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The Influence of Online Promotion and Brand Awareness on Consumer Purchasing Decisions at MPO Mumun Broiler Chicken SMEs in Cikasungka, Tangerang Regency

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Abstract : *Digital marketing and brand awareness are important for SMEs in attracting consumers and encouraging purchasing decisions. This study aims to examine the partial and simultaneous effects of online promotion and brand awareness on consumer purchasing decisions at Mpo Mumun Broiler Chicken SME in Cikasungka, Tangerang Regency. This research employed a quantitative method with an associative approach. The population consisted of 5,840 consumers in 2025, from which 98 respondents were selected using purposive sampling and the Slovin formula with a 10% margin of error. Data were collected through a five-point Likert-scale questionnaire and analyzed using SPSS version 27, including multiple linear regression and hypothesis testing. The results indicate that online promotion and brand awareness have positive and significant partial effects, as well as a significant simultaneous effect, on purchasing decisions ($p < 0.001$). The regression model explains 77.5% of the variation in purchasing decisions. These findings suggest that consistent online promotion and stronger brand awareness are important for supporting consumer purchasing decisions.*

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Introduction

The rapid development of information technology has driven changes in marketing activities, including for Small and Medium Enterprises (SMEs). The growth of the internet, social media, and various digital platforms has made consumers increasingly active in seeking product information online, thus providing opportunities for businesses to expand their market reach through more flexible and targeted digital promotions. In the context of the national economy, SMEs play a crucial role, numbering more than 65 million business units, contributing approximately 61% to Gross Domestic Product (GDP), and absorbing more than 97% of the national workforce (Kemenkop UKM, 2023). This opportunity is further enhanced by internet penetration in Indonesia, which has reached more than 78% of the

population (APJII, 2023). In the broiler chicken sector, increasing chicken meat consumption also indicates a significant market opportunity, with per capita consumption reaching 7.46 kg in 2023 and national demand exceeding 2.08 million tons per year (Databox, 2024). This situation indicates that utilizing digital marketing is one opportunity that SMEs can exploit to reach consumers.

One of the SMEs engaged in selling cut chicken is the Mpo Mumun Chicken Cut Chicken SME in Cikasungka, Tangerang Regency. Established in 2018, this business provides fresh cut chicken to household consumers and culinary businesses in the surrounding area. During 2025, the number of buyers reached 5,840 people with the number changing every month. However, sales data shows that the target of IDR 100,000,000 has not been achieved in each period, namely by 48% in 2021, 72% in 2022, 84% in 2023, 96% in 2024, and 90% in 2025. This condition indicates that consumer purchasing decisions remain an important aspect to consider in maintaining and increasing sales of the Mpo Mumun Chicken Cut Chicken SME. Purchasing decisions are the process when consumers recognize a need, seek information about a particular product or brand, and then decide to purchase (Wulandari Anna & Mulyanto Heru, 2024).

The first research problem relates to online promotions conducted by the Mpo Mumun Chicken Cut SME. According to Kuspriyono in (Arianto & Habiburrahman, 2025), online promotions are activities carried out by companies through the internet to market products or services without direct physical interaction between sellers and buyers. Online promotions should be carried out routinely, consistently, and sustainably so that product information can reach consumers widely and encourage purchasing decisions. However, observations show that the Mpo Mumun Chicken Cut SME has used Google Ads through Google Search and Google Maps, but its implementation has not been carried out consistently every month. This condition indicates a gap between the expected implementation of online promotions and the actual conditions of the business.

This gap is also evident in several online promotion indicators, namely advertising, sales promotion, public relations, direct marketing, and personal selling. Google Ads has not been utilized consistently, resulting in suboptimal product information delivery. Sales promotion programs are still limited and not regularly published through digital media. Mpo Mumun's Chicken Cuts SME also lacks social media platforms such as Instagram, Facebook, and TikTok and relies heavily on WhatsApp. Furthermore, direct marketing via WhatsApp is only targeted to select customers, and interactions with potential customers remain passive. These conditions indicate that online promotion implementation still needs to be improved to optimize product information, consumer communication, and sales growth opportunities.

The next issue relates to brand awareness. According to Yet (Arianty & Andira, 2020), brand awareness is the number of customers who recognize and remember a company's product brand. Brand awareness is important because consumers tend to trust and purchase products from brands they recognize, both visually and emotionally. A pre-survey of 20 consumers showed that brand awareness at Mpo Mumun's Ayam Potong SME was still in the low to moderate category. In the recall indicator, most respondents were unable to recall the brand without assistance. In the recognition indicator, the ability to recognize the brand through the logo or packaging was still in the moderate category, and most respondents were unable to distinguish it from other similar brands. In the purchase indicator, interest in choosing the product was also in the moderate category, while in the consumption indicator, most respondents were unable to recall the brand after using other products. These findings indicate that brand awareness at Mpo Mumun's Ayam Potong SME still needs to be strengthened so that the brand is better known, remembered, and considered in the purchasing process.

