

# Digital Marketing Strategy, Brand Awareness, Application of Big Data Technology, Impact on Business Success (Survey of Daster Konveksi Online Shop Consumers in Tasikmalaya)

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## ABSTRACT

This research aims to examine the direct and indirect influence of digital marketing strategies, brand awareness and the application of big data technology, their impact on business success. The study was conducted on consumers online shop daster convection in Tasikmalaya. Sampling is carried out using techniques proportioned stratified random sampling, with a total sample size of 240 respondents, who are regular customers who transact every month at the Mimima Fashion, Beauty Hijab Tisa and Irma Laila store convections. The research instrument used was a questionnaire with a Likert scale. The analysis technique used is path analysis using the SPSS version 27 application. The results of this research show that: 1) Digital marketing strategy and business success are in very good condition, while brand awareness and application of big data technology are in good condition. 2) Digital marketing strategies, brand awareness and the application of big data technology partially have a positive and significant effect on business success. 3) Digital marketing strategy, brand awareness and the application of big data technology simultaneously have a significant influence on business success for consumers of the daster convection online shop in Tasikmalaya.

**Keywords:** Business Success, Brand Awareness, Digital Marketing Strategy, Big Data Technology.



## INTRODUCTION

Success in a business endeavor is a measure that can gauge sustainability in the context of business. The success of a business is not only determined by internal factors such as management and corporate strategy but also influenced by external factors such as market conditions, government regulations, and technological changes. Businesses are always faced with challenges and opportunities. Challenges may include intense competition, technological changes, government policy changes, or market uncertainties. However, these challenges can also present opportunities for growth and differentiation from competitors. There are many factors that can affect the success of a business, including effective leadership, good risk management, appropriate marketing strategies, product innovation, service quality, and the ability to adapt to market changes.

Continuous evaluation of business performance is an important part of a successful approach. In the clothing business, product design and quality are crucial. Attractive, comfortable, and durable nightgowns will be more favored by customers. Having a variety of designs that appeal to market tastes can also enhance the attractiveness of the product. Additionally, the clothing industry is constantly evolving with changing consumer trends and preferences. Therefore, it is important to remain innovative and adaptable to market changes. Introducing new products, following fashion trends, and listening to customer feedback can help you stay relevant and competitive.

Continuously evaluating business performance can identify areas where they have succeeded and where there is room for improvement. By understanding these aspects of business success, companies can develop more effective and sustainable strategies to achieve their goals. Learning from past experiences is also important to avoid the same mistakes in the future.

Additionally, Digital Marketing Strategy is a planned and coordinated approach to leverage digital platforms and channels to promote products or services, build brand, and interact with audiences online. This strategy involves a series of actions and decisions designed to achieve marketing goals through the use of various digital channels. Identifying and understanding the target audience is the first step in a digital marketing strategy. This involves determining who the target market or potential customers are. This strategy should be able to adapt to changes in consumer behavior, market trends, and digital platform algorithms. Continuous updates and adjustments are made to maximize results. Furthermore, setting goals to be achieved through digital marketing, such as increasing sales, acquiring new customers, or increasing brand awareness.

Researchers have found several previous studies on brand awareness, which is a brand's ability to come to mind for consumers when thinking about a particular product category and how easily the name

is recalled. Achieving brand awareness is a major challenge for new brands, and maintaining high levels of brand awareness is a task faced by all types of brands. As previous literature in 2020 found that nightgown sales have reached their highest sales in the hearts of Indonesian society, the next challenge is the renewal of steps to be taken by some entrepreneurs in the online fashion industry to maintain the sales they have obtained and the determining factors that can sustain brand awareness in Indonesian society.

A review of previous research has led researchers to see rapid technological developments leading to market potential expanding into the international arena. As data shows, the potential international market is very large, especially in the world of trade. Therefore, business actors must prepare digital assets such as websites, marketplaces, social media, and Google My Business. Below is a figure of data related to international market potential in 2022.

Therefore, in facing the business transformation into the digital era, the use of digital marketing, increasing brand awareness, and the implementation of big data have become the main pillars in marketing strategies and business decision-making. Technological growth has strengthened the crucial role of digital marketing in increasing brand awareness, while the utilization of big data provides the ability to gain deep insights to support more effective decision-making.

The background of this thesis research is based on the shift in business paradigms towards digitalization, which makes digital marketing, brand awareness, and the implementation of big data can have a positive impact on the success of a business become important. In an era where consumers are increasingly digitally connected, a deep understanding of how the interaction between digital marketing, increasing brand awareness, and optimizing big data can have a positive impact on business success is important. Therefore, this research aims to explore and analyze the complex relationship between these three factors and their impact on business success to provide strategic guidance for companies in facing the increasingly digitized business dynamics.

## **LITERATUR REVIEW**

### **Digital Marketing Strategy**

Strategy is an incremental and continuous action taken based on the perspective of what is expected by customers in the future (Rangkuti 2004:4). Planning a strategy always starts from "what could happen," not from "what has happened." The occurrence of new market innovations and changes in consumer patterns requires core competencies. Companies need to seek core competencies within the business they conduct.

Digital marketing, according to (Daniel 2018:24), is marketing activities including branding or brand recognition that utilize various web-based media such as blogs, websites, email, adwords, or social

networks. Digital marketing is not just about internet marketing but more than that. E-marketing undergoes a three-stage evolution process; First, information publishing (providing interactive content/brochures) where websites are solely used as a source of information. Second, Transactional sites, sites that facilitate online transactions; and Third, Mass customization, which is the utilization of online technology capabilities to personalize messages and services to individual consumers. Digital marketing is the application of digital technology that forms online channels (online channels) to the market (website, email, database, digital TV, and through various other latest innovations including blogs, feeds, podcasts, and e-commerce) that contribute to marketing activities aimed at gaining profit and building and developing relationships with customers.

