

THE EFFECT OF PRICE, PROMOTION, AND BRAND AWARENESS ON THE DECISION TO USE DHL EXPRESS INDONESIA

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Abstract: This study aims to determine the relationship between price, promotion, and brand awareness in the decision to use DHL Express Indonesia. In this study the approach used was quantitative, sample was done using purposive sampling, with 180 respondents. This study used a Structural Equation Model (SEM) method based on Partial Least Square (PLS) (SEM-PLS) for data analysis. The results of this study that price has a positive and significant influence on the decision to use, promotion has a positive and significant influence on the decision to use, and brand awareness has a positive and significant influence on the decision to use.

Keywords: Price; Promotion, Brand Awareness, Decision to Use

1. Introduction

The logistics and shipping industry in Indonesia has experienced rapid growth in recent years, fueled by an increase in international trade and e-commerce business. DHL Express, as a key player in the industry, plays an important role in meeting customer needs exclusively. However, this development also raises some significant problems. Domestic and international shipping prices applied by DHL Express are often considered too high by some customers in Indonesia.

The government through the communications department regulates through the upper and lower rates, but the management of the flight rates is completely free to the market. Due to tight competition, some airlines sell seats at very low prices that ultimately detriment the company itself, because the high operating costs of the aircraft, such as aircraft rent, pilot salaries, and high operational costs cause the company to be unable to make a profit or even lose (Sari et al., 2020).

Primarily, DHL Express Indonesia is more focused on international than domestic deliveries. If a customer wants to send a parcel via DHL Express to a domestic destination, the DHL agent must work with another logistics delivery service, which makes the process more complicated compared to other competitors. As a result, DHL Express shipping for the Indonesian domestic region has a higher price than other logistics delivery services, which can influence customers' purchasing decisions.

Not only domestic shipping but international shipping prices are also often considered too high by customers. As an example of price delivery comparison from three different courier companies, DHL Express, FedEx and JNE sent a package of the

same weight and size of 1.5 kg and a package size of 34 x 19 x 11cm from Tanjung Priuk North Jakarta, Indonesia, to Kuala Lumpur, Malaysia on October 10, 2023. DHL Express Indonesia offers the highest shipping costs, amounting to Rp1,376,988.00, but is known for its fast and reliable service. Fedex Indonesia offers a lower fee, which is Rp1,122,598.00, but still falls into the higher cost category. Meanwhile, JNE Indonesia offers a much more affordable shipping cost, only Rp209,000.00, making it a more economical option.

In addition to offering prices, DHL Express in Indonesia also promotes its services through the @dhlexpressid Instagram account, which was created in January 2023 and has 831 followers (as of October 5, 2023). Through this account, DHL Express shares promotional content in the form of discounts ranging from 20% to 50%, which are uploaded twice a month. They also promote DHL Loyalty Club, where customers can become members and accumulate points to earn discounts.

But there is a problem with this promotion because the interaction of Instagram followers is @dhlexpressid relatively low, judging from the number of "likes" on their posts less than 10% of the total Instagram followers. In addition, no comments were given on either post. This indicates that DHL Express in Indonesia may be less popular on the social media platform Instagram. This lack of popularity can have an impact on DHL Express' level of brand awareness in Indonesia, which is not as strong as what may be on DHL Express' official website which provides a lot of company-related information, such as shipping, rates, locations, partnerships, and other information.

In today's digital era, brand presence and recognition can be more easily achieved through social media activities and intensive promotional efforts. DHL Express in Indonesia is still not doing well promotionally, which has an impact on the lack of brand awareness, which means few consumers know about this courier service. The following data on the top brand awards for courier services in Indonesia can be seen in the following table:

Table 1. Top Brand Award Courier Service

Brand	Year					
	2018	2019	2020	2021	2022	2023
J&T Express	-	-	-	-	-	33,30%
JNE Express	-	-	-	-	-	29,10%
TIKI	13,60%	12,60%	10,80%	11,20%	11,10%	10,60%
Pos Indonesia	11,60%	5,40%	7,70%	8,50%	8,50%	7,30%
DHL Express	3,50%	3,80%	4,10%	6,00%	6,90%	7,20%

Source: www.topbrand-award.com

The table above is the result of a survey conducted on top brand websites, where DHL Global occupies the lowest position among several courier services. This shows

that DHL Express brand awareness is still lacking, despite significant increases every year. Many consumers do not know that DHL Express in Indonesia also serves domestic shipments, especially since there is no presence on marketplace platforms such as Shopee, Lazada, and Tokopedia.