Based on these conditions, this study aims to determine the effect of Online Promotion on Consumer Purchasing Decisions, determine the effect of Brand Awareness on Consumer Purchasing Decisions, and determine the effect of Online Promotion and Brand Awareness simultaneously on Consumer Purchasing Decisions at Mpo Mumun Chicken Broiler SMEs in Cikasungka, Tangerang Regency. This study is important to conduct because there is a gap between the expected conditions of online promotion and brand awareness with the actual conditions of the business, while purchasing decisions are an important aspect in maintaining and increasing sales. The novelty of the study lies in testing Online Promotion and Brand Awareness partially and simultaneously on Consumer Purchasing Decisions at Mpo Mumun Chicken Broiler SMEs in Cikasungka, Tangerang Regency. Thus, this study is expected to provide an overview of the relationship between the three variables as well as provide

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input in implementing marketing strategies through online promotions and strengthening brand awareness.

Research Methods

This research uses a quantitative method with an associative approach. According to (Prof. Sugiyono, 2025), quantitative research methods are based on the philosophy of positivism and are used to study certain populations or samples by collecting data using research instruments and analyzing quantitative or statistical data to test hypotheses. Meanwhile, associative research is research that aims to determine the relationship between two or more variables. This research was conducted at the Mpo Mumun Chicken SME located on Jl. Pasir Ceuri RT.05/RW.01, Cikasungka, Solear District, Tangerang Regency, Banten. The research was conducted in order to test the influence of Online Promotion and Brand Awareness on Consumer Purchasing Decisions.

The research data were collected using a closed questionnaire with a Likert scale given to consumers of Mpo Mumun Chicken Cut SMEs who met the research criteria. The instrument was used to measure Online Promotion, Brand Awareness, and Purchasing Decisions. The Likert scale consists of five answer choices, namely Strongly Agree with a value of 5, Agree with a value of 4, Quite Agree with a value of 3, Disagree with a value of 2, and Strongly Disagree with a value of 1. The data were analyzed using SPSS version 27 through descriptive analysis, validity tests, reliability tests, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests, as well as quantitative analysis in the form of simple linear regression, multiple linear regression, correlation coefficient analysis, determination coefficient, t-test, and F-test.

The population in this study was consumers at the Mpo Mumun Chicken Cutting SME in Cikasungka with a total of 5,840 people based on 2025 data. The sample is part of the number or characteristics of the population. Sampling was carried out using a non-probability sampling technique with a purposive sampling method. Determination of the sample size used the Slovin formula with a margin of error of 10%, resulting in 98 respondents as the research sample.

The research procedure begins with the preparation of a proposal and the preparation of the thesis Chapters 1 to 3, then continued with data collection from consumers of Mpo Mumun Chicken Cut SMEs who meet the research criteria. Primary data was obtained through the distribution of closed questionnaires using a Likert scale and non-participant observation, while secondary data was obtained through documentation and literature studies. The collected data were then processed using SPSS version 27 systematically through descriptive analysis, instrument testing, classical assumption testing, quantitative analysis, and hypothesis testing. The next stage was the preparation of Chapters 4 and 5 and the implementation of a results seminar.

Results and Discussion

Descriptive Analysis

1. Respondents by Gender

Table 1. Respondent Characteristics Based on Gender

Gender	Number of Respondents	Presentation
Man	38	38.8%
Woman	60	61.2%
Total	98	100%

Source: Data processed by researchers, 2026

Based on Table 1, the characteristics of respondents based on gender show that of the total 98 respondents, 60 respondents (61.2%) were female, while 38 respondents (38.8%) were male. These data indicate that the majority of respondents in this study were female, so the characteristics of respondents were dominated by female consumers.

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2. Respondents by Age

Table 2. CharacteristicsRespondents by Age

Age	Number of Respondents	Percentage
<17 years	4	4.1%
17-20 years	12	12.2%
21-30 years old	44	44.9%
>30 years	38	38.8%
Total	98	100%

Source: Data processed by researchers, 2026

Based on Table 2, it is known that the characteristics of respondents based on age show that most respondents are in the age range of 21–30 years, namely 44 people or 44.9% of the total 98 respondents. Furthermore, respondents aged over 30 years numbered 38 people or 38.8%, followed by respondents aged 17–20 years as many as 12 people or 12.2%, while respondents aged under 17 years were the group with the smallest number, namely 4 people or 4.1%. Thus, it can be concluded that the majority of respondents in this study were in the age range of 21–30 years, so that this age group dominates the characteristics of respondents who have made purchases at Mpo Mumun Chicken Cutting UKM.

3. Respondents' Assessment of Variables

Table 3.Likert Scale Range Criteria

Weight	Scale Range	Answer	Statement
1	1.00 – 1.79	Very Bad	STB
2	1.80 – 2.59	Not good	TB
3	2.60 – 3.39	Not good	KB
4	3.40 – 4.19	Good	B
5	4.20 – 5.00	Very good	SB

Source:(Dr. Sugiyono, 2019)

4. Descriptive Analysis of Respondents' Assessments or Answers

A. Respondent Assessment of Online Promotion Variable (X1)

Table 4. Respondents' Answers Based on Online Promotion Variables (X1)