### **Brand Awareness**

According to Terence A. Shimp (2003: 54), brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a specific product category and how easily the name can be recalled. Brand awareness is a consumer's ability to remember or recall a brand in certain situations. "Brand awareness means the ability of a consumer can recognize and recall a brand in different situations" (Aaker and David A 2013:56). The name of a brand is the most important element in brand awareness. "Brand name is the most important element in brand awareness" (Davis, Golicic & Marquardt, 2009: 65).

### **Definition of Big Data**

The term Big Data began to emerge after 2005 introduced by O'Reilly Media. However, the use of data and the need to understand it has existed since ancient times (Aryasa, 2015: 76). Many parties have tried to define Big Data (Chandarana, Parth, & Vijayalakshmi, 2014: 89). Meanwhile, according to Zikopoulos et al (2012:90), Big Data is a term that applies to information that cannot be processed or analyzed using traditional tools.

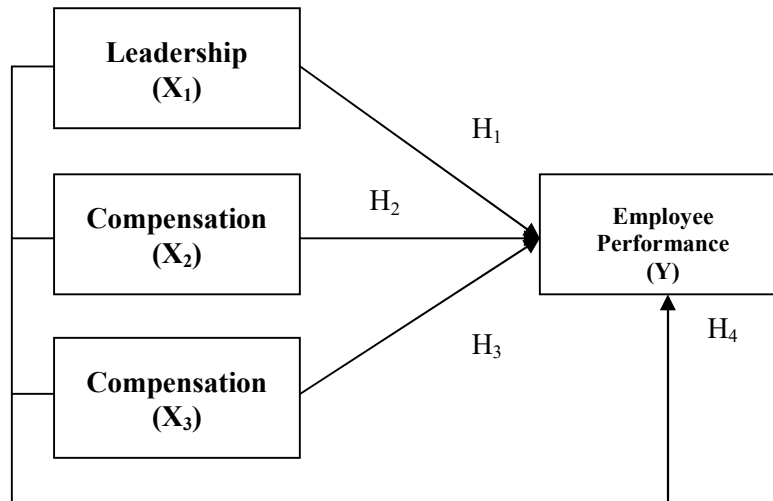
### **Business Success**

Business success is a condition where a business experiences an improvement from previous results. Business success is the main goal of a company, where all activities within it are aimed at achieving success. Business success indicates a better/superior condition than before. According to Albert Wijaya in Suryana (2011: 96), who stated that the critical goal and measure of success for a company is profit. Meanwhile, according to Hendry (2007: 45) as cited in Dwi Santy (2015: 99).

### **Hypotheses**

Hypotheses are temporary answers to the identification of problems in a study. The hypotheses for this research are as follows:

1. There is a partial influence of the variables of digital marketing strategy, brand awareness, and implementation of big data technology on business success, either directly or indirectly, in the nightgown manufacturing industry in Tasikmalaya.
2. There is a simultaneous influence of the variables of digital marketing strategy, brand awareness, and implementation of big data technology on business success, either directly or indirectly, in the nightgown manufacturing industry in Tasikmalaya.



Source: Processed Primary Data, 2023

**Figure 1. Conceptual Framework**

## RESEARCH METHODS

### Research Design

The research method used to determine the impact of Digital Marketing Strategy, Brand Awareness, and Implementation of Big Data Technology on the success of the Nightgown Manufacturing Business in Tasikmalaya is by using survey research method. Survey research method is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behaviors, variable relationships, and to test several hypotheses about sociological and psychological variables from samples taken from a specific population, data collection techniques with non-depth observations (interviews or questionnaires), and research results tend to be generalized (Sugiyono, 2016: 81).

### Operationalization of Variables

Variables in research can be interpreted as a concept in a study. This concept then becomes something that must be observed or researched by a researcher. In order for this research to be carried out

as expected, it needs to be understood as the elements that form the basis of a scientific study contained in the operationalization of research variables. The variables used in this study are grouped into two, namely:

1. Independent variables (X), which are variables that influence dependent variables. The independent variables in this study are Digital Marketing Strategy as  $X^1$ , Brand Awareness as  $X^2$ , and Big Data Technology as  $X^3$ ;
2. Dependent variables (Y), which are variables influenced by independent variables. The dependent variable in this study is business success.

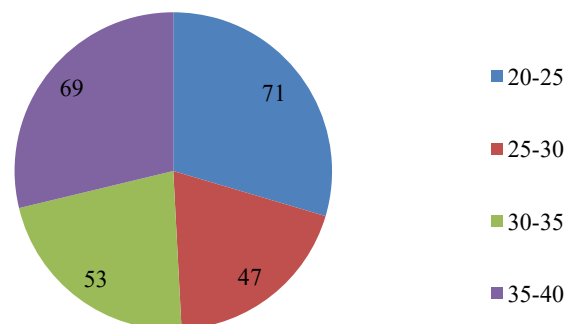
### Population and Sample

Population is a generalization area consisting of objects or subjects and has certain quantities or characteristics that have been determined by the researcher for further study and then conclusions can be drawn from the research results (Sugiyono 2013:67). The population in this study is regular customers or commonly called members, who make transactions every month at Mimima Fashion, Beauty Hijab Tisa, and Irma Laila store. The number of regular customers at Mimima Fashion, Beauty Hijab Tisa, and Irma Laila Store, respectively, is 120 people, 221 people, and 251 people with a total population of 592.