2. Literature Review

Price

According to William J in (Indrasari, 2019), price is the total amount of money that customers must pay to select from a variety of offered goods and services. Price is defined as the amount of money that customers must pay to receive goods and services (Indrasari, 2019). Price is the amount of money that customers must spend to purchase a product or service, or the amount of value that customers must offer in exchange for the advantages or usage of the product or service according to (Mardia et al., 2021). Meanwhile Ningtias in (Diffa Ulhaq et al., 2020) stated that price perception is a value of product and service in the form of money.

Promotion

In the midst of the competitive business that is taking place, according to Hamdani & Zaman in (Utami Yulihapsari et al., 2023), the promotion carried out by the company will create a separate judgment in the mind of the consumer so that the judgement of consumers towards the promotion of services, directly or indirectly, will create an image of a product / service. According to (Kotler & Keller, 2018), promotion is an activity that aims to convince consumers to buy a product or service by showing it to them. According to Tjiptono in (Aditiansa & Dermawan, 2022), promotion is a component of the marketing mix that focuses on efforts to educate, persuade, and remind customers about a company's brand and products. In the Meanwhile, according to Hermawan in (Bulan & Azmi, 2019), one of the key components of the marketing plan is promotion, which alerts customers about the company's new items and convinces them to buy.

Brand Awareness

According to Sweeney & Soutar in (Samosir et al., 2023) the capacity of consumers of manufactured goods or services to remember that a brand is a representative of a specific product category and the end product of a specific brand. According to Shimp in (Pomalaa et al., 2018), brand awareness refers to a brand's capacity to present itself in the minds of customers when they contemplate a brand in a specific product category, as well as how readily that brand may be recalled. Aaker in (Wiraatmaja & Christianity, 2022), explains that brand awareness is the capacity of consumers to identify or remember that a brand is connected to a particular product. Brand awareness relates to a consumer's familiarity and recall of a brand, which makes the brand more dominant than other brands when consumers search for products in a particular category and ultimately influences purchasing decisions according to Elliot & Percy in (Wiraatmaja & Christianity, 2022). So it can be said that brand awareness is the extent to which consumers can recognize the brand of a product (Kusuma et al., 2020).

Decision to Use

Usage decisions are associated with purchase decision theory, which according to (Kotler & Keller, 2018) states that these purchase decisions are a step in the purchase decision-making process where consumers make actual purchasing activities. The concept stated by Kotler & Armstrong in (Yunita et al., 2019) describes purchasing decisions as behaviors that indicate how individuals, groups, and organizations choose, acquire, and utilize goods, services, ideas, or experiences to meet their needs and desires. Sumarwan in (Manguri Rahayu et al., 2023) defines a decision as a choice of action from two or more possible actions. If a consumer wants to make a choice, the consumer must be presented with a different choice. According to Schiffman and Kanuk in (Kumbara, 2021) stating that a consumer's purchase decision is when one has to choose between two or more options, in other words, there is a choice available when one makes a decision.

Conceptual Framework

The conceptual framework model in this study is explained in the picture below:

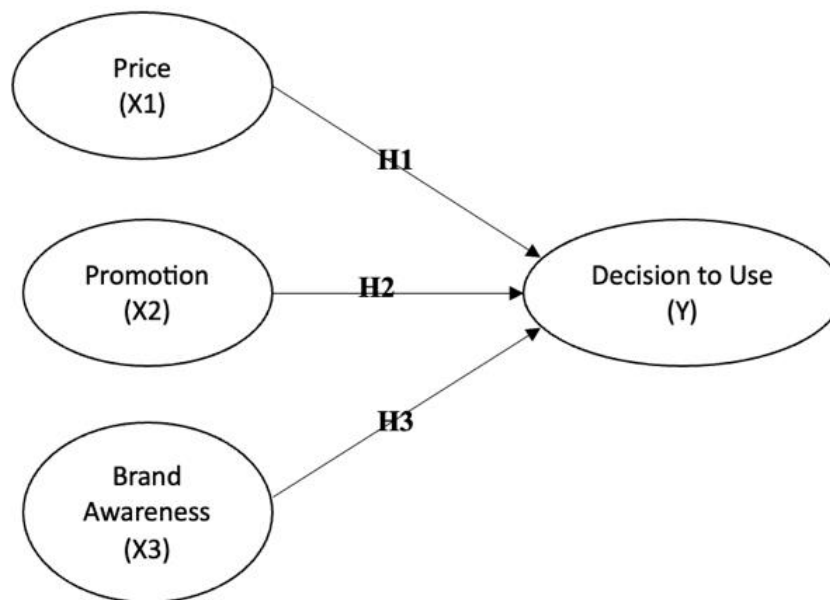


Figure 1. Conceptual Framework

Source: Researcher, 2023

Hypothesis

The Relationship between Price and Use Decisions

Higher prices can cause consumers to reduce their intention to use services so that the decision to use will decrease, and vice versa. Previous research has shown that the Price variable has a significant effect on the Decision to Use variable, this result is in line with research (Rosa Indah et al., 2019) and supported by Subianto's research; Hartono,

in (Rosa Indah et al., 2019). The relationship between Price to Use Decision has been recognized in several previous studies, that Price has a positive and significant effect on Use Decision has been proven in research (Amalina et al., 2022) ; (Sari Devika & Mardhiyah Ainun, 2023). Therefore, the following hypothesis is stated:

H1: Price has a positive and significant effect on the Decision to Use

The Relationship between Promotion and Use Decisions

Previous research conducted by (Naufal Asyhar & Permana , 2023) Produce that promotion is related to consumer awareness in making decisions using a product or service. According to Primantari and Purnami in (Aditiansa & Dermawan, 2022) Declaring Promotions carried out have a short-term goal, which is to encourage consumers to make purchases or decide to use them right away. Research by (Aditiansa & Dermawan, 2022) proves that Promotion has a significant and positive effect on Usage Decisions. The results obtained are supported by the research of Tajudin & Mulazid; Fatuh & Widyastuti, in (Aditiansa & Dermawan, 2022). It can be stated that the more frequent the promotion carried out, the higher the decision to use. Similarly, it is proven by (Pravitasari & Fauziyah , 2023) that Promotion has a positive and significant effect on the Decision to Use. Therefore, the following hypothesis is stated:

H2: Promotion has a positive and significant effect on the Decision to Use

The Relationship between Brand Awareness and Use Decisions

According to Kotler and Keller in (Aditiansa & Dermawan, 2022) , stating brand awareness is a state where consumers can remember or recognize a brand in a category to then make a use or purchase. In (Aditiansa & Dermawan, 2022) previous studies, there was a positive and significant influence between Brand Awareness on Usage Decisions. The test results show that Brand Awareness has a positive and significant effect on Use Decisions (Azizah et al., 2021).It shows that the higher the brand awareness, the higher the usage decision. Therefore, the following hypothesis is stated:

H3: Brand Awareness has a positive and significant effect on Usage Decisions

3. Research Method

This study used quantitative methods by distributing questionnaires through the google form platform. Price, promotion, brand awareness as an independent variable, and decision to use as a dependent variable were the variables used in this study. Sampling is taken using purposive sampling, namely people who have used DHL Express courier services. Referring to the notion that if the sample size is too big, it is believed that obtaining a decent measure of goodness of fit would be difficult. As a result, it is advised that the minimum sample size for each estimated parameter be 5 to 10 observations (Hair et al., 2020). This study used a scale of 10 because this is a large-scale sociological study, the number of statements in this study was 18 multiplied by 10 to obtain a sample of 180 respondents. The criteria for participants in this study were DHL Express courier service users in Indonesia. Likert scales with a score range of 1 to 5 are used in this data to measure agreement. This research was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS).

