

The Influence of Brand Image, Brand Awareness, and Promotional Strategies on Purchase Intention Decisions and Its Impact on Purchasing Decisions Among Gen Z (Study on Digital Out of Home Advertising: Videotron)

Nabilah Afifah Rasya¹, Osly Usman², Muhammad Fawaiq³

¹Department of Business Education, Faculty of Economics, Universitas Negeri Jakarta, Indonesia

²Department of Digital Business, Faculty of Economics, Universitas Negeri Jakarta, Indonesia

³Department of Economic Education, Faculty of Economics, Universitas Negeri Jakarta, Indonesia.

Abstract

With a focus on digital out-of-home advertising, this research seeks to expand on existing information by examining the effects of brand image, brand awareness, and promotional techniques on consumer buy intentions and their influence on Gen Z purchasing decisions. Videotron. Gen Z residents of DKI Jakarta are the target group for this kind of study, which is quantitative in nature and uses an online survey questionnaire. Purposive sampling was the method employed, and there were 228 responders in the sample overall. Tests for validity and reliability as well as hypothesis testing utilizing structural equation modeling (SEM) and SmartPLS software were the analysis methods employed to process the data that was gathered. Through these analysis techniques, the results show that all indicators in the test are valid and reliable, in other words, indicators that are not valid and reliable are not used in further tests, and brand awareness variables and promotional strategies have a significant effect on purchase intentions, then brand image variables have an insignificant effect on purchase intentions, brand image variables and brand awareness have an insignificant effect on purchasing decisions, then promotional strategies have a significant effect on purchasing decisions, brand image variables have an insignificant effect on purchasing decisions through purchase intentions, and brand awareness variables and promotional strategies have a significant effect on purchasing decisions through purchase intentions.

Keyword: Videotron, brand image, brand awareness, promotion strategy, purchase intention, purchase decision

1. Introduction

Technology has become an important aspect of human life, with rapid technological advances affecting the relationship between humans and technology. This has led to more effective business strategies, especially in marketing. In Marketing 5.0, companies are increasingly integrating technology into their marketing strategies to achieve success in sales. In the marketing world, marketing is a strategic plan that organizations or businesses use to achieve their business goals. To achieve success in sales, companies must consider various factors that influence consumer behavior and make decisions about product or service offerings. This includes using various media platforms and incorporating digital media as a communication channel. According to (A. P. Purnama & Thalib, 2018), today marketers should not rely on only one media for their marketing strategy, but rather combine several other media. Online media is a significant shift from traditional media, which has been transformed by digital technology (Kotler et al., 2022). This process involves converting text, video, graphics, and images into digital data formats, which can be processed and translated into byte formats. According to (Kawer, 2022) the media also plays a role in providing information to consumers outside the home. Mass media allows individuals to access information without having to interact with sellers. This allows them to quickly get information about various things they want to know for self-development.

In business and marketing, companies need to focus on building consumer trust to ensure that their products reach their target audience. Digital marketing strategies, such as DOOH (Digital Out of Home), can have a positive impact on consumer and product perception and trust, which is a common communication goal for businesses. Digitalization has significantly changed the way marketing is done. Digital Out of Home (DOOH) refers to the use of digital content in various locations to convey information to consumers. The effectiveness of DOOH in a marketing strategy depends on the effectiveness of the content and the engagement of the audience Mamujaja et al. In conclusion, technology has become an important part of human life, especially in business. Companies must adapt to the changing landscape and embrace digital technology to effectively communicate with their customers and drive sales.

Marketing strategy is a strategy used by companies to achieve the desired results and objectives in accordance with business goals (Tee et al., 2020). In the modern media era, digital marketing has become an effective way to promote products, increase customer loyalty, and increase sales. Videotron is one of the popular marketing tools used to convey product information to customers through video. Videotron is often used as digital advertising because it can reach a wider audience and increase brand awareness. Videotron is an effective branding tool that can be used in various locations, such as street corners, malls, or mini-fields. A marketing manager from PT Wuling Indonesia revealed in the journal (Aulia, 2023) that one of the strategic steps taken by the company to increase brand awareness is through the application of 3D videotron advertising in digital marketing communication strategies. The use of videotrons is not only helpful in the commercial sector, but also by the government to effectively communicate information to consumers (Dr. Yudi Nur Supriadi. et al., 2022). The Indonesian government has successfully digitized information in all areas, even in areas where traditional methods are not effective. For example, in Biak Numfor, the local community is actively using videotrons to provide information that was previously only available through radio and television.