### RESULTS

The object of this research is the customers of Mimima Fashion, Irma Laila Store, and Beauty Hijab Tisa. The sample is taken with a total of 240 samples, distributed as 101 samples from Irma Laila Store, 90 samples from Beauty Hijab Tisa, and 49 samples from Mimima Fashion.

Based on the responses from 240 respondents, they are differentiated into 2 characteristics, based on age and gender. The following are the characteristics of respondents based on age, as shown in Figure 2:



Source: Processed Primary Data, 2024

**Figure 2. Characteristics of Respondents Based on Age**

The characteristics of respondents categorized by age among customers of Mimima Fashion, Irma Laila Store, and Beauty Hijab Tisa. Respondents' responses reveal that the number of respondents aged between 20 and 25 years is 71 people. The number of respondents aged between 25 and 30 years is 47 people. The number of respondents aged between 30 and 35 years is 53 people. The number of respondents aged between 35 and 40 years is 69 people. Therefore, most respondents are in the age range of 20-25 years, with a total of 71 respondents. Based on the above data, most respondents fall into the age range of 20-25 years. The characteristics of respondents differentiated by gender can be seen in Figure 2 below:



Source: Processed Primary Data, 2024

**Figure 3.** Characteristics of Respondents Based on Gender

Based on the above graph, the gender of respondents from Irma Laila Store customers consists of 110 female respondents. The gender of respondents from Beauty Hijab Tisa customers consists of 90 female respondents. The gender of respondents from Mimima Fashion customers consists of 49 female respondents.

### **Digital Marketing Strategy for Online Shop Customers of Nightgown Manufacturing in Tasikmalaya**

Digital marketing strategy is the utilization of digital channels, media, and technology to create valuable experiences for customers, build brands, and achieve marketing goals. A list of statements was distributed to 240 respondents to obtain answers regarding the digital marketing strategy variable. The number of statements presented to the respondents is 10 statements related to the digital marketing strategy variable.

Based on the responses of 240 respondents to 10 questions, 104 respondents chose strongly agree with an actual score of 520. 103 respondents chose agree with an actual score of 412. 19 respondents chose disagree with an actual score of 57. 7 respondents chose strongly disagree with an actual score of 14. 7 respondents chose strongly disagree, with an actual score of 7. The total score obtained for the 10 questions is 1010.

To determine the assessment criteria for each statement item on the digital marketing strategy variable, the scale range for each statement can be calculated. The equation for determining the scale value with a range of criteria from 1-5 and a sample size of 240 can use the following equation.

$$\text{Highest score for each question} = 240 \times 5 = 1200$$

$$\text{Lowest score for each question} = 240 \times 1 = 240$$

The assessment criteria for each statement item on the digital marketing strategy variable can be seen in Table 1. below:

**Table 1. Assessment Criteria for Digital Marketing Strategy Variable**

Score	Assessment Criteria
1200-1008	Very good
1008-816	Good
816-624	Enough
624-432	Not good
432-240	Very Not Good

Source: Processed Primary Data, 2024

The responses of 240 individuals to the 10 statement items regarding the digital marketing strategy variable are recapitulated, referring to the scale range with the equation:

$$\text{Highest Score} = 5 \times 10 \times 240 = 12000$$

$$\text{Lowest Score} = 1 \times 10 \times 240 = 2400$$

$$\text{Scale Range} = \frac{12000 - 2400}{5} = 1920$$

Thus, the scale range for the digital marketing strategy variable can be seen in Table 2 below:

**Table 2. Scale Range for Digital Marketing Strategy Variable**

Scale Range	Assessment Criteria
12000-10080	Very good
10080-8160	Good
8160-6240	Enough
6240-4320	Not good
4320-2400	Very Not Good

Source: Processed Primary Data, 2024



Based on the responses of 240 respondents regarding the digital marketing strategy variable for online shop customers of nightgown manufacturing in Tasikmalaya, a complete recapitulation can be seen in Table 3 below:

**Table 3. Recapitulation of Scores for Digital Marketing Strategy Variable**

No.	Question Item	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria
(1)	(2)	(3)	(4)	(5)
1	Using Whatsapp Group, Facebook Group to make sales and promotions	1200	1012	Very good
2	Using Shopee, Lazada, TikTokShop to make sales	1200	1010	Very good
3	There are resellers to resell products	1200	1023	Very good
4	There is always a Give Away every month	1200	1022	Very good
5	Building a Community of Mothers in Dresses	1200	1010	Very good
6	There are always product discounts every High Season	1200	1009	Very good
7	There are always product bundling promotions	1200	1012	Very good
8	Giving gifts to loyal Daster customers	1200	1015	Very good
9	Product photos & videos using celebgrams/models	1200	1007	Good
10	The appearance of the website is easy to understand and understand	1200	1010	Very good
<b>Number of Frequencies</b>			<b>2400</b>	
<b>Total Score</b>			<b>10130</b>	<b>Very Good</b>

Source: Processed Primary Data, 2024

Based on Table 3 above, the highest score was obtained for question item 3 (three), with a score of 1023, classified as very good. The lowest score was obtained for question item 9 (nine), with a score of 1007, classified as good. The total score obtained for the digital marketing strategy variable is 10130, which, referring to the scale range, falls into the category of Very Good.