Table 2. Measurement Items

Variable	Indicator	
Price (Mardia et al., 2021)	X1.1	Price Sensitivity
	X1.2	Perception of Product/Service Value
	X1.3	Price Satisfaction
	X1.4	Discount Perception
	X1.5	Price Comparison
Promotion (Kotler & Keller, 2018)	X2.1	Brand Recognition through Promotion
	X2.2	Promotion Effectiveness
	X2.3	Promotional Message Suitability
	X2.4	Promotion Effect
Brand Awareness (Kusuma et al., 2020)	X3.1	Positive Brand Perception
	X3.2	The Influence of Brand Awareness on Decisions
	X3.3	Brand Trust
	X3.4	Selection of Known Brands
Decision to Use (Yunita et al., 2019)	Y.1	As Needed
	Y.2	Has Benefits
	Y.3	Accuracy in Buying Products / Services
	Y.4	Comparison with Competitors
	Y.5	Recurring Buy

Source: Researcher, 2023

4. Results and Discussion

Respondents Characteristics

This research was carried out by sending surveys via Google Forms and then collecting data from 180 respondents. Furthermore, it is described descriptively and assisted by presentation in the form of a table. The criteria for respondents in this study, namely DHL Express courier service users in Indonesia with respondent characteristics consisting of gender, age, and income per month.

Gender

The first characteristic in the study was categorized by gender, divided into male and female. The following is a table of respondent characteristics by gender:

Table 3. Respondents by Gender

Gender	Amount (people)	Percentage
Man	88	49%
Woman	92	51%

Source: Researcher, 2023

According to Table 3, the majority of the respondents in this study were women, with as many as 92 respondents with a percentage of 51%. In comparison, 51 respondents filled in the men with a percentage of 49%.

Age

Respondents in this study were also categorized by age, namely <20 years old, 21-25 years old, 26-30 years old, and >30 years old. The following is a table of respondents by age:

Table 4. Respondents by age

Age	Amount (people)	Percentage
< 20 Years	8	4%
21 – 25 Years	89	49%
26 – 30 Years	59	33%
> 30 Years	24	13%

Source: Researcher, 2023

According to Table 4, there are 8 people under 20 years old with a percentage of 4%, 89 between 21-25 years old with a percentage of 49%, 59 people between 26-30 years old with a percentage of 33%, and 24 people over 30 years old with a percentage of 13%.

Revenue per Month

Respondents were categorized based on monthly income, namely <2 million rupiah, 2-5 million rupiah, 5-10 million rupiah, 10-20 million rupiah, and >20 million rupiah. The following is a table of respondents by revenue per month:

Table 5. Respondents Based on Revenue per Month

Revenue per Month	Amount (people)	Percentage
< 2 Million Rupiah	36	20%
2 – 5 Million Rupiah	51	28%
5 – 10 Million Rupiah	50	28%
10 – 20 Million Rupiah	21	12%
> 20 Million Rupiah	22	12%

Source: Researcher, 2023

Table 5 shows that the majority of research participants had monthly incomes between 2-5 million rupiah, amounting to 51 people or 28%. Then monthly income between 5-10 million rupiah amounted to 50 people or 28%, while the monthly income of <2 million rupiah amounted to 36 respondents or 20%, monthly income between 10-

20 million rupiah amounted to 21 people or 12% and monthly income of >20 million rupiah amounted to 22 people or 12%.

Based on Frequency of Use

Respondents are categorized based on the frequency of using DHL Express services in 1 (one) year, divided into 5, namely 1 time, 2-3 times, 4-6 times, 7-9 times, and >10 times. The following is a table based on frequency of use:

Table 6. Respondents by frequency of use

Frequency in One Year	Amount (people)	Percentage
1 Time	105	58%
2 - 3 Times	49	27%
4 - 6 Times	19	11%
7 - 9 Times	5	3%
>10 Times	2	1%

Source: Researcher, 2023

Table 6 shows that the majority of respondents use DHL Express services 1 time a year amounting to 105 people with a percentage of 58%, then use DHL Express services 2 to 3 times totaling 49 people with a percentage of 27%, using DHL Express services 4 to 6 times totaling 19 people with a percentage of 11%, 7 to 9 times totaling 5 people with a percentage of 3% and totaling 2 people with a percentage of 1% for a frequency of >10 times using DHL Express services.