Consumers who learn about products through videotrons and familiarize themselves with product elements such as symbols, warnings, endorsers, or lagus can learn about product quality (Khoiruman & Stie, 2017). However, videotron users are often only willing to wait a short time to buy a product, which may affect their decision to buy it through this medium. According to (Meidiansyah, 2020), the effectiveness of promotional strategies depends on the company's ability to achieve optimal sales volume. Although high-quality products, attractive prices, and easy access are important, without effective promotion, sales potential will not be maximized. Therefore, a promotional strategy is very important so that consumers are more aware and interested in the product so that they make a purchase of the product.

This study attempts to demonstrate the impact of brand image, brand awareness, and promotional techniques on purchase intention based on the facts of the literature and research gaps. Next, to demonstrate how marketing tactics, brand awareness, and brand image affect consumers' decisions to buy. Additionally, as a mediating variable, to demonstrate how brand image, brand awareness, and promotional techniques affect purchasing decisions and purchase intention.

2. Literature Review

2.1 AIDA Model (Attention, Interest, Desire, Action)

The AIDA model (Attention, Interest, Desire, Action) is one of the most widely recognized response hierarchy models in the marketing world, the model is often used as a guide for marketing practitioners in planning and implementing marketing activities. (Rahmawati, 2022). According to the model, promotions must successfully attract attention, generate interest, arouse desire, and encourage action from consumers.

2.2 Brand Image

Consumer impression of a brand, or brand image, is shaped by knowledge about brand experiences. Buyers are more interested in making purchases from brands they perceive positively (Anita & Ardiansyah, 2019). Brand image is one of the first concepts developed to explain the influence of consumer perceptions, attitudes, mindsets and behaviors on their acceptance of a brand (Raji et al., 2019). Brand image is an important factor of purchase intention. If a company's brand image is good, they will be more willing to buy its products (Chen et al., 2018). Dimensions in determining brand image according to Natalina, (2022), Annisa Riyadi, (2022) and Fajri, (2022) are, strength of brand association, which is an advantage that distinguishes a brand from others, favorable of brand association, which is the ability of a brand to be easily recognized by customers, and uniqueness of brand association, which is the ability to provide a clear difference between one brand and another.

2.3 Brand Awareness

A person's understanding of a certain brand is known as brand awareness, which extends beyond a customer's familiarity with the brand name and prior exposure to it (Sürücü et al., 2019). Consumer attitudes about a brand may be inferred via brand awareness, which is defined as the degree to which consumers recognize and recall the brand (Tan et al., 2021). Brand awareness is the fundamental and most important limitation in any brand-related search and directly influences consumer purchasing decisions

(Dabbous & Barakat, 2019). Dimensions in determining brand awareness according to Ulan, (2022), Tee et al., (2020), and Gesmundo et al., (2022) are unaware brand, namely consumers at this stage do not know or recognize the existence of a brand at all. Three key performance indicators are brand recall, which measures how well consumers can recall specific brands, top of mind, which refers to the brand that first springs to mind when consumers think of a certain product category, and how far people can recognize a brand belongs to a given category.

2.3 Promotion Strategy

Promotion strategy is a marketing logic where business units aim to create value and generate profits through interactions with consumers (Nuvia Ningsih et al., 2020). A promotional strategy is needed to introduce products more intensively so that the market is more aware of product innovations made, and to strengthen the brand (Yasa et al., 2020). Another goal of the company's promotion strategy is to get customers to notice its items and eventually express interest in purchasing them (Astuti & Ernawati, 2020). The dimensions of this research are in determining promotional strategies according to Annisa, (2019), I. N. Purnama, (2017), dan Ristiawan, (2022) is the reach of promotion, namely how wide the promotion is carried out by a company, the quality of message delivery in advertising broadcasts in promotional media, namely the benchmark for how well the promotion is carried out, and offering attractive prizes for certain product purchase transactions.

2.4 Purchase Intention

Purchase intention is a factor that can influence attitudes or actions, referring to a person's goal to achieve their desires by trying to fulfill their needs Azzahra et al., (2021). Purchase intention indicates the possibility that a consumer will plan or be willing to purchase a product or service in the future (Choedon & Lee, 2020). Purchase intention is a consumer action that shows a desire to buy or choose a product, based on their experience, use and desire for the product Wulandari et al., (2021). The dimensions of this research in determining purchase intentions according to M. Satria, (2019), Zafiar Janety, (2023) dan Fasha et al., (2022) Preferential intention is the inclination to have a specific preference for a product, transactional intention is the propensity to buy a product, and explorative intention is the conduct of an individual who actively looks for information about the product they are interested in.