No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
	Advertisement									
1.	Mpo Mumun's Chicken Cut UKM advertisement on Google Ads provides clear information about the products being sold.	33	51	9	3	1	404	98	4.12	B
2.	The Mpo Mumun Chicken Cut UKM advertisement is attractive, making me want to know more about the product.	48	31	6	5	8	400	98	4.12	B
	Sales Promotion									
3.	The discount promo offered by UKM Ayam Potong MpoMumun made me interested in making a purchase.	47	25	13	3	10	390	98	3.98	B
4.	The promotional program carried out by the MPO Mumun Chicken Cutting UKM provides benefits for customers.	45	31	12	6	4	401	98	4.09	B
	Public Relations									
5.	Mpo Mumun Chicken Cut UKM has a good business image in the community.	43	34	12	3	6	399	98	4.07	B
6.	Customer testimonials about	51	30	8	1	8	409	98	4.17	B

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No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
	Advertisement									
	Mpo Mumun's Chicken Cutting UKM made me even more confident in purchasing.									
	Direct Marketing									
7.	The information provided directly by Mpo Mumun's Chicken Cutting UKM helped me in deciding on a purchase.	43	36	9	4	6	400	98	4.08	B
8.	Mpo Mumun Chicken Cut UKM Admin provides a quick response to customer questions.	47	29	14	3	5	404	98	4.12	B
	Personal Selling									
9.	Mpo Mumun, a seller of MSME Cut Chicken, is able to explain the product well.	46	34	8	6	4	406	98	4.14	B
10.	Mpo Mumun, the seller of the Mpo Mumun Chicken Cut UKM, was able to convince me about the quality of the products offered.	46	34	9	4	5	406	98	4.14	B
	TOTAL	449	335	100	39	56	4019	979	4.11	B
	PERCENTAGE %	45.9	34.22	10.21	3.98	5.72	**Average**			

Source: Data processed by researchers 2026

Based on the data processing results, the Online Promotion variable obtained an average value of 4.11. Based on Table 4 of the Likert Scale Range Criteria, this value is in the range of 3.40–4.19, thus falling into the Good (B) category. This indicates that respondents generally gave a positive assessment of the online promotional activities carried out by the Mpo Mumun Chicken Cutting SME.

B. Respondent Assessment of Brand Awareness Variable (X2)

Table 5. Respondents' Answers Based on Brand Awareness Variable (X2)

No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
	Recall									
1.	I can remember Mpo Mumun's Chicken Broiler UKM when I needed broiler chicken.	39	36	10	4	9	386	98	3.94	B
2.	Mpo Mumun Cut Chicken is one of the brands that first comes to my mind compared to other cut chicken sellers.	43	35	10	5	5	400	98	4.08	B
	Recognition									
3.	I can recognize the logo or identity of Mpo Mumun Chicken Cutting UKM easily.	44	39	8	3	4	410	98	4.18	B
4.	I knew about Mpo Mumun Chicken Cutting UKM when I saw the name or promotion displayed.	45	36	7	4	6	404	98	4.12	B
	Purchase									
5.	Mpo Mumun's Cut Chicken is one of my main choices when buying cut chicken.	47	36	8	2	5	412	98	4.20	B
6.	I prefer to buy chicken from UKM Ayam Potong Mpo Mumun compared to other sellers.	52	31	8	4	3	419	98	4.28	B
	Consumption									

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No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
					Recall					
7.	I am willing to buy Mpo Mumun Broiler Chicken UKM products again in the future.	51	32	9	2	4	418	98	4.27	B
8.	I am willing to recommend Mpo Mumun Chicken Cutting UKM to others after using it.	39	38	10	5	6	393	98	4.01	B
	TOTAL	360	283	70	29	42	3242	784	4.14	B
	PERCENTAGE %	45.1	36.1	8.9	3.7	5.4	**Average**			

Source: Data processed by researchers 2026

Based on the results of the data analysis that has been conducted, the Brand Awareness variable obtained an average value (mean) of 4.14. Referring to Table 4.3 regarding the Likert Scale Range Criteria, this value is in the interval of 3.40–4.19, so it is categorized as Good (B). These results indicate that the majority of respondents assessed that the efforts to increase brand awareness carried out by the Mpo Mumun Chicken Cut SME have been running well, so that the business brand is quite well known and remembered by consumers.

C. Respondent Assessment of Consumer Purchasing Decision Variable (Y)

Table 6. Respondents' Answers Based on Purchase Decision Variables (Y)

No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
					Product Selection					
1.	The products offered by Mpo Mumun Chicken Cutting UKM suit my needs.	53	33	6	2	4	419	98	4.28	SB
2.	I feel that Mpo Mumun's Chicken Cut UKM products have better quality than competitors.	42	37	10	3	6	918	98	9.37	SB
					Brand Selection					
3.	I trust Mpo Mumun's Chicken Cut UKM more than other brands or sellers of cut chicken.	38	41	11	4	4	399	98	4.07	SB
4.	The name of the Mpo Mumun Chicken Cutting UKM is the main consideration when buying cut chicken.	42	41	6	6	3	407	98	4.15	SB
					Distributor Selection					
5.	I found the ordering process for Mpo Mumun's Chicken Cut UKM easy.	44	37	8	4	5	405	98	4.13	SB
6.	The location or delivery service of Mpo Mumun Chicken Cut UKM makes it easier for me to shop.	54	29	12	1	2	426	98	4.35	SB
					Purchase Time					
7.	The availability of products at all times made me decide to buy at UKM Ayam Potong Mpo Mumun.	47	34	12	2	3	414	98	4.22	SB
8.	I purchased Mpo Mumun's Chicken Cut UKM product at a time that suited my needs.	54	33	6	2	3	427	98	4.36	SB
					Purchase Amount					
9.	I purchased Mpo Mumun's Chicken Cut UKM products in quantities that suit my needs.	50	32	7	2	7	410	98	4.18	SB
10.	I am willing to buy Mpo Mumun Broiler Chicken UKM products in larger quantities when there is a promo.	40	38	13	1	6	399	98	4.07	SB
					Payment Methods					
11.	Mpo Mumun Chicken Cutting UKM provides payment methods that suit my needs.	42	36	11	6	3	402	98	4.10	SB

