



The Effect of Effectiveness of Digital Campaign Budget, Selection of Digital Campaign Platform, and Increasing Brand Awareness on Purchase Intention of Optik Melawai Products

Muhammad Agung Hidayatullah, Lamhot Henry Pasaribu

¹ Faculty of Economy, Universitas Pelita Harapan, Jakarta

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ABSTRACT

This study aims to analyze 1) 1. Does the effectiveness of the budget campaign have a positive and significant impact on Optik Melawai's brand awareness?, 2. Does choosing the right digital campaign platform have a positive and significant impact on Optik Melawai's brand awareness? 3. Does brand awareness have a positive and significant impact on purchasing decisions for Optik Melawai products? In data search, questionnaires are used and distributed to people who are optical users and understand digital campaign budgets, digital campaign platforms, brand awareness and also purchase intention, where respondents are domiciled in Greater Jakarta in particular and several other big cities around the area. The sampling method in this study was purposive sampling, with a total sample of 153 people. In this study, the data analysis method used was PLS-SEM. This study shows that the digital campaign budget and the selection of the right digital campaign platform have a positive and significant effect on the purchase intention of optical customers in Indonesia. The results of this research can be a contribution for the Optik Melawai company to maximize the digital campaign budget and also the selection of the right digital campaign platform, to further increase brand awareness that will direct these customers to buy Optik Melawai products.

E-mail:
[E-mail: agung0810@gmail.com](mailto:agung0810@gmail.com)

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1. Introduction

Currently the development of media is very fast, not only conventional media but also several media that have emerged in recent years that have changed the direction of the campaign for each existing brand, and what appears is digital media, which is currently moving with various methods that can be used in do advertising. Digital developments are currently also quite increasing sharply, at this time the development of social media and technology in the world, especially Indonesia. With the increasing number of technological and social media developments that exist in society today, it encourages several things to be done in different ways, including carrying out brand campaign ideas to increase their brand awareness.

According to data released by the Ministry of Communication and Information of the Republic of Indonesia, internet users are only 64% of the total population of Indonesia at this time (Ramadhan, 2020). Data on internet users globally in 2020 are as follows:

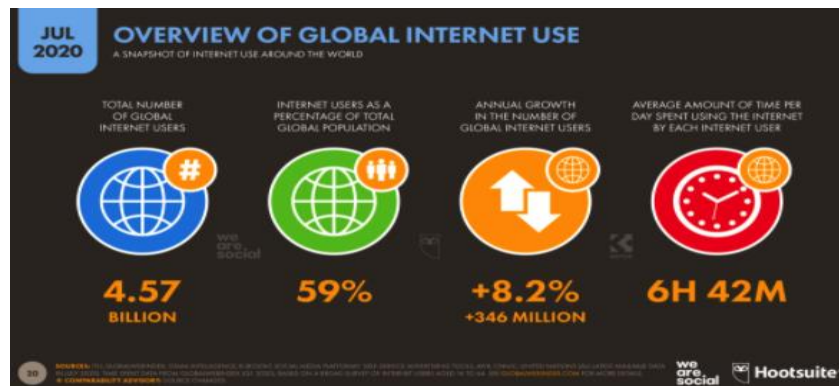


Figure 1 Overview of Global Internet User

Source: Hootsuite (2020)

Then if we look at the global internet user data above, we can see that global internet users are at 4.5 billion people with a total of 59% of the world's population today, and also the increase in internet users in the world is increasing by 8.2% every year (Kemp, et al. 2020). Therefore, the use of a brand's campaign at this time is not only limited by conventional media, but can also be carried out effectively on several digital platforms.

Then if we look at how the development of business in Indonesia up to now, we also need to see how the development of the Optical Glasses business in Indonesia. The Association of Indonesian optical entrepreneurs (Gapopin) stated that the local market share of eyeglasses in Indonesia reached Rp. 6 trillion in one year, this was due to nearly 40% of the Indonesian population or around 100 million Indonesians having to use glasses (Money, 2019). The future prospect also states that the market share of the optical industry will be very large, considering the needs of eyeglass users in Indonesia, where their consumers usually have at least 2 units of glasses, and their use is only limited to a certain period or there is a period of replacing glasses.