2.5 Purchase Decision

A decision that is influenced by various factors such as economic conditions, technological advances, political factors, cultural values, product quality, price, location, promotion, physical evidence, the people involved, and the transaction process (Leksono & Herwin, 2017). Purchasing decisions are also steps taken by consumers to select and purchase products from the various options available (Kusumaningtyas et al., 2023). Individual actions that are directly related to choosing which of the seller's items to buy are known as purchasing decisions (Rustianah et al., 2022). The dimensions of this research in determining purchase intentions according to Kurniawan et al., (2022), Natalina, (2022), dan Lathifah, (2023) is problem recognition namely consumers are aware of a problem or

need that is triggered by internal or external stimuli, information search namely consumers look for information related to the desired brand, which can be obtained from various sources, alternative evaluation namely consumers evaluate various brands to determine which provides the greatest benefits, purchasing decisions namely consumers make purchasing decisions after experiencing the direct benefits of the desired product, and post-purchase behavior namely consumers evaluate the brand they have used to look for shortcomings and consider repurchasing.

3. Material and Method

This research applies a quantitative approach in its analysis. The data that has been collected is used to verify the hypotheses that have been formulated. The main data source is a questionnaire compiled by researchers and distributed randomly to respondents who meet the research criteria. The population in this study is Generation Z. Meanwhile, the population covered is Generation Z who live in the DKI Jakarta area. In this research, researchers applied a purposive sampling method, which is included in the type of non-probability sampling, to determine the sample. Purposive sampling is a sample determination method that is based on certain considerations or conditions (Amin et al., 2023). According to Hair (2018), The sample size can also depend on the number of indicators used in the variables formed. The guideline used is a sample size of around 5 to 10 times the number of variable indicators formed. The number of indicators in this research is 38 indicators, then multiplied by 6, namely 228 samples.

3.1 Design Study

The data collection technique in this research was assisted by Google Forms. This data collection method will use online survey techniques and will be distributed to the intended respondents. In this study, the criteria used to select samples were generation Z who live in the DKI Jakarta area with birth years 2000-2007 or aged 17-24 years, generation Z who have seen at least 2 digital out of home advertising videotrons, generation Z who Have you ever been interested and intended to purchase at least one product after seeing Videotron. And when filling out the questionnaire, researchers used a Likert scale. The Likert scale is useful for measuring attitudes, opinions and perceptions of individuals or groups of people towards social phenomena (Kurniawati & Judisseno, 2022).

3.2 Data Analysis

In this research, SEM-PLS data analysis techniques were used with SmartPLS 3.0 software. PLS-SEM's ability to handle complex modeling problems is the main reason why this approach is increasingly being used (Chusnaini & Rasyid, 2022). The measurement model is used to test validity and reliability. To assess the outer model, convergent validity, discriminant validity and composite reliability analysis must be carried out. Meanwhile, in the inner model, a structural model will be carried out which will be evaluated with R-square. The Outer Model results are, Convergent Validity, Discriminant Validity, Composite Reliability. The results of the Inner Model are R-Square, and the Variance Inflation Factor (VIF) Test (Harum et al., 2021). The final stage is hypothesis testing by bootstrapping. The results of

hypothesis testing are Path Coefficients direct effect and indirect effect with t statistics and p value.