### **Brand Awareness for Online Shop Customers of Nightgown Manufacturing in Tasikmalaya**

Brand awareness is the ability of a brand to emerge in the minds of consumers when they are thinking about a particular product category and how easily the name is recalled.

Based on the responses of 240 respondents to 10 questions, 104 respondents chose strongly agree with an actual score of 520. 106 respondents chose agree with an actual score of 424. 18 respondents chose disagree with an actual score of 54. 5 respondents chose strongly disagree with an actual score of 10. 7 respondents chose strongly disagree, with an actual score of 7. The total score obtained for the 10 questions is 1015.

To determine the assessment criteria for each statement item on the brand awareness variable, the scale range for each statement can be calculated. The equation for determining the scale value with a range of criteria from 1-5 and a sample size of 240 can use the following equation.

$$\text{Highest score for each statement} = 240 \times 5 = 1200$$

$$\text{Lowest score for each statement} = 240 \times 1 = 240$$

The assessment criteria for each statement item on the brand awareness variable can be seen in Table 4 below:

**Table 4. Assessment Criteria for Brand Awareness Variable**

Score	Assessment Criteria
1200-1008	Very good
1008-816	Good
816-624	Enough
624-432	Not good
432-240	Very Not Good

Source: Processed Primary Data, 2024

The responses of 240 individuals to the 10 statement items regarding the brand awareness variable are recapitulated, referring to the scale range with the equation:

$$\text{Highest Score} = 5 \times 10 \times 240 = 12000$$

$$\text{Lowest Score} = 1 \times 10 \times 240 = 2400$$

$$\text{Scale Range} = \frac{12000 - 2400}{5} = 1920$$

The responses of 240 individuals to the 10 statement items regarding the brand awareness variable are recapitulated, referring to the scale range with the equation: Highest value =  $5 \times 10 \times 240 = 12000$  Lowest value =  $1 \times 10 \times 240 = 2400$  Scale range =  $(12000-2400) / 5 = 1920$  Thus, the scale range for the brand awareness variable can be seen in Table 5. below:

**Table 5. Scale Range for Brand Awareness Variable**

Scale Range	Assessment classification
12000-10080	Very good
10080-8160	Good
8160-6240	Enough
6240-4320	Not good
4320-2400	Very Not Good

Source: Processed Primary Data, 2024

Based on the responses of 240 respondents regarding the brand awareness variable for online shop customers of nightgown manufacturing in Tasikmalaya, a complete recapitulation can be seen in Table 6. below:

**Table 6. Recapitulation of Scores for Brand Awareness Variable**

No	Question Item	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria
(1)	(2)	(3)	(4)	(5)
1	Some products do not use labels on negligee clothes	1200	1007	Baik
2	Less active promotions on digital platforms	1200	969	Baik
3	The Daster Konveksi brand studied already has a logo	1200	1034	Sangat Baik
4	The negligee brand logo has striking colors and is easy to remember	1200	1023	Sangat Baik
5	The negligee brand logo has unique characteristics	1200	1016	Sangat Baik
6	The daster convection brand studied has its own unique product	1200	1016	Sangat Baik
7	Using promotions through Endorsements	1200	965	Baik
8	Creating a network (community of mothers in dresses)	1200	1020	Sangat Baik
9	Has a lot of customer testimonials	1200	1015	Sangat Baik
10	Has the tag line "Best Selling on the Shopee Marketplace"	1200	1015	Sangat Baik
<b>Jumlah Frekuensi</b>			<b>2400</b>	
<b>Skor Total</b>			<b>10080</b>	<b>Baik</b>

Source: Processed Primary Data, 2024

Based on Table 6. above, the highest score is obtained on question item 3, with a score of 1034, categorized as excellent. The lowest score is obtained on statement item 7 with a score of 965,

categorized as good. The total score obtained on the digital marketing strategy variable is 10080, which falls into the good category according to the scale range.

Application of Big Data Technology in Online Shop Consumer of Daster Convection in Tasikmalaya Big Data is defined as data that has extreme size (volume), speed (velocity), and/or variety (variety), which demands fast and innovative information processing to support decision-making and process automation.

Based on 240 respondent responses regarding question item 5, a total of 107 respondents chose strongly agree with an actual score of 535. 96 respondents chose agree with an actual score of 384. 25 respondents chose disagree with an actual score of 75. 9 respondents chose strongly disagree with an actual score of 18. 3 respondents chose strongly disagree, with an actual score of 3. The total score obtained on question item 5 is 1015.

To determine the assessment criteria of each statement item on the variable of Big Data technology implementation, the scale range for each statement can be calculated. The equation to determine the scale value with the number of criteria questions 1-5 and a sample size of 240 can use the following equation.

$$\text{Highest value for each statement} = 240 \times 5 = 1200$$

$$\text{Lowest value for each statement} = 240 \times 1 = 240$$

The assessment criteria for each statement item on the variable of Big Data technology implementation can be seen in Table 7. below:

**Table 7. Assessment Criteria for Big Data Technology Implementation**

Score	Assessment Criteria
1200-1008	Very good
1008-816	Good
816-624	Enough
624-432	Not good
432-240	Very Not Good

Source: Processed Primary Data, 2024

A total of 240 responses on 10 statement items regarding the brand awareness variable are summarized, referring to the scale range with the equation:

$$\text{Highest value} = 5 \times 5 \times 240 = 6000$$

$$\text{Lowest value} = 1 \times 5 \times 240 = 1200$$

$$\text{Scale range} = \frac{6000 - 1200}{5} = 960$$

Thus, the scale range for the variable of Big Data technology implementation can be seen in Table 8. as follows:

**Table 8. Scale Range for Big Data Technology Implementation Variable**

<b>Rentang Skala</b>	<b>Assessment Criteria</b>
6000-5040	Very good
5040-4080	Good
4080-3120	Enough
3120-2160	Not good
2160-1200	Very Not Good

Source: Primary data processed with Excel, 2024

Based on the responses of 240 respondents regarding the brand awareness variable for Online Shop Consumer of Daster Convection in Tasikmalaya, the complete summary can be seen in Table 9. as follows:

**Table 9. Recapitulation of Scores for Big Data Technology Implementation Variable**

<b>No</b>	<b>Question Item</b>	<b>Targeted Score Achieved Score Criteria</b>	<b>Targeted Score Achieved Score Criteria</b>	<b>Targeted Score Achieved Score Criteria</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>
1	The appearance of the product is in accordance with what consumers want and need	1200	1001	Baik
2	Use the Shopee, Lazada, Tokopedia, Whatsapp Group, Facebook Group applications to view product information	1200	1002	Baik
3	Use the Shopee, Lazada, Tokopedia, Whatsapp Group, Facebook Group applications for transactions	1200	989	Baik
4	Purchasing directly from convection is more profitable	1200	1006	Baik
5	Easy access to payments	1200	1015	Sangat Baik
<b>Number of Frequencies</b>			<b>1200</b>	
<b>Total Score</b>			<b>5013</b>	<b>Good</b>

Source: Processed Primary Data, 2024

Based on Table 9. above, the highest score is obtained on question item 5, with a score of 1015, categorized as excellent. The lowest score is obtained on statement item 3 with a score of 989, categorized as good. The total score obtained on the digital marketing strategy variable is 5013, which falls into the good category according to the scale range.

Success of Business in Online Shop Consumer of Daster Convection in Tasikmalaya Business success is a state where a business experiences improvement from previous results. Business success is the main goal of a company, where all activities within it are aimed at achieving success.

Business success indicates a better/superior state than before. To determine the assessment criteria of each statement item on the variable of business success, the scale range for each statement can be calculated. The equation to determine the scale value with the number of criteria questions 1-5 and a sample size of 240 can use the following equation.

$$\text{Highest value for each statement} = 240 \times 5 = 1200$$

$$\text{Lowest value for each statement} = 240 \times 1 = 240$$

The assessment criteria for each statement item on the variable of business success can be seen in Table 10. below:

**Table 10. Assessment Criteria for Business Success Variable**

Nilai	Assessment Criteria
1200-1008	Very good
1008-816	Good
816-624	Enough
624-432	Not good
432-240	Very Not Good

Source: Primary data processed with Excel, 2024

A total of 240 responses on 10 statement items regarding the business success variable are summarized, referring to the scale range with the equation:

$$\text{Highest Score} = 5 \times 10 \times 240 = 12000$$

$$\text{Lowest Score} = 1 \times 10 \times 240 = 2400$$

$$\text{Scale Range} = \frac{12000 - 2400}{5} = 1920$$

Thus, the scale range for the business success variable can be seen in Table 11. as follows:

**Table 11. Scale Range for Business Success Variable**

Scale Range	Assessment Criteria
8400-7056	Very good
7056-5712	Good
5712-4368	Enough
4368-3024	Not good
3024-1680	Very Not Good

Source: Processed Primary Data, 2024

Based on the responses of 240 respondents regarding the business success variable for Online Shop Consumer of Daster Convection in Tasikmalaya, the complete summary can be seen in Table 12. as follows:

**Table 12.** Recapitulation of Scores for Business Success Variable

No	Question Item	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria	Targeted Score Achieved Score Criteria
(1)	(2)	(3)	(4)	(5)
1	Buy products at any time (no seasonality)	1200	1019	Very good
2	It's easier to buy online	1200	1017	Very good
3	Always buy a lot when there is a discount	1200	1022	Very good
4	Buy more than 1 when making a transaction	1200	1013	Very good
5	Buy more than 1 when there is a promo	1200	1022	Very good
6	Always served well	1200	1018	Very good
7	Quick in responding to consumer complaints	1200	1018	Very good
<b>Number of Frequencies</b>			1680	
<b>Total Score</b>			<b>7129</b>	<b>Very Good</b>

Source: Processed Primary Data, 2024

Based on Table 12. above, the highest score is obtained on question item 5, with a score of 1015, categorized as excellent. The lowest score is obtained on statement item 3 with a score of 989, categorized as good. The total score obtained on the digital marketing strategy variable is 5013, which falls into the good category according to the scale range.

## DISCUSSION

Based on the responses from 240 respondents on 4 digital marketing strategy variables, Brand Awareness, Big Data Technology Implementation, and Business Success. Validity and reliability tests were conducted to ensure whether the research instrument could be used or not. The data of the validity test results can be seen in Table 13. as follows:

**Table 13. Validity Test Results**

Item Question	Digital Marketing Strategy (X1)		Digital Marketing Strategy (X2)		Digital Marketing Strategy (X3)		Digital Marketing Strategy (Y)	
	Sig	Ket	Sig	Ket	Sig	Ket	Sig	Ket
1	0,000	Valid	0,000	Valid	0,000	Valid	0,000	Valid
2	0,000	Valid	0,000	Valid	0,000	Valid	0,000	Valid
3	0,000	Valid	0,000	Valid	0,000	Valid	0,000	Valid
4	0,000	Valid	0,000	Valid	0,000	Valid	0,000	Valid
5	0,000	Valid	0,000	Valid	0,000	Valid	0,000	Valid
6	0,000	Valid	0,000	Valid			0,000	Valid
7	0,000	Valid	0,000	Valid			0,000	Valid
8	0,000	Valid	0,000	Valid				
9	0,000	Valid	0,000	Valid				
10	0,000	Valid	0,000	Valid				