Seeing the very large optical market share in Indonesia, Optik Melawai is one of the largest eyewear manufacturers from Indonesia which has been established since 1981 which was founded by Budi Purnomo Hadisurjo who has succeeded in building, developing, and maintaining his business until now, which has made him one of the richest businessman in Indonesia with a predicted total wealth of US \$ 250 million or equivalent to Rp. 3.6 trillion (Utami, 2019). Optik Melawai is currently the largest optician in Indonesia, which has 300 branches throughout major cities in Indonesia, surpassing one of its competitors, Optik Seis.

Then what strategies are implemented by optik melawai so that it is able to dominate to become the largest optician in Indonesia. This is due to several strategies, namely the first they apply that the comfort of their customers is the most important, such as the placement of a good eyeglass display case, the number of sofas placed in their store, this is what they have implemented since the beginning of the formation of optik melawai. The second is by presenting optical wholesalers, Optik Melawai has established a subsidiary for optical wholesalers called Visculo Optical Supply. Visculo produces a variety of lenses and frames, Optik Melawai subsidiary also acts as a leading lens distributor for Rodenstock. Visculo not only targets the market for lenses and frames, but also various kinds of contact lenses under the brand names illustro and New Look. The third is to diversify the target market, in addition to targeting the highend eyewear market, Optik Melawai also provides affordable glasses with prices starting from Rp. 200,000. Fourth, optik melawai issued a millennial brand, Bridges Eyeware, which focuses on entering the market for young people in Indonesia. Then the

last strategy is to provide online ordering services that make it easier for their customers (Utami, 2019).

2. Literature Review and Hypotheses Development

A. *Digital Campaign Budget*

Kolsarici stated that the advertising budget is the amount of funds set aside by companies that are planned to promote goods and services. These promotional activities include market surveys, creation and printing of advertising materials, promotions through print media, digital media, social media, and running campaigns from advertisements (Kolsarici, 2020). Then Aizan Omar said that in fact the campaign budget was issued not only based on a consideration of needs, but also had to look at other factors (Amizan Omar, 2017). Meanwhile, in another journal written by Alessandro Nuara and his friends, it is stated that digital budget campaigns greatly affect how the brand or product can be seen by their customers. An appropriate budget or budget is also able to provide a platform that matches the campaign needs of the brand (Restelli, 2020). This shows the first hypothesis is:

H1: Digital advertising budget has a positive and significant impact on Optik Melawai's brand awareness.

B. *Digital Campaign Platform*

In general terms about the platform, the platform is a technology-based container that can be run by a system (both individuals and groups). As for the digital platform, it is a collection of applications that provide several special functions such as social media, a place to send letters, create content, and exchange information using special devices (Kapoor, 2021). Talking about digital platforms, Girish Taneja and Sandeep Vij mention in their journal entitled "Dynamics of Digital Advertising Campaign" that digital platforms are part of the marketing mix in which we can find out how to integrate each element to see what kind of digital platform usage is suitable for the campaign in order to benefit the company in using the platform in their digital campaign (Girish Taneja, 2019). Then in another journal written by Victo Silva Neto, Maria Beatriz Machado Bonacelli, and also Carlos Americo Pacheco explained about digital platforms in their journal entitled "Economics Analysis And Digital Platform" that a digital platform is a meeting site where interactions are mediated materially and algorithmic. And the main function of digital platforms is also to unite individuals as well as organizations so that they can interact and innovate in impossible ways with potential for non-linear utility and value enhancement (Victo Silva Neto, 2021). With this, it is shown that the second hypothesis of this study is:

H2: The right digital campaign platform has a positive and significant impact on Optik Melawai's brand awareness.