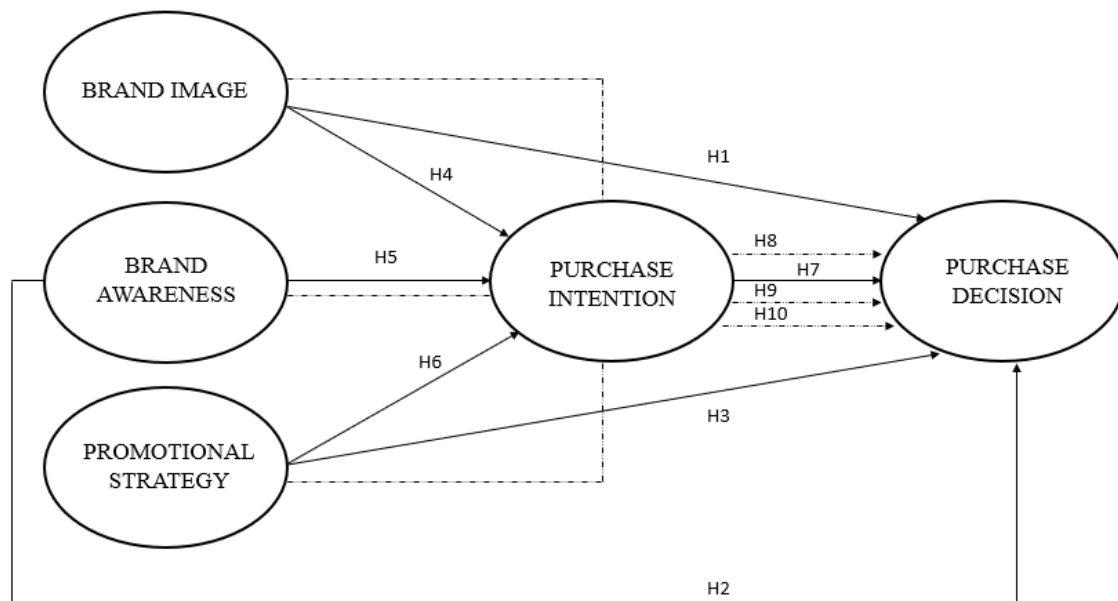


Figure 1. Research Model

Figure 1 explains the variables and their role in the research.

Ten hypotheses are offered in this research:

H₁ Brand image has a significant and positive effect on consumer purchase intentions.

H₂ Brand awareness has a significant and positive effect on consumer purchase intentions.

H₃ Promotion strategy has a significant and positive effect on consumer purchase intentions.

H₄ Brand image has a significant and positive effect on purchasing decisions.

H₅ Brand awareness has a significant and positive effect on purchasing decisions.

H₆ Promotion strategy has a significant and positive effect on purchasing decisions.

H₇ Consumer buying intentions have a significant and positive effect on purchasing decisions.

H₈ Brand image has a significant and positive effect on purchasing decisions through purchase intention.

H₉ Brand awareness has a significant and positive effect on purchasing decisions through purchase intentions.

H₁₀ Promotion strategy has a significant and positive effect on buying decisions through purchase intentions.

4. Result

Uji Model Pengukuran (Outer Model)

1) Convergent Validity

The convergent validity test in this research was measured using the outer loadings value. Loading Factor (LF) or outer loading is the correlation between each measurement item and a variable. As a general rule (Yamin, 2023) specifies that $LF \geq 0.70$ is considered acceptable.

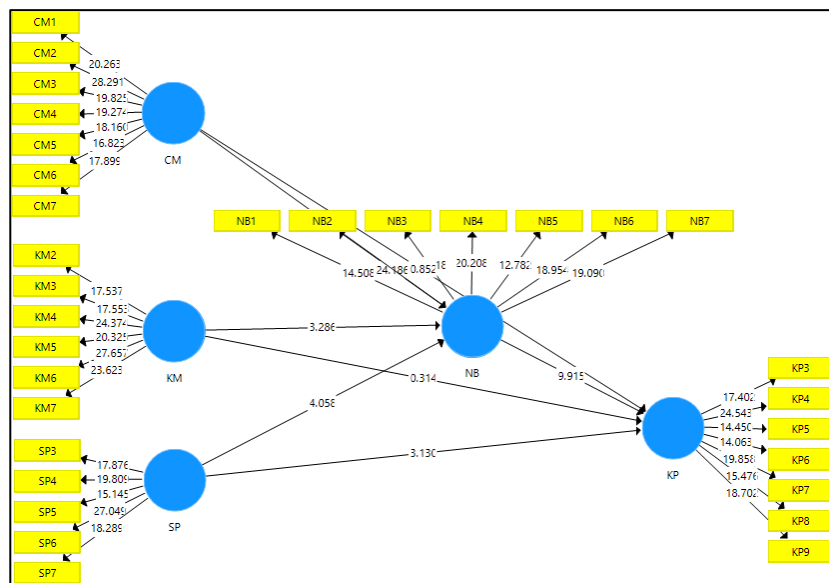
Tabel 4.17 Hasil Outer Loading

| | CM | KM | SP | NB | KP |
|-----|-------|-------|-------|-------|-------|
| CM1 | 0,781 | | | | |
| CM2 | 0,813 | | | | |
| CM3 | 0,772 | | | | |
| CM4 | 0,761 | | | | |
| CM5 | 0,771 | | | | |
| CM6 | 0,762 | | | | |
| CM7 | 0,733 | | | | |
| KM1 | | 0,642 | | | |
| KM2 | | 0,749 | | | |
| KM3 | | 0,756 | | | |
| KM4 | | 0,793 | | | |
| KM5 | | 0,801 | | | |
| KM6 | | 0,821 | | | |
| KM7 | | 0,750 | | | |
| KM8 | | 0,691 | | | |
| SP1 | | | 0,517 | | |
| SP2 | | | 0,583 | | |
| SP3 | | | 0,751 | | |
| SP4 | | | 0,788 | | |
| SP5 | | | 0,762 | | |
| SP6 | | | 0,822 | | |
| SP7 | | | 0,759 | | |
| NB1 | | | | 0,749 | |
| NB2 | | | | 0,787 | |
| NB3 | | | | 0,812 | |
| NB4 | | | | 0,775 | |
| NB5 | | | | 0,708 | |
| NB6 | | | | 0,758 | |
| NB7 | | | | 0,779 | |
| KP1 | | | | | 0,649 |
| KP2 | | | | | 0,680 |
| KP3 | | | | | 0,726 |
| KP4 | | | | | 0,777 |
| KP5 | | | | | 0,725 |
| KP6 | | | | | 0,702 |
| KP7 | | | | | 0,752 |
| KP8 | | | | | 0,736 |
| KP9 | | | | | 0,778 |