Evaluation of the Measurement Model (Outer Model)

In this study, assisted by SmartPLS calculations, three measurement steps were obtained: convergent validity test, discriminant validity test, and reliability test.

Convergent Validity

The connection between the item/indicator score demonstrates the measuring model's convergent validity with reflexive indicators. Individual indicators are regarded credible if their correlation value is greater than 0.70, However, loading 0.50 to 0.60 is still appropriate in the research stage of scale development. Based on the outer loading data, the indicator has a loading of less than 0.60 and is not significant.

Table 7. Convergent Validity and Average Extracted (AVE)

Construct	Items	Sample Mean	Outer Loading	T- Statistic	AVE	Result
Price	X1.1	0,880	0,881	44,272	0,729	Valid
	X1.2	0,819	0,820	26,664		Valid
	X1.3	0,891	0,892	55,392		Valid
	X1.4	0,837	0,838	32,471		Valid

	X1.5	0,833	0,833	29,582		Valid
Promotion	X2.1	0,819	0,821	26,968	0,714	Valid
	X2.2	0,890	0,891	53,916		Valid
	X2.3	0,822	0,822	24,453		Valid
	X2.4	0,843	0,843	36,152		Valid
Brand Awareness	X3.1	0,756	0,759	18,251	0,730	Valid
	X3.2	0,875	0,876	37,096		Valid
	X3.3	0,897	0,898	57,292		Valid
	X3.4	0,879	0,879	46,352		Valid
Decision To Use	Y.1	0,828	0,830	24,442	0,713	Valid
	Y.2	0,881	0,881	43,281		Valid
	Y.3	0,837	0,839	28,646		Valid
	Y.4	0,816	0,817	30,155		Valid
	Y.5	0,854	0,855	38,302		Valid

Source: Processed Data Smart PLS 4.0, 2023

As stated, outer loading can be said to be valid if the result exceeds 0.70 (Hair, J et al., 2017). Table 7 shows that all outer loads exceed 0.70 which means that the indicators used achieve convergent validity. In addition, all variables have AVE values above 0.50 which indicates that convergent validity from an AVE perspective is good. Figure 2. Shows the PLS Algorithm's results.

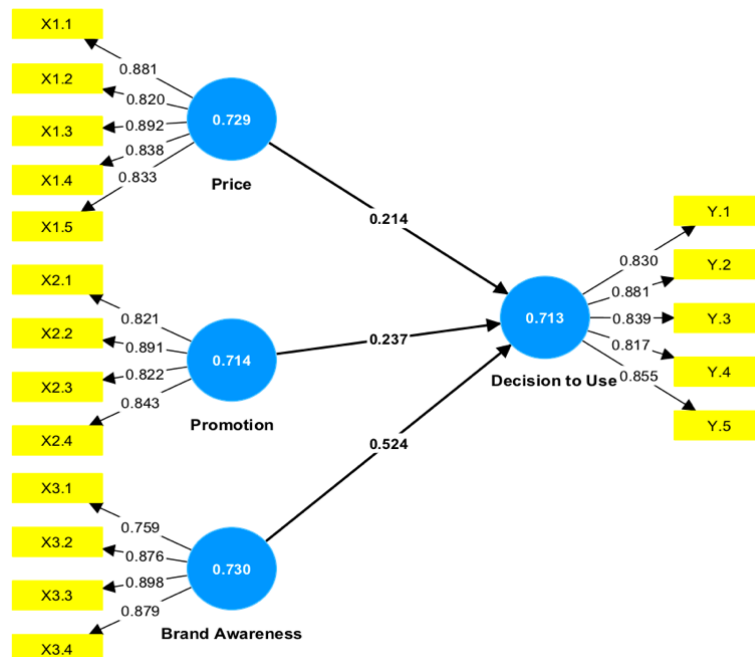


Figure 2. PLS Algorithm

Source: Processed Data Smart PLS 4.0, 2023

Discriminant Validity

The results of the discriminant validity test will be described in this section. Cross-loading values are used to test discriminant validity. An indicator is stated to have discriminant validity if its cross-loading value on its variable is the greatest when compared to other variables. Each indicator's cross-loading values are as follows:

Table 8. Discriminant Validity

	Price (X1)	Promotion (X2)	Brand Awareness (X3)	Decision to Use (Y)
X1.1	0,881	0,552	0,618	0,625
X1.2	0,820	0,598	0,613	0,649
X1.3	0,892	0,586	0,613	0,658
X1.4	0,838	0,707	0,614	0,664
X1.5	0,833	0,619	0,577	0,633
X2.1	0,592	0,821	0,543	0,584
X2.2	0,640	0,891	0,663	0,693
X2.3	0,607	0,822	0,637	0,685
X2.4	0,587	0,843	0,633	0,652
X3.1	0,513	0,551	0,759	0,664
X3.2	0,610	0,655	0,876	0,727
X3.3	0,609	0,628	0,898	0,731
X3.4	0,690	0,673	0,879	0,779
Y.1	0,639	0,663	0,666	0,830
Y.2	0,672	0,662	0,751	0,881
Y.3	0,589	0,687	0,672	0,839
Y.4	0,656	0,669	0,736	0,817
Y.5	0,639	0,601	0,761	0,855

Source: Processed Data Smart PLS 4.0, 2023

Based on Table 8, it appears that all indicators included in each construction have a stronger relationship with each other than with other loading constructs, implying that the validity of the discriminant is good.

The next test is the Composite Reliability and Cronbach's Alpha, which is a method used to evaluate the reliability of each construction variable. If the Composite Reliability and Cronbach Alpha values are above 0,70 then the data will be credible.

Table 9. Reliability Indicator

Variable	Composite Reliability	Cronbach's alpha	Result
Price (X1)	0,907	0,906	Reliable
Promotion (X2)	0,870	0,866	Reliable
Brand Awareness (X3)	0,880	0,875	Reliable
Decision to Use (Y)	0,900	0,899	Reliable

Source: Processed Data Smart PLS 4.0, 2023

According to table 9. The composite reliability and Cronbach alpha values are above 0,70 which means that all latent variables are reliable.

Evaluation of Structural Model (Inner Model)

In PLS-SEM, the Inner Model is a structural model that forecasts causal connections between latent variables or variables that cannot be measured directly. Results from bootstrapping each variable on the model structure can be used to demonstrate this. Figure 2 shows the bootstrapping findings.

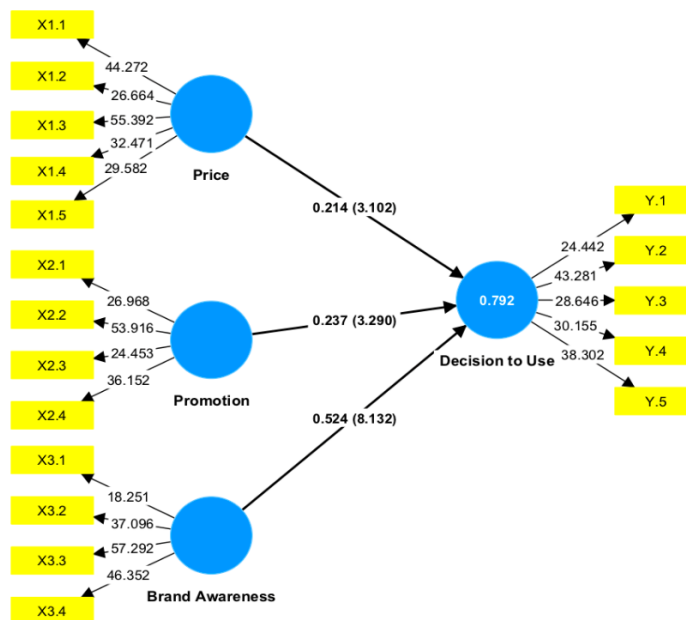


Figure 3. Structural Model Bootstrapping
Source: Processed Data Smart PLS 4.0, 2023

Goodness of Fit Test

The following data processing was performed using the SmartPLS 4.0 program, yielding Coefficient Determination (R^2) data as follows:

Table 10. R-square

R-square	
Decision to Use	0,792

Source: Processed Data Smart PLS 4.0, 2023

Based on Table 10, the R-square value in the decision to use variable is 0,792 showing that price, promotion, and brand awareness have a 79,2% influence on decision to use and the remaining 20,8% is influenced by other variables.