C. *Brand Awareness*

Brand Awareness is a marketing term that describes the level of consumer recognition of a product based on its name (Seturi, 2017). Then brand awareness is also explained in the Journal written by Mohd Uzair and Dr Rajesh Singh entitled "Brand Awareness and Marketing Campaign for Nilkamal" which states that brand awareness is a moment when the customer has close and deep knowledge about how the brand is and also its availability. (Mohd Uzair, 2019). R Rajendram stated that brand awareness is the ability to repurchase and recognize the brand, but in more detail it is about how their customers are able to recognize the brand logo, symbol and several other things related to the brand (Rajendram, 2016). With this being the third hypothesis of this study is:

H3: Brand awareness has a positive and significant effect on purchasing intention for Optik Melawai products.

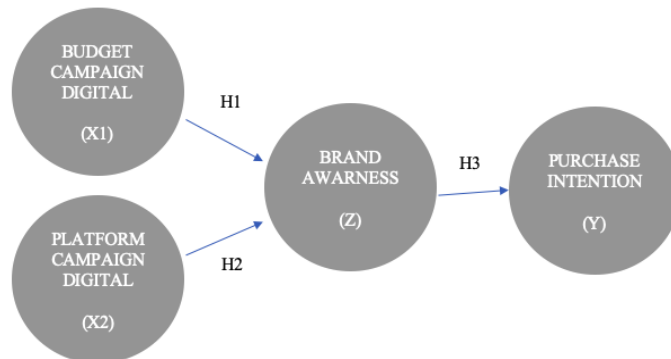


Figure 2 Research Model.

3. Research Method

This research aims to determine the Effect of the Effectiveness of Digital Campaign Budget, Selection of Digital Campaign Platform, and Increasing Brand Awareness on Purchase Decision of Optik Melawai Products. The independent variable in this study is the Digital Campaign Budget and Digital Campaign Platform, the mediating variable is brand awareness, while the dependent variable is Purchase Intention. The target population of this research is optical customers in the Greater Jakarta area and surrounding areas. The number of respondents in this study was 153 people, where the sampling technique used was purposive sampling

There are two sources of data collection in this study, namely primary data and secondary data. Where the primary data source of this study was obtained from distributing questionnaires using electronic media, namely google form, and also secondary data sources were data obtained from books or journals obtained from other people's data. Data analysis used the SmartPLS program, where program analysis used PLS-SEM (partial least squares-structural equation modeling. The items in the questionnaire were measured using a Likert scale, where there were 5 points, from point 1 to point 5, indicating strongly disagree until strongly agree. Then the data is processed by measuring validity and reliability. Ghazali and Latan, (2015) say that there are two kinds of PLS-SEM analysis, namely the outer model and inner model. In measuring the outer model model, the results of the loading factor values obtained are declared valid if more than 0.7 this has an exception where for exploratory research the value of the loading factor value of 0.6-0.7 is still acceptable, besides the Average Variance Extracted value must be m more than 0.5, also the composite reliability value must exceed the value 0.7.

4. Result And Discussion

The profile of each respondent in this study shows that male and female respondents show a slight difference, where the number of male respondents is 111 people, while female respondents are 42 people. The age of the respondents has a fairly high variation where 59.5% of respondents are 17-24 years old, 32% of respondents are 25-32 years old, and 8.5% of respondents are >32 years old. The respondent's domicile area is 36.6% in Jakarta, 29.4% in Tangerang, 20.3% in Depok, 5.9% in Bekasi, 4.6% in Bogor, 2% in Bandung, 0.7% in Cilegon and 0.7% in Rangkas Bitung. The educational background of the respondents indicated that the majority of the respondents had a bachelor's degree last education, namely 86.3% of the respondents, then 12.4% of the respondents had a senior high school education, and 1.2% had a master's degree. The work background of the respondents also varies, where the majority have jobs as employees, namely 73.9%, 21.6% of respondents are entrepreneurs, 2% of respondents have jobs as state officials, and 2.6% are students. The monthly income of the respondents in the largest percentage of the respondents had the most monthly income

of Rp. 5,000,000-Rp. 10,000,000 with a percentage of 69.9%, then income of Rp. 1,000,000-Rp. 4,999,999 of 15.7%, income of Rp. .1,000,000-Rp.4,999,999 by 12.4%, and income >Rp.20,000,000 by 2%.