Sumber: Diolah oleh peneliti (2024)

Based on table 4.17 above, the results of the outer loading of all indicators of the variables in this study show that, in general, the outer loading value is more than 0.7, which means that all of these variables meet convergent validity standards. However, there are several variable

indicators that have a value of less than 0.7. So it can be concluded that the convergent validity of the research conducted as a whole has been fulfilled and is said to be valid by showing an outer loading value of more than 0.7 and is colored green. And there are several variable indicators that are not met or are said to be invalid by showing an outer loading value of less than 0.7 and colored red. Invalid variable indicators or outer loading values below 0.7 will be deleted, namely indicators KM1, KM8, SP1, SP2, KP1, KP2, KP5, and KP6. Below are the results of convergent validity calculations using the SEM PLS model along with indicator factor loading values of more than 0.7 produced for the five variables.



Source: Processed by researchers (2024)

Figure 2. Outer Loading Results After Calculation

2) Discriminant Validity

Discriminant validity describes the extent to which the variable or construct being measured is different from other variables or constructs and is statistically tested (Yamin, 2023). The following are the cross loading values of the discriminant validity test in this research:

Table 4.2 Discriminant Validity Cross Loading Results

| | CM | KM | SP | NB | KP |
|-----|-------|-------|-------|-------|-------|
| CM1 | 0,781 | 0,615 | 0,563 | 0,551 | 0,601 |
| CM2 | 0,813 | 0,657 | 0,568 | 0,633 | 0,626 |
| CM3 | 0,772 | 0,666 | 0,488 | 0,525 | 0,574 |
| CM4 | 0,761 | 0,617 | 0,556 | 0,544 | 0,629 |
| CM5 | 0,771 | 0,578 | 0,551 | 0,576 | 0,604 |
| CM6 | 0,762 | 0,635 | 0,509 | 0,523 | 0,616 |
| CM7 | 0,733 | 0,651 | 0,581 | 0,591 | 0,541 |

| | | | | | |
|-----|-------|-------|-------|-------|-------|
| KM2 | 0,687 | 0,749 | 0,605 | 0,640 | 0,633 |
| KM3 | 0,620 | 0,756 | 0,463 | 0,524 | 0,584 |
| KM4 | 0,623 | 0,793 | 0,572 | 0,582 | 0,607 |
| KM5 | 0,619 | 0,801 | 0,567 | 0,598 | 0,534 |
| KM6 | 0,679 | 0,821 | 0,571 | 0,611 | 0,628 |
| KM7 | 0,591 | 0,750 | 0,581 | 0,629 | 0,577 |
| SP3 | 0,670 | 0,631 | 0,751 | 0,658 | 0,600 |
| SP4 | 0,615 | 0,587 | 0,788 | 0,580 | 0,636 |
| SP5 | 0,531 | 0,517 | 0,762 | 0,516 | 0,529 |
| SP6 | 0,599 | 0,615 | 0,822 | 0,582 | 0,581 |
| SP7 | 0,588 | 0,603 | 0,759 | 0,578 | 0,576 |
| NB1 | 0,523 | 0,573 | 0,674 | 0,749 | 0,583 |
| NB2 | 0,567 | 0,542 | 0,675 | 0,787 | 0,539 |
| NB3 | 0,591 | 0,602 | 0,682 | 0,812 | 0,618 |
| NB4 | 0,592 | 0,639 | 0,663 | 0,775 | 0,610 |
| NB5 | 0,506 | 0,499 | 0,607 | 0,708 | 0,501 |
| NB6 | 0,548 | 0,619 | 0,651 | 0,758 | 0,601 |
| NB7 | 0,607 | 0,656 | 0,641 | 0,779 | 0,590 |
| KP3 | 0,529 | 0,521 | 0,565 | 0,647 | 0,726 |
| KP4 | 0,542 | 0,537 | 0,605 | 0,687 | 0,777 |
| KP5 | 0,498 | 0,485 | 0,559 | 0,600 | 0,725 |
| KP6 | 0,574 | 0,637 | 0,551 | 0,631 | 0,702 |
| KP7 | 0,544 | 0,564 | 0,556 | 0,617 | 0,752 |
| KP8 | 0,461 | 0,466 | 0,519 | 0,598 | 0,736 |
| KP9 | 0,533 | 0,545 | 0,564 | 0,660 | 0,778 |