Source: Processed Primary Data, 2024

Based on Table 13. above, the results show that for all statement items regarding the Digital Marketing Strategy variable, the significance value  $< 0.05$ . The significance value  $< 0.05$  for all statement items of the Brand Awareness variable. The significance value  $< 0.05$  for all statement items of the Big Data Technology Implementation variable. The significance value  $< 0.05$  for all statement items of the Business Success variable. Referring to the significance value  $< 0.05$  for statement items in all variables, it can be said that they pass the validity test, or can be considered valid.

The data of the reliability test results can be seen in Table 14. as follows:

**Table 14. Reliability Test Results**

Variable	Cronbach's Alpha	Ket
Digital Marketing Strategy ( $X^1$ )	0,962	Reliable
Brand Awareness ( $X^2$ )	0,811	Reliable
Application of Big Data Technology ( $X^3$ )	0,75	Reliable
Business Success (Y)	0,952	Reliable

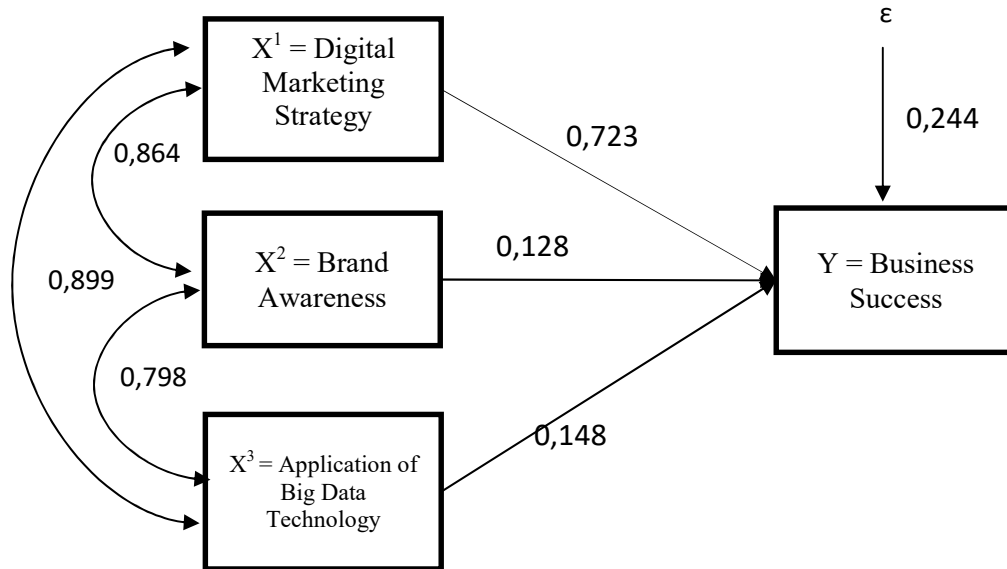
Source: Processed Primary Data, 2024

Based on the data from the reliability test results, the Cronbach's Alpha value for the Digital Marketing Strategy variable is 0.962, which is greater than 0.6, so it can be said that the Digital Marketing Strategy variable passes the reliability test or is reliable. The Cronbach's Alpha value for the Brand Awareness variable is 0.811, which is greater than 0.6, so it can be said that the Brand Awareness variable passes the reliability test or is reliable. The Cronbach's Alpha value for the Big Data Technology Implementation variable is 0.75, which is greater than 0.6, so it can be said that the Big Data Technology Implementation variable passes the reliability test or is reliable. The Cronbach's Alpha value for the



Business Success variable is 0.952, which is greater than 0.6, so it can be said that the Business Success variable passes the reliability test or is reliable.

Correlation tests were conducted to find the path coefficient values between  $X^1$  and  $X^2$ ,  $X^1$  and  $X^3$ , and  $X^2$  and  $X^3$ . As well as the path coefficient values of  $X^1$  to Y,  $X^2$  to Y, and  $X^3$  to Y. The data of correlation coefficient values and path coefficient values can be seen in Figure 4. below:



Source: Processed Primary Data, 2024

**Figure 4. Path Analysis Results**

Based on the above figure, the correlation coefficient value between  $X^1$  and  $X^2$  is 0.864, the correlation coefficient value between  $X^1$  and  $X^3$  is 0.899, and the correlation coefficient value between  $X^2$  and  $X^3$  is 0.798. Additionally, the path coefficient value of  $X^1$  to Y is 0.723, the path coefficient value of  $X^2$  to Y is 0.128, and the path coefficient value of  $X^3$  to Y is 0.148. Direct and indirect relationships between variables can be seen in Table 15. below:

**Table 15. Reliability Test Results**

Description	Formula	Result	Big Influence
<b>Digital Marketing Strategy for Business Success</b>			
Direct influence	$(0,723)^2$	0,52	52%
Indirect influence via $X^2$	$(0,723)(0,864)(0,128)$	0,08	8%
Indirect influence via $X^3$	$(0,723)(0,899)(0,148)$	0,10	10%
The total influence of digital marketing strategies on business success	$(0,52)+(0,10)+(0,08)$	0,70	70%

