of women is higher than that of men. 60 respondents were women, and 40 respondents were men. The percentage of people aged 17–25 years was 77 people (77%), the percentage of people aged 26–35 years was 18 people (18%), the percentage of people aged 36–45 years was 4 people (4%), and the percentage of people aged > 45 years was 1 person (1%). played by users aged 17–25 by 77%. So, it can be said that the travel agency market is dominated by Millennials (17–25). present the amount of income per month led by income < Rp. 2,000,000 as many as 44 people (44%), followed by a monthly income of Rp. 2,000,000–Rp. 5,000,000 as many as 29 people (29%), then income per month Rp. 5,000,000–Rp. 10,000,000 as many as 22 people (22%), and finally with total income > IDR 10,000,000 as many as 5 people (5%). In this study, income per month < Rp. 2,000,000 occupies the highest position. According to data from the Central Statistics Agency (BPS), the majority of young people in Indonesia fall into the middle- and lower-income groups. The data shows that the average wage for workers aged 15–19 is less than 2 million rupiah, which is around 1.60 million per month. The data explains why income per month is less than \$2 million, the highest position among 100 respondents. The highest number of jobs were as students, with 53 people (53%), then private employees with 32 people (32%), followed by other jobs (housewife, teacher, honorary, journalist) with 9 people (9%), 4 entrepreneurs (4%), and most recently 2 civil servants (2%). In this study, the highest job positions were obtained by 53 students (53%). 2–5 transactions by 50 people (50%), >5 transactions by 26 people (26%), and in the last position are respondents who have only made 1 transaction while using a travel agent, 24 people (24%). In this study, the highest number of transactions made by users while using the application was 2–5 times as many as 50 people (50%).

The questionnaire item with the highest concentration point (assessment on scores 4 and 5) is X6 (an indicator of completeness of media such as websites, email, and interactive telephone from the Direct Marketing dimension) with a percentage of 89%. While the questionnaire item with the lowest score is X15 (an indicator of sponsoring social events from the public relations dimension) with a percentage of 68%. It can be concluded that the completeness of media such as websites, emails, and interactive telephones offered is an advantage for the travel agency itself, while the indicators for sponsoring social events must be increased so that the brand is increasingly recognized by the public in Indonesia. the questionnaire item with the highest concentration point (assessment on scores 4 and 5) Y1.1 (an indicator of consumer ability to remember products from the Brand Recall dimension) with a percentage of 95%. While the

questionnaire item with the lowest score is Y1.3 (an indicator of consumers' ability to recognize the promotions offered from the Brand Recognition dimension) with a percentage of 91%. It can be concluded that Tiket.com is an online travel agency that is easy for consumers to remember. Meanwhile, for indicators of consumers' ability to recognize the promotions offered, 91% of the results from levels 4-5 are positive, so travel agencies only need to improve more in providing information related to the promotions offered so that they are properly conveyed to consumers.

Questionnaire items with the highest concentration points (assessments on scores 4 and 5) were Y2. 12 (an indicator of the level of diversity in payment from the payment method dimension) and Y2. 13 (an indicator of the level of convenience in payment from the payment method dimension) with a percentage of 97%. While the questionnaire item with the lowest score is Y2. 8 (indicator of buying a travel agency only because there is a promotion from the purchase timing dimension) with a percentage of 52%. It can be concluded that travel agencies have a level of diversity in payments that makes it easier for consumers to make transactions. Meanwhile, the purchase indicator, just because there is a promotion, explains that the existence of a promotion does not always make consumers make transactions through travel agencies.

This study uses the PLS algorithm on Smart PLS 3.3 ver. software to determine parameter estimation (estimation). The loading factor value must be more than 0.7 for a confirmatory evaluation in order to be considered convergent. That example, the individual reflective measure is deemed to be high if it correlates with the concept being tested by greater than 0.7. There are indicators that still have an outer loading below 0.7. These indicators are X1 (0.533), X2 (0.628), X5 (0.587), X6 (0.658), X7 (0.612), X11 (0.633), X12 (0.662), X14 (0.651), X15 (0.636), X16 (0.646), X17 (0.650), and X18 (0.683) from the integrated marketing communications variable (X) and Y2.11 (0.616), Y2.8 (0.336), and Y2.9 (0.664) from the purchase decision variable. The indicator is finally eliminated from the model and re-evaluated. The results of the new estimation actually show that there are indicators with an outer loading below and no more than 0.7. There are two indicators whose numbers are not more than 0.7, namely X13 (0.692) and Y2.10 (0.700). The indicator was finally eliminated and re-evaluated. The results of the new estimation actually show that there are no indicators with an outer loading below 0.7. There are no indicators from the model that have a loading factor below 0.7, so the next model can be evaluated.