Source: Processed by researchers (2024)

Table 4.18 above illustrates that the indicator's correlation value with the measured latent variable is higher than its correlation with other latent variables. This shows that all discriminant validity in this study has been fulfilled. Next, the researchers calculated the Heterotrait Monotrait Ratio (HTMT) value which is displayed in the following table:

Table 4.3 Heterotrait Monotrait Ratio (HTMT) Results

| Variabel | CM | KM | KP | NB | SP |
|----------|-------|-------|-------|-------|----|
| CM | | | | | |
| KM | 0,889 | | | | |
| KP | 0,807 | 0,828 | | | |
| NB | 0,826 | 0,873 | 0,893 | | |
| SP | 0,899 | 0,891 | 0,885 | 0,872 | |

Source: Processed by researchers (2024)

(Yamin, 2023) states that if the HTMT value is above 0.90, this indicates that the variable measured by a number of measurement items has insufficient discriminant validity.

In this study, based on table 4.19, the HTMT value for all variables is below 0.9. Thus, all variables in this research can be said to be fulfilled and valid.

3) Uji Realibilitas

Table 4.4 Results Construct Reliability and Validity

| Variabel | Cronbach's Alpha | Rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|----------|------------------|-------|-----------------------|----------------------------------|
| CM | 0,886 | 0,887 | 0,911 | 0,594 |
| KM | 0,870 | 0,871 | 0,902 | 0,607 |
| SP | 0,836 | 0,837 | 0,884 | 0,604 |
| NB | 0,883 | 0,885 | 0,909 | 0,589 |
| KP | 0,864 | 0,865 | 0,896 | 0,552 |

Source: Processed by researchers (2024)

According to (Yamin, 2023) if the Composite Reliability value ≥ 0.70 , Rho A ≥ 0.70 , Cronbach's Alpha ≥ 0.70 , and AVE ≥ 0.50 then it means that overall the measurement items that measure these variables have an acceptable level of reliability and the items the measurements are consistent or reliable. Based on table 4.20, it can be seen that all variables have Cronbach's Alpha data greater than 0.7, indicating that reliability is quite good in research. And based on table 4.20, the Composite Reliability value based on the table above, all variables have a value greater than 0.7, which is considered to be a consistent or reliable measurement item in measuring all variables. Table 4.20 also shows that all variables have an AVE value above 0.5, which can be stated that the indicators in the construct make a significant and reliable contribution to the construct.

Uji Model Struktural (Inner Model)

1) R-Square

Table 4.5 R-Square Calculation Results

| Variabel | R Square | R Square Adjusted |
|----------|----------|-------------------|
| KP | 0,762 | 0,758 |
| NB | 0,666 | 0,662 |

Source: Processed by researchers (2024)

The R Square value shows the overall influence of exogenous or endogenous variables on other endogenous variables. According to Hair et al. (2019), In percentage terms, a R Square value of 0.75 suggests a strong effect, 0.50 shows a moderate influence, and 0.25 indicates a weak influence. The R Square value goes from 0 to 1. Based on table 4.21, the magnitude of the influence of brand image, brand awareness and promotional strategy variables on purchasing decisions is 76.2%. which is included in the high influence criteria. And the magnitude of the influence of brand image, brand awareness and promotional

strategy variables on purchase intention is 66.6%. which is included in the moderate influence criteria has a significant but not dominant influence on the endogenous variables in the research model.

2) Uji Variance Inflation Factor (VIF)

Table 4.6 Uji Variance Inflation Factor (VIF) Results

| Variabel | VIF | Variabel | VIF |
|----------|-------|----------|-------|
| CM1 | 1,945 | NB1 | 1,768 |
| CM2 | 2,137 | NB2 | 2,051 |
| CM3 | 1,927 | NB3 | 2,175 |
| CM4 | 1,869 | NB4 | 1,903 |
| CM5 | 1,940 | NB5 | 1,627 |
| CM6 | 1,945 | NB6 | 1,812 |
| CM7 | 1,679 | NB7 | 1,959 |
| KM2 | 1,663 | KP3 | 1,749 |
| KM3 | 1,977 | KP4 | 1,965 |
| KM4 | 2,123 | KP5 | 1,692 |
| KM5 | 1,999 | KP6 | 1,531 |
| KM6 | 2,141 | KP7 | 1,836 |
| KM7 | 1,707 | KP8 | 1,795 |
| SP3 | 1,526 | KP9 | 2,004 |
| SP4 | 1,766 | | |
| SP5 | 1,710 | | |
| SP6 | 2,037 | | |
| SP7 | 1,675 | | |