A. Outer Model

The measurement model has a function to measure the validity and reliability of the research model carried out. Convergent validity testing must have a loading factor value above 0.7, and the Average Variance Extracted or AVE value must be more than 0.5. Hair et al (2014) say that if the AVE value is greater than 0.5, then the outer loading which has a range of 0.4-0.7 can still be used. If seen in table 1 below, it can be seen that from each indicator that each variable in this study has an outer loading value that meets the requirements, so that each indicator below can be said to meet validity.

Table 1. Loading Factor

Variable	Item	Outer Loadings	Result
Digital Campaign Budget	A3	0,878	Valid
	A4	0,814	Valid
	A5	0,872	Valid
Digital Campaign Platform	B3	0,721	Valid
	B4	0,836	Valid
	B5	0,711	Valid
	B6	0,890	Valid
Brand Awareness	C3	0,890	Valid
	C4	0,703	Valid
	C5	0,562	Valid
	C6	0,870	Valid
Purchase Intention	D3	0,702	Valid
	D4	0,862	Valid
	D5	0,599	Valid
	D6	0,891	Valid

Source: Primary Data Processed

Table 2 shows that the AVE value of each variable is in the range above 0.5, that's mean the minimum requirement to meet convergent validity, so this shows that each variable in this study meets the requirements of convergent validity. It's also shows the value of the composite reliability of a variable, where the composite reliability value must exceed 0.7. In this study, each variable in this study is reliable because all the values of the composite reliability below exceed the value of 0.7.

Table 2. Internal Consistency (Average Variance Extracted & Convergent Validity)

Variable	AVE	Composite Reliability
Digital Campaign Budget	0,731	0,891
Digital Campaign Platform	0,629	0,871
Brand Awareness	0,590	0,848
Purchase Intention	0,597	0,853

Source: Primary Data Processed

Table 3 shows the discriminant validity test, the test is measured using the Fornell-Lacker criteria, which compares the value of one construct with the correlation of one construct with another, and must be higher. The construct value in this research is higher than the correlation between one construct and another, so it can be concluded that in this study the discriminant validity of all variables was met.

Table 3. Discriminant Validity

	Digital Campaign Budget	Digital Campaign Platform	Brand Awareness	Purchase Intention
Digital Campaign Budget	0,855			

Digital Campaign Platform	0,306	0,793		
Brand Awareness	0,308	0,355	0,768	
Purchase Intention	0,285	0,349	0,290	0,773

Source: Primary Data Processed

B. Inner Model

In this part of the Inner Model, measurements are made of R2 (R-Square), which is to measure the effect of the independent latent variable on the dependent latent variable, and if the R-square level is greater and closer to 1, then the ability of the independent variable to influence the dependent variable is very high

Table 4 shows the R-square value obtained by brand awareness, which was 0.170 or 17%. the R-square value obtained by purchase intention, which was 0.084 or 8%. The brand awareness and purchase intention variables in this study have an R2 value below 0.25, it can be interpreted that the accuracy or predictive ability of the two variables is classified as weak.

Table 4. Coefficient of Determination

Variable	R-Squares
Brand Awareness	0,170
Purchase Intention	0,084

Source: Primary Data Processed

Multi-colonarity measurements were tested to see if there was a correlation between the independent variables and other independent variables, where in a good model the correlation between independent variables and the others should not occur. In the Table 5 below, it can be seen that the VIF value of the Digital Campaign Budget variable is 1,103, the Digital Campaign Platform is 1,103, and the Brand Awareness variable is 1,000. Because none of the VIF results were more than 5.00, it was said that there was no multicollinearity in this study.