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No	A list of questions	Alternative Answers					Total Score	Sample	Average	Note
		5	4	3	2	1				
		SS	S	N	TS	STS				
		Product Selection								
12.	The ease of payment at Mpo Mumun's Chicken Cutting UKM influenced my decision to buy.	60	23	7	3	5	424	98	4.33	SB
	TOTAL	566	414	109	36	51	5,450	1,176	4.63	SB
	PERCENTAGE %	48.1	35.2	3.3	3.1	4.3	**Average**			

Source: Data processed by researchers 2026

Based on the data processing results, the Purchase Decision variable (Y) obtained an average value of 4.63. Referring to Table 6 Likert Scale Range Criteria, this value is in the range of 4.20–5.00, so it is included in the Very Good (SB) category. These results indicate that in general, respondents gave a very good assessment of the purchasing decision at the Mpo Mumun Chicken Broiler SME. This indicates that consumers have a high tendency to purchase products at the Mpo Mumun Chicken Broiler SME.

Research Data Instrument Testing

1. Validity Test

Table 7. Validity Test of Online Promotion Variables (X1)

Item	R-count	R-table	Information
X1_1	0.517	0.1986	VALID
X1_2	0.837	0.1986	VALID
X1_3	0.815	0.1986	VALID
X1_4	0.676	0.1986	VALID
X1_5	0.726	0.1986	VALID
X1_6	0.789	0.1986	VALID
X1_7	0.774	0.1986	VALID
X1_8	0.755	0.1986	VALID
X1_9	0.672	0.1986	VALID
X1_10	0.783	0.1986	VALID

Source: Data processed by SPSS, 27

Based on the validity test results in the table above, it is known that all statement items in the Online Promotion variable (X1) have a calculated r value > r table (0.1986), so all statement items are declared valid. Thus, the research instrument used has met the validity criteria and is suitable for use as a data collection tool in research.

Table 8. Validity Test of Brand Awareness Variable (X2)

Item	R-count	R-table	Information
X2_1	0.791	0.1986	VALID
X2_2	0.746	0.1986	VALID
X2_3	0.700	0.1986	VALID
X2_4	0.757	0.1986	VALID
X2_5	0.749	0.1986	VALID
X2_6	0.700	0.1986	VALID
X2_7	0.642	0.1986	VALID
X2_8	0.793	0.1986	VALID

Source: Data processed by SPSS 27

Based on the validity test results in the table above, it is known that all statement items in the Brand Awareness variable (X2) have a calculated r value > r table (0.1986), so all statement items are declared valid. Thus, the research instrument used has met the validity criteria and is suitable for use as a data collection tool in research.

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Table 9. Validity Test of Consumer Purchasing Decision Variable (Y)

Item	R-count	R-table	Information
Y_1	0.501	0.1986	VALID
Y_2	0.633	0.1986	VALID
Y_3	0.654	0.1986	VALID
Y_4	0.726	0.1986	VALID
Y_5	0.792	0.1986	VALID
Y_6	0.670	0.1986	VALID
Y_7	0.535	0.1986	VALID
Y_8	0.767	0.1986	VALID
Y_9	0.844	0.1986	VALID
Y_10	0.762	0.1986	VALID
Y_11	0.710	0.1986	VALID
Y_12	0.663	0.1986	VALID

Source: Data processed by SPSS 27

Based on the validity test results in the table above, it is known that all statement items in the Consumer Purchasing Decision variable (Y) have a calculated r value > r table (0.1986), so all statement items are declared valid. Thus, the research instrument used has met the validity criteria and is suitable for use as a data collection tool in research.

2. Reliability Test

Table 10.Reliability Test Results

Variables	Cronbach's Alpha Value	Limit Value	Status
Online Promotion	0.945	0.600	Reliable
Brand Awareness	0.957	0.600	Reliable
Consumer Purchasing Decisions	0.956	0.600	Reliable

Source: Data processed by SPSS 27

The results of the reliability test show that all research variables have a Cronbach's Alpha value greater than the limit value of 0.600. The Online Promotion variable obtained a Cronbach's Alpha value of 0.945, the Brand Awareness variable of 0.957, and the Consumer Purchasing Decision variable of 0.956. Thus, all variables are declared reliable because they meet the reliability criteria, so that the research instrument has a good level of consistency and is suitable for use as a data collection tool in this study.