Description	Formula	Result	Big Influence
<b>Brand Awareness of Business Success</b>			
Direct influence	$(0,128)^2$	0,02	2%
Indirect influence via $X^1$	$(0,128)(0,864)(0,723)$	0,08	8%
Indirect influence via $X^3$	$(0,128)(0,798)(0,148)$	0,02	2%
The total influence of brand awareness on business success	$(0,02)+(0,08)+(0,11)$	0,11	11%
<b>Application of Big Data Technology to Business Success</b>			
Direct influence	$(0,148)^2$	0,02	2%
Indirect influence via $X^1$	$(0,148)(0,899)(0,723)$	0,10	10%
Indirect influence via $X^2$	$(0,148)(0,798)(0,128)$	0,02	2%
The total influence of the application of big data technology on business success	$(0,02)+(0,10)+(0,02)$	0,13	13%
Total influence of Digital Marketing Strategy, brand awareness, Application of Big Data Technology on Business Success	$(0,70)+(0,11)+(0,13)$	0,94	94%
<b>The influence of other factors that influence business success</b>	<b>1-0,94</b>	<b>0,06</b>	<b>6%</b>

Source: Processed Primary Data, 2024

Based on Table 15. above, the direct influence of digital marketing strategy on business success is 0.52 or 52%. The indirect influence of digital marketing strategy on business success through brand awareness is 0.08 or 8%. The indirect influence of digital marketing strategy on business success through the implementation of big data technology is 0.11 or 11%. Thus, the total influence of brand awareness on business success, either directly or indirectly, is 0.70 or 70%.

The direct influence of brand awareness on business success is 0.02 or 2%. The indirect influence of brand awareness on business success through digital marketing strategy is 0.08 or 8%. The indirect influence of brand awareness on business success through the implementation of big data technology is 0.02 or 2%. Thus, the total influence of brand awareness on business success, either directly or indirectly, is 0.11 or 11%.

The direct influence of big data technology implementation on business success is 0.02 or 2%. The indirect influence of big data technology implementation on business success through digital marketing strategy is 0.10 or 10%. The indirect influence of big data technology implementation on business success through brand awareness is 0.02 or 2%. Thus, the total influence of big data technology implementation on business success, either directly or indirectly, is 0.13 or 13%. The total influence of

Digital Marketing Strategy, brand awareness, and Implementation of Big Data Technology on Business Success is 0.94 or 94%. Therefore, the residual influence is 0.06 or 6%.

Partial hypothesis testing is conducted using the t-test method, and the results of the t-test can be seen in Table 16. below:

**Table 16. t-Test Results**

<b>Model</b>	<b>t</b>	<b>Sig.</b>
(Constant)	-3,356	0,001
X <sup>1</sup>	17,122	0,000
X <sup>2</sup>	4,162	0,000
X <sup>3</sup>	3,958	0,000

Source: Processed Primary Data, 2024

Based on the t-test results in Table 16. the calculated t-value for variable X<sup>1</sup> is 17.122, the calculated t-value for variable X<sup>2</sup> is 4.162, and the calculated t-value for variable X<sup>3</sup> is 3.958. The significance value (sig) for variable X<sup>1</sup> is 0.000, the significance value for variable X<sup>2</sup> is 0.000, and the significance value for variable X<sup>3</sup> is 0.000.

Simultaneous hypothesis testing is conducted using the F-test method, and the results of the F-test can be seen in Table 17. below:

**Table 17. F-Test Results**

<b>Model</b>	<b>F</b>	<b>Sig.</b>
Regression	1206.179	.000 <sup>b</sup>

Source: Processed Primary Data, 2024

Based on the F-test results in Table 16, the calculated F value is 1206.179, while the significance value of the F-test is 0.000.

### **The Influence of Digital Marketing Strategy on Business Success in Online Shop Consumers of Daster Convection in Tasikmalaya**

Digital marketing refers to marketing activities, including branding or brand recognition, that utilize various web-based media such as blogs, websites, email, AdWords, e-commerce, and social networks. The indicators of digital marketing strategy are measured based on transaction cost, interactivity, incentive programs, and site design. Based on responses from 240 respondents regarding digital marketing strategy and business success, the data reveals that the direct influence of digital marketing strategy on business success is 0.52 or 52%. The indirect influence of digital marketing strategy on business success through brand awareness is 0.08 or 8%. The indirect influence of digital marketing strategy on business success through the implementation of big data technology is 0.11 or 11%. Thus, the total influence of digital marketing strategy on business success, either directly or indirectly, is

0.70 or 70%. Based on the t-test results, the calculated t-value of 17.122 is greater than the tabulated t-value of 1.651 ( $df = 236$  and  $\alpha = 0.05$ ) with a positive direction. Additionally, the significance value of  $0.000 < 0.025$  (two-tailed), indicating the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_a$ ). The acceptance of  $H_a$  indicates an influence of digital marketing strategy on business success in online shop consumers of Daster Convection in Tasikmalaya. The positive direction implies that when digital marketing strategy increases, the business success of Daster Convection in Tasikmalaya also increases. This aligns with research conducted by Shalsabila and Radea (2023), which concluded that Digital Marketing variables affect SMEs' growth. Additionally, the simultaneous effect of Enterprise Resource Planning and Digital Marketing variables on SMEs' growth was observed. Similarly, research by Debora (2023) concluded that social media plays a crucial role in enhancing business success, particularly in marketing and promotion. The correct use of strategies on social media can boost sales and customer loyalty. Moreover, the findings are consistent with Fourqoniah and Aransya (2020:76), who stated that marketing technology development is one aspect that supports business success.