Source: Processed by researchers (2024)

The VIF test shows whether there is multicollinearity between variables. It is known that a VIF value < 5 indicates symptoms of low or negligible multicollinearity (Yamin, 2023). Based on table 4.22, the VIF test results above illustrate that the VIF test results of each indicator per variable, namely brand image, brand awareness, promotional strategy, purchase intention and purchase decision, have a VIF value of less than 5, so it is concluded that the indicators in In this study, there was no multicollinearity (negligible).

2. Hypothesis Testing

1) Path Coefficients

Table 4.7 Path Coefficients Test Results

| Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Result |
|-----------|---------------------|-----------------|----------------------------|------------------------|----------|----------|
| CM > NB | 0,154 | 0,156 | 0,091 | 1,704 | 0,088 | Rejected |

| | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-----------------|
| KM > NB | 0,384 | 0,378 | 0,116 | 3,320 | 0,001 | Accepted |
| SP > NB | 0,340 | 0,346 | 0,083 | 4,083 | 0,000 | Accepted |
| CM > KP | 0,061 | 0,060 | 0,072 | 0,840 | 0,401 | Rejected |
| KM > KP | 0,024 | 0,022 | 0,075 | 0,315 | 0,752 | Rejected |
| SP > KP | 0,214 | 0,209 | 0,068 | 3,129 | 0,002 | Accepted |
| NB > KP | 0,632 | 0,638 | 0,064 | 9,941 | 0,000 | Accepted |

Source: Processed by researchers (2024)

Based on table 4.23, it shows that the results of research hypothesis testing using SmartPLS with the bootstrapping method on path coefficients, the hypothesis is accepted as seen through the t-statistics value (>1.96) and p values (<0.05) or the hypothesis is rejected as seen through the t-statistics value (<1.96) and p values (>0.05).

2) Indirect Effect

Table 4.8 Specific Indirect Effect Results

| Hipotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Result |
|---------------------------|----------------------------|------------------------|-----------------------------------|-------------------------------|-----------------|-----------------|
| CM > NB > KP | 0,098 | 0,098 | 0,056 | 1,745 | 0,081 | Rejected |
| KM > NB > KP | 0,243 | 0,243 | 0,084 | 2,899 | 0,004 | Accepted |
| SP > NB > KP | 0,215 | 0,220 | 0,057 | 3,770 | 0,000 | Accepted |

Source: Processed by researchers (2024)

Based on table 4.24, it shows that the results of the research hypothesis test using SmartPLS with the bootstrapping method on the specific indirect effect, the hypothesis is accepted as seen through the t-statistics value (>1.96) and p values (<0.05) or the hypothesis is rejected as seen through the t-statistics value (<1.96) and p values (>0.05).

5. Discussion

The first hypothesis (H1) which states that brand image has a positive and significant influence on purchase intention is **rejected** based on the results of tests carried out by researchers in this study. This is in line with previous research (Desi et al., 2011; Wirayanthi & Santoso, 2019). Consumers tend to only know and recognize the brand if they use videotron marketing media. Even though the brand advertised via videotron is a well-known brand, this does not guarantee that the brand image is able to encourage consumers to make purchases. The second hypothesis (H2) which states that brand awareness has a positive and significant influence on purchase intention is concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research (Rahmawan & Suwitho, 2020); (Khrisnanda & Dirgantara, 2021); Prasetya & Hidayat, (2021). Interest in utilizing a service or making a purchase will be influenced by brand awareness. Customers are more likely to be interested in a product if they are highly aware of a certain brand. The third hypothesis

(H3) which states that promotional strategies have a positive and significant influence on purchase intentions is concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research Nuraini et al., (2024); (Antoni & Hakim, 2021); Andriansah et al., (2022). Businesses must focus on more alluring and successful marketing techniques to boost customer purchase intents. Promotional strategies need to be improved to make them more attractive and trustworthy.