Classical Assumption Test

1. Normality test

Table 11.Normality Test Results

One-Sample Kolmogorov-Smirnov Test

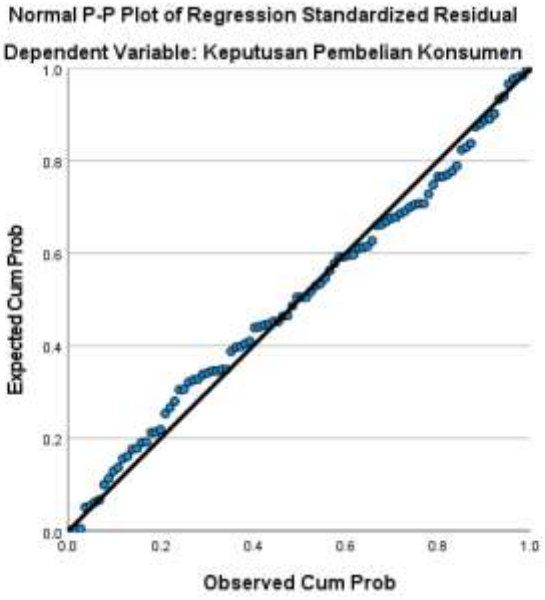
			Unstandardized Residual
N			98
Normal Parametersa,b	Mean		.0000000
	Standard Deviation		3.32637324
Most Extreme Differences	Absolute		.069
	Positive		.066
	Negative		-.069
Test Statistics			.069
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)e	Sig.		.303
	99% Confidence Interval	Lower Bound	.291
		Upper Bound	.315

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data processed by SPSS 27

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Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test method in Table 4.11, the Asymp. Sig. (2-tailed) value is 0.200. This value is greater than the significance level of 0.05 (0.200 > 0.05). The Monte Carlo Sig. (2-tailed) value is 0.303. This value is greater than 0.05 (0.303 > 0.05). In accordance with the criteria put forward by Ghozali (2018), if the significance value is greater than 0.05, the data is declared normally distributed. Thus, it can be concluded that the data in this study have met the assumption of normality and are therefore suitable for further analysis. For the normality test, the author also used the Normal P-Plot graph. The table can be seen below:



Source: Data processed by SPSS 27

Figure 1. Normality Test Results

Based on Figure 1, it can be seen that the points on the Normal PP Plot graph are spread around the diagonal line and follow the direction of the diagonal line. This indicates that the residual data is normally distributed, so the regression model meets the assumption of normality and can be used for analysis.

2. Multicollinearity Test

Table 12.Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,217	1,844		4,999	.000		
	Online Promotion	.349	.083	.409	4,226	.000	.253	3,948
	Brand Awareness	.556	.107	.503	5,197	.000	.253	3,948

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

Based on the results of the multicollinearity test in Table 12, it is known that the Online Promotion variable has a Tolerance value of 0.253 and a VIF value of 3.948. Meanwhile, the Brand Awareness variable also has a Tolerance value of 0.253 and a VIF value of 3.948. The Tolerance value for both variables is greater than 0.10 and the VIF value is less than 10. Based on the criteria proposed by Ghozali (2018), these conditions indicate that there are no symptoms of multicollinearity in the regression model. Thus, it can be concluded that there is no strong relationship between the independent

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variables so that the regression model meets the assumption of multicollinearity and is suitable for further analysis.

3. Heteroscedasticity Test

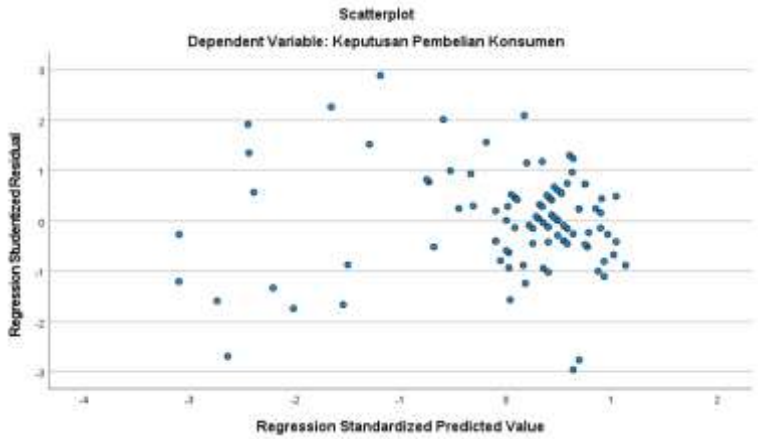


Figure 2. Scatter Plot Graph of Heteroscedasticity Test Results

Based on Figure 2, it can be seen that the points are randomly distributed above and below 0 and do not form a specific pattern. Thus, it can be concluded that the regression model does not experience heteroscedasticity and meets the heteroscedasticity assumptions.

Quantitative Analysis

1. Simple Linear Regression Analysis

Table 13. Results of Simple Linear Regression Test of Online Promotion (X1) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12,391	1,961		6,319	.000
	Online Promotion	.720	.047	.843	15,364	.000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

Based on Table 13, the constant value (a) is 12.391 and the regression coefficient for the Online Promotion variable (X1) is 0.720. Thus, the simple linear regression equation obtained is:

$$Y = 12.391 + 0.720X_1$$

The equation shows that the constant value of 12.391 means that if the online promotion variable is considered constant or has a value of zero, then the consumer purchasing decision value is 12.391. Meanwhile, the online promotion regression coefficient of 0.720 indicates that every one unit increase in online promotion will increase consumer purchasing decisions by 0.720 units. A positive regression coefficient indicates that online promotions have a positive relationship with consumer purchasing decisions.