Additionally, the Q-Square value can be used to assess the goodness of fit. If Q-square > 0 indicates the model has predictive relevance; if Q-square < 0 indicates the model has less predictive relevance. The following formula is used to calculate Q-square:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,792)$$

$$Q^2 = 0,792$$

The Q^2 value is 0,792 based on the calculation results this model has demonstrated good predictive relevance with $Q^2 > 0$.

Evaluating the connection between the latent constructs proposed in this study comes after examining the inner model. T-statistics and P-values are used in this study to test the hypothesis. If both the T-Statistics value > 1.96 and the P-Values < 0.05 , the hypothesis is accepted. The outcomes of path coefficients' direct effect are as follows:

Table 11. Path Coefficients Direct Effect

	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Price -> Decision to Use	0,214	0,214	0,069	3,102	0,002	Accepted
Promotion -> Decision to Use	0,237	0,238	0,072	3,290	0,001	Accepted
Brand Awareness -> Decision to Use	0,524	0,524	0,064	3,132	0,000	Accepted

Source: Processed Data Smart PLS 4.0, 2023

The results shown in Table 11 show that:

The Effect of Price on Decision to Use

According to the hypothesis test results, the price construct has a T-statistics value of $3,102 > 1,96$ and a P-value of $0,002 < 0,005$. This demonstrates that the price variable has a positive and significant effect on the decision to use. Thus, the first hypothesis (H1) is acceptable.

The Effect of Promotion on Decision to Use

According to the hypothesis test results, the promotion construct has a T-statistics value of $3,290 > 1,96$ and a P-value of $0,001 < 0,005$. This demonstrates that the promotion variable has a positive and significant effect on the decision to use. Thus, the second hypothesis (H2) is acceptable.

The Effect of Brand Awareness on Decision to Use

According to the hypothesis test results, the brand awareness construct has a T-statistics value of $3,132 > 1,96$ and a P-value of $0,000 < 0,005$. This demonstrates that the brand awareness variable has a positive and significant effect on the decision to use. Thus, the third hypothesis (H3) is acceptable.

5. Conclusion

Based on the findings of our research at DHL Express in Indonesia, pricing has a positive and significant effect on the decision to use, showing that prices that compete with similar companies can draw customers and encourage them to use DHL Express courier services. Also, promotion has a positive and significant effect on the decision to use, demonstrating that the more frequently promotions are carried out, the more people get to know and use DHL Express. Furthermore, brand awareness has a positive

and significant effect on the decision to use, as a high level of brand awareness will encourage the decision to use DHL Express.

6. Implications

From the discussion of research that has been done, implications can be taken related to price, promotion, and brand awareness of the decision to use DHL Express, among others:

1. In pricing, DHL Express in Indonesia needs to consider offering competitive and affordable prices for customers while maintaining the quality of their services. Because courier services in Indonesia are very diverse and prices vary as well. Therefore, DHL Express needs to constantly consider its pricing policy to retain and attract more customers.
2. In the promotional element of DHL Express in Indonesia, companies must be active in designing and executing effective promotional strategies to increase customer awareness and interest in their services. This includes promotion through various media, strategic partnerships, and careful promotional campaigns. As an application in social media, Instagram @dhlexpressid makes more frequent promotional offers such as discounts, shipping package price offers, more benefits from points in DHL Loyalty Club members, and others.
3. In brand awareness, the Company needs to continue to build and strengthen a positive brand image in the eyes of customers, both through promotion, quality service, and good relationships with customers. As a suggestion, DHL Express can partner with well-known brands that have high brand awareness, which can help take advantage of exposure from partner brands. By increasing brand awareness, DHL Express can maintain and expand its market share.

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