Table 5. Collinearity

Variable	VIF
Digital Campaign Budget	1.103
Digital Campaign Platform	1.103
Brand Awareness	1.000
Purchase Intention	

Source: Primary Data Processed

The next thing is testing of existing hypotheses with the *p-value*, if it is known that the p-value is less than 5% or 0.05, the result can be said to be statistically significant. The research hypothesis can be accepted if the direction of the path coefficient shows results that are in accordance with the initial hypothesis, and the p-value shows the statistical significance of the research results.

Table 6. Summary of Statistics Hypothesis Testing Results

Hipotesis	Path	Standard Coefficient	P-Value	Signification	Result
H1	Digital Campaign Budget => Brand Awareness	0,220	0,009	Significant	Supported
H2	Digital Campaign Platform => Brand Awareness	0,287	0,002	Significant	Supported
H3	Brand Awareness => Purchase Intention	0,290	0,001	Significant	Supported

Source: Primary Data Processed

The test results of the first hypothesis show that "Digital advertising budget has a positive and significant effect on Optik Melawai brand awareness". Supported. When an increase in the digital advertising budget is made, it will also increase brand awareness of the brand, because the higher the intensity of the advertisements seen, the more brand awareness. The results of this test are supported by previous research by Yossi Luzon, Rotem Pinchover, Eugene Khmelnsky (2021) which stated that the budget campaign is very important in increasing brand awareness, and has a significant and positive effect on increasing brand awareness. Likewise in research conducted by Yanwu Yang, Yinghui Yang, Dengpan Liu, Daniel Zeng (2020) which states that the higher the advertising budget, the faster the digital advertisement is processed. With the increasing intensity of advertising, it has a positive and significant impact on brand awareness. Then in another study, Mäkinen, Suvi (2017) agree that an increase in the allocation of the Campaign Budget affects brand awareness.

The test results of testing the second hypothesis show that "The right digital campaign platform has a positive and significant impact on Optik Melawai's brand awareness.", Supported. The results of this study are in line with previous research conducted by Arman Haji Ahmad, Sentosa Ilham, Ridzuan Masri, Izian Idris (2020), and Taghipour, Mohammad (2021) which stated that choosing a platform that suits the needs of the brand or product will increase brand awareness. itself from the product or brand, then Doni Purnama Alamsyah, Rudy Aryanto, Indriana Indriana, Norfaridatul Akmaliah Othman (2021) also mentioned the same thing, choosing the right platform for conducting campaigns will have an impact on other aspects such as increasing brand awareness.

The test results on the third hypothesis prove that "Brand awareness has a positive and significant effect on purchasing intentions for Optik Melawai products", Supported. When brand awareness increases, it will move the thinking of consumers towards the brand, which ultimately consumers will make a purchase action. The results of this study are also in line with research with previous research by Vitor Azzari, Anderson Soncini Pelissari (2020) which states that brand awareness has a positive and significant effect on purchasing decisions. Then other similar research conducted by Mehrullah Jamali, Rohail Khan (2018), which also states that increasing brand awareness of the brand will increase buying interest or purchasing decisions from products that have a positive and significant effect, Norreena Amira Azizan, Zauridah Abdul Hamid (2021) also conveyed the same thing, brand awareness in their research on e-commerce in Malaysia also stated that it was positive and significant that brand awareness increased purchasing decisions from brands.

5. Conclusion

This study examines the research hypotheses that have been proposed in the first chapter and tested in the fourth chapter with the following conclusions: 1. Advertising budget has a positive and significant effect on brand awareness of Optik Melawai. 2. The right digital campaign platform has a positive and significant impact on Optik Melawai's brand awareness. 3. Brand awareness has a positive and significant effect on purchasing decisions or purchasing intention for Optik Melawai products. In this study, there are research limitations where the amount of previous research which tends to be less about digital campaigns budget and tends to be more about conventional campaigns budget, makes it quite difficult for researchers to find reference journals. for further research, it can be done by replacing the mediating variable with brand image, because in the hierarchy or branding, brand image is at the highest level in mindshare.

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