Table 14. Results of Simple Linear Regression Test of Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,614	1,966		5,397	.000
	Brand Awareness	.947	.058	.856	16,216	.000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

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Based on Table 14, the constant value (a) is 10.614 and the regression coefficient for the Brand Awareness variable (X2) is 0.947. Thus, the simple linear regression equation obtained is:

$$Y = 10.614 + 0.947X_2$$

The equation shows that the constant value of 10.614 means that if the Brand Awareness variable is considered constant or has a value of zero, then the value of consumer purchasing decisions is 10.614. Meanwhile, the Brand Awareness regression coefficient of 0.947 indicates that every one unit increase in Brand Awareness will increase consumer purchasing decisions by 0.947 units. A positive regression coefficient value indicates that Brand Awareness has a positive effect on consumer purchasing decisions.

2. Multiple Linear Regression Analysis

Table 15. Results of Multiple Linear Analysis of Online Promotion Variables (X1) Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9,217	1,844		4,999	.000
	Online Promotion	.349	.083	.409	4,226	.000
	Brand Awareness	.556	.107	.503	5,197	.000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

Based on Table 15, the constant value (a) is 9.217, the regression coefficient for Online Promotion (X1) is 0.349, and the regression coefficient for Brand Awareness (X2) is 0.556. Thus, the multiple linear regression equation obtained is:

$$Y = 9.217 + 0.349X_1 + 0.556X_2$$

The equation shows that the constant value of 9.217 means that if the Online Promotion and Brand Awareness variables are considered constant or zero, then the Consumer Purchasing Decision value is 9.217. The Online Promotion regression coefficient (X1) of 0.349 indicates that every one-unit increase in online promotion will increase consumer purchasing decisions by 0.349 units, assuming other variables remain constant. Meanwhile, the Brand Awareness regression coefficient (X2) of 0.556 indicates that every one-unit increase in brand awareness will increase consumer purchasing decisions by 0.556 units, assuming other variables remain constant. The positive regression coefficient value indicates that Online Promotion and Brand Awareness have a positive influence on Consumer Purchasing Decisions.

3. Correlation Coefficient Analysis

Table 16. Correlation Coefficient Interpretation Guidelines

Correlation Coefficient Value Interval	Relationship Level
0.000 - 0.199	No Correlation
0.200 - 0.399	Very weak
0.400 - 0.599	Enough
0.600 - 0.799	Strong
0,800 - 1,000	Very strong

Source: Sugiyono (2025)

Table 17. Partial Correlation Coefficient of Online Promotion (X1) on Consumer Purchasing Decisions (Y)

Correlations

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		Online Promotion	Consumer Purchasing Decisions
Online Promotion	Pearson Correlation	1	.843**
	Sig. (1-tailed)		.000
	N	98	98
Consumer Purchasing Decisions	Pearson Correlation	.843**	1
	Sig. (1-tailed)	.000	
	N	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Data processed by SPSS 27

Based on Table 17, the correlation coefficient (Pearson Correlation) between Online Promotion (X1) and Consumer Purchasing Decisions (Y) is 0.843 with a significance value of 0.000 <0.05. Based on the correlation coefficient interpretation guidelines in Table 4.17, the value of 0.843 is in the interval of 0.800–1.000, so it can be interpreted that Online Promotion has a very strong and positive relationship with Consumer Purchasing Decisions. This shows that the better the online promotion carried out, the higher the consumer purchasing decision. In addition, a significance value smaller than 0.05 indicates that the relationship between the two variables is statistically significant.

Table 18. Partial Correlation Coefficient of Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Correlations

		Brand Awareness	Consumer Purchasing Decisions
Brand Awareness	Pearson Correlation	1	.856**
	Sig. (1-tailed)		.000
	N	98	98
Consumer Purchasing Decisions	Pearson Correlation	.856**	1
	Sig. (1-tailed)	.000	
	N	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Data processed by SPSS 27

Based on Table 18, the correlation coefficient (Pearson Correlation) between Brand Awareness (X2) and Consumer Purchasing Decisions (Y) is 0.856 with a significance value of 0.000 <0.05. Based on the correlation coefficient interpretation guidelines in Table 4.17, the value of 0.856 is in the interval of 0.800–1.000, so it can be interpreted that Brand Awareness has a very strong and positive relationship with Consumer Purchasing Decisions. This shows that the higher the Brand Awareness, the higher the Consumer Purchasing Decision. In addition, a significance value smaller than 0.05 indicates that the relationship between the two variables is statistically significant.

4. Analysis of the Coefficient of Determination

Table 19. Results of Partial Determination Correlation Test of Online Promotion (X1) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.843a	.711	.708	3,789

a. Predictors: (Constant), Online Promotion

Source: Data processed by SPSS 27

Based on Table 19, the R Square value obtained was 0.711 or 71.1%. This indicates that the Online Promotion variable (X1) is able to explain the variation in Consumer Purchasing Decisions (Y) by 71.1%, while the remaining 28.9% is influenced by other variables outside this study.

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Table 20. Results of Partial Correlation Test of Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.856a	.733	.730	3,644

a. Predictors: (Constant), Brand Awareness

Source: Data processed by SPSS 27

Based on Table 20, the R Square value obtained was 0.733 or 73.3%. This indicates that the Brand Awareness variable (X2) is able to explain the variation in Consumer Purchasing Decisions (Y) by 73.3%, while the remaining 26.7% is influenced by other variables outside this study.