The fourth hypothesis (H4) which states that brand image has a positive and significant influence on purchasing decisions is **rejected** based on the results of tests carried out by researchers in this study. This is in line with previous research (Rosita et al., 2022a; Ustadriatul Mukarromah et al., 2022). The company's brand image hasn't been able to grab consumers' interest and convey any noteworthy benefits or distinctions from its rivals. Customers may sometimes misinterpret the brand image they wish to convey due to a lack of knowledge about the product or brand. The fifth hypothesis (H5) which states that brand image has a positive and significant influence on purchase intention is **rejected** based on the results of tests carried out by researchers in this study. This is in line with previous research (Chandra & Keni, 2019; Saidi et al., n.d.). Brand awareness or brand awareness that already exists in people's minds regarding a product does not always end with a purchasing decision. The sixth hypothesis (H6) which states that promotional strategies have a positive and significant influence on purchase intentions is concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research Fintariasari et al., (2023); Amba & Sisnuhadi, (2021); (Yusuf et al., 2022). The more intense the promotional strategy is, the better the promotional design will be, and the stronger the urge for consumers to decide to buy the product being promoted. The seventh hypothesis (H7) which states that purchase intentions have a positive and significant influence on purchasing decisions is concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research Azzahra et al., (2021); Mranani & Lastianti, (2022); Anggraeni, (2020).

The eighth hypothesis (H8) which states that brand image has a positive and significant influence on purchasing decisions through purchase intentions which can be concluded is **rejected** based on the results of tests carried out by researchers in this study. This is in line with previous research (Nuraini et al., 2023; Rosita et al., 2022b, 2022a). Digital out of home videotron advertising does not have an influence on the brand image of a product or brand being advertised, this happens because there are other factors such as brand awareness and promotional strategies that have a more significant influence on purchasing decisions through consumer purchase intentions compared to brand image. The ninth hypothesis (H9) states that brand awareness has a positive and significant influence on purchasing decisions through purchase intention which can be concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research (Riska Anggraini, 2022; Salsabiela et al., 2022). The tenth hypothesis (H10) states that promotional strategies have a positive and significant influence on purchasing decisions through purchase intentions which can be concluded to be **accepted** based on the results of tests carried out by researchers in this study. This is in line with previous research (Azahra & Hadita, 2023; Solihin, 2020) .

6. Conclusion

Based on the results of the data analysis carried out, it can be concluded that:

- 1) Based on testing hypothesis 1 (H1), the brand image on Videotron's digital out of home advertising has no effect on consumer purchase intentions among Gen Z.
- 2) Based on testing hypothesis 2 (H2), brand awareness on digital out of home advertising on Videotron has a significant and positive effect on consumer purchasing intentions among Gen Z.
- 3) Based on testing hypothesis 3 (H3), the promotional strategy in digital out of home advertising on Videotron has a significant and positive effect on consumer purchasing intentions among Gen Z.
- 4) Based on testing hypothesis 4 (H4), the brand image on Videotron's digital out of home advertising has no effect on purchasing decisions among Gen Z.
- 5) Based on testing hypothesis 5 (H5), brand awareness on videotron's digital out of home advertising has no effect on purchasing decisions among Gen Z.
- 6) Based on testing hypothesis 6 (H6), the promotional strategy for digital out of home advertising on Videotron has a significant and positive effect on purchasing decisions among Gen Z.
- 7) Based on testing hypothesis 7 (H7), consumer purchase intentions for digital out of home advertising on Videotron have a significant and positive effect on purchasing decisions among Gen Z.
- 8) Based on testing hypothesis 8 (H8), the brand image in digital out of home advertising on Videotron has no effect on purchasing decisions through consumer purchase intentions among Gen Z.
- 9) Based on testing hypothesis 9 (H9), the brand image in digital out of home advertising on Videotron has a significant and positive effect on purchasing decisions through consumer purchase intentions among Gen Z.
- 10) Based on testing hypothesis 10 (H10) that the promotional strategy in videotron's digital out of home advertising has a significant and positive effect on purchasing decisions through consumer purchase intentions among Gen Z.

7. Recommendation

- 1) In further research, a more in-depth analysis can be carried out on other variables or factors that can influence consumer purchase intentions and decisions in purchasing products advertised on videotrons. This can involve consumers in conducting in-depth interviews or group discussions that can provide more insight into what kind of needs and desires consumers need in videotron advertisements to attract their attention.
- 2) Future researchers are expected to look for more accurate research sources, both offline and online, to be used as reference sources in compiling their research.
- 3) For further researchers, it is hoped that they can expand the research population, because the population in this study was only reviewed in DKI Jakarta, so that more research sources are produced related to the Digital Out of Home Videotron research object with different populations.
- 4) In order for the sample to be more accurate, the next researcher is expected to take more samples, and it is hoped that the next researcher can get even data results.

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