Based on the outer loading results, it was discovered that the outer loading results of all indicators for each variable fulfilled convergent validity because all outer loading values for each indicator were more than 0.7. Each indicator has a higher association with variables than other variables. This explains why latent variables outperform indicators on other variables in predicting indicators on their own variables. Another approach for determining discriminant validity is to compare the square root value of the extracted average variance (AVE) for each variable to the correlation value between the variables and other variables (latent variable correlation). Because the value of each construct is more than 0.70, it can be concluded that the constructs in the model are reliable. The AVE of each variable is greater than 0.50, indicating that all variables have met the criteria for reliability and validity and may be used to evaluate the structural model. The r square value of brand awareness has a weak model, namely 0.259, while for purchasing decisions it has a model with a moderate category. This means that brand awareness is only influenced by 0.25, or 25%, by the integrated marketing communications variable, while the other 75% is influenced by other variables. Meanwhile, the purchase decision is influenced by 0.62, or 62%, by integrated marketing communications, and the remaining 38% is influenced by other variables. The independent variable with  $Q^2 > 0$  is able to predict the dependent variable well. So, it can be concluded that the independent variable is quite good as a predictor variable.

3 There is a direct influence between integrated marketing communication variables (X) and brand awareness (Y1), with a coefficient value of 0.509 and a significant level of 5%. This can be proven by the large t-statistic value of the integrated marketing communications variable (X) on brand awareness (Y1), which is 5.497, and the probability values (P values) are less than 0.05, namely 0.000. So, it can be concluded that  $H_0$  is acceptable. It is very important to implement integrated marketing communication to increase brand awareness. Advertising, sales promotion, personal selling, public relations, direct marketing, and internet marketing are all forms of integrated marketing communication that have a favorable link with brand awareness. With a coefficient value of 0.376 and a significant level of 5%, there is a direct relationship between integrated marketing communication variables (X) and purchasing decisions (Y2). This can be proven by the large t-statistic value of the integrated marketing communications variable (X) on brand decision (Y2), which is 2.975, and the probability values (P value) are less than 0.05, namely 0.003. So, it can be concluded that  $H_0$  can be accepted as integrated marketing communications that have a direct influence on purchasing decisions.

Integrated marketing communications are good enough to influence customer purchasing decisions, and the most influential indicator is advertising.

There is a direct influence between brand awareness variables (Y1) and purchasing decisions (Y2), with a coefficient value of 0.529 and a significant level of 5%. This can be proven by the large t-statistic value of the brand awareness variable (Y1) on purchasing decisions (Y2), which is equal to 5.645, and the probability values (P values) are less than 0.05, which is 0.000. So, it can be concluded that  $H_0$  is acceptable. Brand awareness significantly and positively affects online purchase decisions. This shows that if consumers are very aware of the brand, there is a higher probability of making a purchase decision because this awareness helps consumers eliminate doubts about the brand. There is a direct influence between integrated marketing communication variables (X) and purchasing decisions (Y2) through brand awareness (Y1), with a coefficient value of 0.269 and a significant level of 5%. This can be proven by the large t-statistic value of the integrated marketing communications variable on purchasing decisions (Y2) through brand awareness (Y1), which is 3.913, and the probability values (P values) are less than 0.05, which is 0.000. So, it can be concluded that  $H_0$  is acceptable. Internet marketing is one of the subdimensions of integrated marketing communication. Based on the results of his research, internet marketing has a positive effect on purchasing decisions through brand awareness. Advertising, which relates to integrated marketing communication, has an influence on purchasing decisions through brand awareness.

### Conclusion

Brand awareness is directly influenced by integrated marketing communications. Purchase decisions are directly influenced by integrated marketing communications. Brand recognition has a direct impact on purchasing decisions. The results of the particular indirect effect reveal that integrated marketing communications have an indirect influence on purchasing decisions via brand awareness. The use of integrated marketing communications in raising brand awareness is critical. Advertising, sales promotion, personal selling, public relations, direct marketing, and Internet marketing are all forms of integrated marketing communications that have a favorable link with brand recognition. In other words, the higher the company's level of integrated marketing communications, the higher the level of public brand awareness of a brand. In the top-of-mind brand awareness stage, consumers will make the brand their first choice. Furthermore, products with a high level of brand recognition will have a large market share. According to the study's findings, brand awareness has a major impact on purchasing decisions. The greater the level of brand awareness, the more likely the purchase choice.

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