Table 21. Results of Simultaneous Testing of the Determination Coefficient of Online Promotion (X1) and Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.880a	.775	.770	3,361

a. Predictors: (Constant), Brand Awareness, Online Promotion

Source: Data processed by SPSS 27

Based on Table 21, the R Square value obtained was 0.775 or 77.5%. This indicates that the Online Promotion (X1) and Brand Awareness (X2) variables simultaneously explain 77.5% of the variation in Consumer Purchasing Decisions (Y), while the remaining 22.5% is influenced by other variables outside this study.

Hypothesis Testing

1. T-test

Table 22. Results of Hypothesis Test (t-Test) of Online Promotion Variable (X1) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12,391	1,961		6,319	.000
	Online Promotion	.720	.047	.843	15,364	.000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

Based on Table 22, the calculated t value for the Online Promotion variable (X1) is 15.364, while the t table value is 1.661 at a significance level of 5% ($\alpha = 0.05$). Because the calculated t (15.364) > t table (1.661) and the significance value (Sig.) is 0.000 < 0.05, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that Online Promotion has a positive and significant effect on Consumer Purchasing Decisions at Mpo Mumun Broiler Chicken SMEs in Cikasungka, Tangerang Regency.

Table 23. Results of Hypothesis Test (t-Test) of Brand Awareness Variable (X2) on Consumer Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	10,614	1,966		5,397	.000
	Brand Awareness	.947	.058	.856	16,216	.000

a. Dependent Variable: Consumer Purchasing Decision

Source: Data processed by SPSS 27

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Based on the results of the t-test in Table 23, the calculated t-value of the Brand Awareness variable (X2) is 16.216, while the t-table value is 1.661 at a significance level of 5% (α = 0.05). Because the calculated t-value (16.216) > t-table (1.661) and the significance value (Sig.) is 0.000 < 0.05, then H_0 is rejected and H_a is accepted. This shows that Brand Awareness (X2) has a positive and significant effect on Consumer Purchasing Decisions (Y) at Mpo Mumun Broiler Chicken SMEs in Cikasungka, Tangerang Regency.

2. F test

Table 24. Hypothesis Results (F Test) of Simultaneous Online Promotion (X1) and Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3694.351	2	1847,176	163,500	.000b
	Residual	1073,282	95	11,298		
	Total	4767.633	97			

a. Dependent Variable: consumer purchasing decisions

b. Predictors: (Constant), brand awareness, online promotion

Source: Data processed by SPSS 27

To further determine the value of the F table, it is searched using the following formula:

Ftable = ta.df (Alpha Level x Degree of Freedom)
a = 5% real level
df = (nk); (k-1)
=(98-3): (3-1) Then we get (95;2)
Ftable = 3.092

Based on the results of the F test in Table 4.24, the F count value is 163.500, while the F table is 3.092. Because F count > F table (163.500 > 3.092) and the significance value is 0.000 < 0.05, then H_0 is rejected and H_a is accepted. This shows that Online Promotion (X1) and Brand Awareness (X2) simultaneously (together) have a significant effect on Consumer Purchasing Decisions (Y). Thus, the regression model used is declared feasible and both independent variables together are able to explain variations in the purchasing decision variable.

Discussion of Research Results

Based on the statistical analysis, it was found that all independent variables, namely Online Promotion and Brand Awareness, both partially and simultaneously influenced the dependent variable, namely Consumer Purchasing Decisions. The influence of both variables was positive and significant. This means that the better the implementation of online promotions and the higher the level of brand awareness of Mpo Mumun Chicken Cuts SME, the more it will improve consumer purchasing decisions. The results of this study also support the previously formulated hypothesis.

The findings of this study are also supported by the theory explained in Chapter II. According to Kotler in Wulandari and Mulyanto (2024), a purchasing decision is a process consumers go through, starting from recognizing needs, seeking information, evaluating various alternatives, and finally deciding to purchase a product. In this process, online promotions act as a medium for conveying information to consumers, while brand awareness plays a role in building consumers' ability to recognize and remember a brand. Therefore, the more effective the online promotion and the higher the level of brand awareness a business has, the greater the likelihood of consumers making a purchasing decision. The results of this study indicate that this theory can be empirically proven in the Mpo Mumun Broiler Chicken SME in Cikasungka, Tangerang Regency. The discussion of each variable is explained as follows.

1. The Influence of Online Promotion (X1) on Consumer Purchasing Decisions (Y)

Based on the results of partial hypothesis testing (t-test), the calculated t-value was 15.364, which was greater than the t-table of 1.661, with a significance value of 0.000 or less than 0.05. These results indicate that the Online Promotion variable has a positive and significant effect on Consumer Purchasing Decisions at Mpo Mumun Broiler Chicken SMEs in Cikasungka, Tangerang Regency. Thus, H_0 is rejected and Ha is accepted.

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The results of this study indicate that the better the online promotion conducted by the Mpo Mumun Chicken Cuts SME, the higher the consumer purchasing decision. Promotions conducted through digital media can provide information about products, prices, and ease of ordering, thereby increasing consumer interest in making a purchase.

These findings align with the actual situation of the MPO Mumun Chicken Broiler SME, which has utilized digital media such as Google Ads and WhatsApp as promotional tools. Although these efforts haven't been implemented consistently every month and haven't utilized social media platforms like Instagram, Facebook, or TikTok, these promotions still influence consumer purchasing decisions. This demonstrates that digital media has become a key source of information consumers consider before making a purchase.

The results of this study support Kuspriyono's theory in(Arianto & Habiburrahman, 2025)which states that online promotion is a marketing activity via the internet aimed at introducing and marketing products to consumers. The more effective online promotion, the greater the company's opportunity to increase consumer purchasing decisions.

The results of this study are also in line with research(Rosida & Haryanti Intisari, 2020)which concluded that online promotions have a significant influence on purchasing decisions. In addition, the study(Judge Lukmanul & Pambudi Bambang Setiyo, 2021)also proves that online promotions partially have a positive and significant influence on consumer purchasing decisions.

2. The Influence of Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

The results of the data analysis show that the Brand Awareness variable (X2) obtained a t-value of 16.216, while the t-table value was 1.661 at a significance level of 5%. Because the t-value was greater than the t-table (16.216 > 1.661) and the significance value was 0.000 < 0.05, H_0 was rejected and H_a was accepted.

The results of this study indicate that the higher the level of consumer awareness of the Ayam Potong Mpo Mumun brand, the greater the tendency to choose and purchase the product. Consumers tend to trust familiar brands more, making purchasing decisions easier.

This finding also aligns with the initial research findings, which indicated that MPO Mumun's brand awareness for the MPO Mumun Broiler Chicken SME was still in the low to moderate range based on pre-survey results. Therefore, increasing brand awareness through more consistent promotions and utilizing various digital media will help enhance consumer brand recall, thereby driving increased purchasing decisions.

The results of this study support Yet's theory(Arianty & Andira, 2020)which states that brand awareness is a consumer's ability to recognize and remember a brand. The higher the level of consumer awareness of a brand, the greater the chance of consumers choosing that product over competitors' products.

The results of this study are also in line with research(Sabrina et al., 2025)which concluded that Brand Awareness has a positive influence on purchasing decisions. Likewise, research(Febriyanti Elvina & Nurhadi Ahmad, 2026)which proves that Brand Awareness has a significant influence on purchasing decisions.

3. The Influence of Online Promotion (X1) and Brand Awareness (X2) on Consumer Purchasing Decisions (Y)

Based on the results of the simultaneous test (F test), the F count value was 163.500, while the F table value was 3.092. The F count value was greater than the F table (163.500 > 3.092) and the significance value was 0.000 < 0.05 indicating that H_0 was rejected and H_a was accepted.

The results of this study indicate that consumer purchasing decisions at the MPO Mumun Broiler Chicken SME are influenced not only by online promotional activities but also by consumer brand awareness. The better the digital media promotion and the higher the company's brand awareness, the greater the likelihood of consumers making a purchase decision.

These findings align with the situation of the MPO Mumun Chicken Cut SME, which has begun utilizing digital media as a promotional tool. However, it still needs to consistently use Google Ads and expand its promotional media through other digital platforms. Furthermore, efforts

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to build brand awareness through enhancing brand identity, providing excellent service, and ongoing marketing communications are necessary to ensure the brand is increasingly recognized and remembered by consumers.

The results of this study support marketing theory, which states that promotion is a means of communication between a company and consumers, while brand awareness is the consumer's ability to recognize and remember a brand. The combination of the two will increase consumer trust, thus driving purchasing decisions.

The findings of this study are also in line with research(Sabana et al., 2026)which states that Online Promotion and Brand Awareness have a positive and significant influence, both partially and simultaneously, on Purchasing Decisions. The results of this study also support the research(Maulana Irfanudin et al., 2022)which also concluded that Promotion and Brand Awareness together have a positive influence on Purchasing Decisions.

Conclusion

This study concludes that Online Promotion has a positive and significant effect on Consumer Purchase Decision at UKM Ayam Panggang Mpo Mumun in Cikasungka, Tangerang Regency. The partial test produced a t-value of 15.364 with a significance value of 0.000, indicating that better online promotion is associated with higher consumer purchase decisions. Brand Awareness also has a positive and significant effect on Consumer Purchase Decision, as indicated by a t-value of 16.216 and a significant value of 0.000. Simultaneously, Online Promotion and Brand Awareness have a positive and significant effect on Consumer Purchase Decision, with an F-value of 163,500 and a significant value of 0.000. The coefficient of determination indicates that both independent variables jointly explain 77.5% of the variation in Consumer Purchase Decision, while the remaining 22.5% is explained by other factors outside the research model. These findings confirm that strengthening digital promotional activities and consumer awareness of the brand is important for supporting purchasing decisions at the research object.

This study is limited to 98 respondents from consumers of UKM Ayam Panggang Mpo Mumun and focuses only on Online Promotion and Brand Awareness as explanatory variables. Therefore, the findings may not fully represent consumers of other businesses or explain other factors that may influence purchase decisions. Future research is recommended to involve a broader sample, different business objects, and additional variables relevant to consumer purchasing behavior. Practically, Mpo Mumun Chicken Cut UKM should improve the consistency of online promotion, expand the use of digital platforms, maintain responsive communication with consumers, and strengthen brand identity so that the brand is more easily recognized and remembered. These efforts can support more effective marketing activities and contribute to increasing consumer purchase decisions.

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