### **The Influence of Brand Awareness on Business Success in Online Shop Consumers of Daster Convection in Tasikmalaya**

Brand awareness refers to a brand's ability to come to consumers' minds when they think about a specific product category and how easily the name is recalled. Brand awareness indicators are measured based on spontaneous (unaided) awareness, top-of-mind awareness, and aided awareness. Based on responses from 240 respondents regarding brand awareness and business success, the data reveals that the direct influence of brand awareness on business success is 0.02 or 2%. The indirect influence of brand awareness on business success through digital marketing strategy is 0.08 or 8%. The indirect influence of brand awareness on business success through the implementation of big data technology is 0.02 or 2%. Thus, the total influence of brand awareness on business success, either directly or indirectly, is 0.11 or 11%. Based on the t-test results, the calculated t-value of 4.162 is greater than the tabulated t-value of 1.651 ( $df = 236$  and  $\alpha = 0.05$ ) with a positive direction. Additionally, the significance value of  $0.000 < 0.025$  (two-tailed), indicating the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_a$ ). The acceptance of  $H_a$  indicates an influence of brand awareness on business success in online shop consumers of Daster Convection in Tasikmalaya. The positive direction implies that when brand awareness increases, the business success of Daster Convection in Tasikmalaya also increases. This is consistent with research conducted by Purwianti et al. (2023), which concluded that Brand Awareness significantly affects Purchase Intention. Additionally, research by Dwiyantri, Qomariah, and Tyas (2018) concluded that brand awareness influences the purchasing decisions of Rinso detergent soap among 2014 Faculty of Economics students at Muhammadiyah University of Jember. Furthermore,

the findings align with Fourqoniah and Aransya (2020:75), who stated that a product's position in consumers' eyes, compared to competitors' products, will affect business success.

### **The Influence of Big Data Technology Implementation on Business Success in Online Shop Consumers of Daster Convection in Tasikmalaya**

Big Data is defined as data that has extreme size (volume), speed (velocity), and/or variety (variety), which demands fast and innovative information processing to support decision-making and automation. In marketing activities, big data is crucial, especially as it provides information about consumers, facilitating the promotion of goods or services. Big data indicators are measured based on nascent, pre-adoption, early adoption, corporate adoption, and mature stages. Based on responses from 240 respondents regarding brand awareness and business success, the data reveals that the direct influence of big data technology implementation on business success is 0.02 or 2%. The indirect influence of big data technology implementation on business success through digital marketing strategy is 0.10 or 10%. The indirect influence of big data technology implementation on business success through brand awareness is 0.02 or 2%. Thus, the total influence of big data technology implementation on business success, either directly or indirectly, is 0.13 or 13%. Based on the t-test results, the calculated t-value of 3.958 is greater than the tabulated t-value of 1.651 ( $df = 236$  and  $\alpha = 0.05$ ) with a positive direction. Additionally, the significance value of  $0.000 < 0.025$  (two-tailed), indicating the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_a$ ). The acceptance of  $H_a$  indicates an influence of big data technology implementation on business success in online shop consumers of Daster Convection in Tasikmalaya. The positive direction implies that when big data technology implementation increases, the business success of Daster Convection in Tasikmalaya also increases. These findings align with research conducted by Sudarsono (2020), who concluded that directly, big data is quite potent as data and information in making online purchase decisions in Indonesia. Additionally, it is consistent with research by Anggraeni and Elan Maulani (2023), which revealed that the development of big data technology affects the success of a business process, supported by the statement of Fourqoniah and Aransya (2020:76), who stated that the development of marketing technology is one aspect that supports business success.

### **The Influence of Digital Marketing Strategy, Brand Awareness, and Big Data Technology Implementation on Business Success in Online Shop Consumers of Daster Convection in Tasikmalaya**

Based on the correlation test results between independent variables and the correlation test results of independent variables to the dependent variable, the total influence of Digital Marketing Strategy, brand awareness, and Big Data Technology Implementation on Business Success is 0.94 or 94%. This value is the accumulation of the total influence of digital marketing strategy on business success, both

directly and indirectly, at 70%, the total influence of brand awareness on business success, both directly and indirectly, at 11%, and the total influence of big data technology implementation on business success, both directly and indirectly, at 13%. Additionally, other factors not included in this study influence business success by 6%. Based on the F-test results, the calculated F-value of 1206.179 is greater than the tabulated F-value of 3.87 ( $df_1 = 3$  and  $df_2 = 236$ ). Additionally, the significance value of  $0.000 < 0.025$  (two-tailed), indicating the rejection of the null hypothesis ( $H_0$ ) and the acceptance of the alternative hypothesis ( $H_a$ ). The acceptance of  $H_a$  indicates an influence of digital marketing strategy, brand awareness, and big data technology implementation on business success in online shop consumers of Daster Convection in Tasikmalaya. This aligns with Fourqoniah and Aransya (2020), who stated that one of the aspects influencing business success is the development of information technology as a means of promotion and sales. The positioning of a product in the eyes of customers compared to competitor products can also be one aspect influencing business success.

## CONCLUSION

Based on the research results and discussions regarding the impact of digital marketing strategy, brand awareness, and big data technology implementation on business success, the following conclusions can be drawn:

1. Digital marketing strategy and business success in online shop consumers of Daster Convection in Tasikmalaya are in very good condition. Meanwhile, brand awareness and big data technology implementation in online shop consumers of Daster Convection in Tasikmalaya are in good condition.
2. Digital marketing strategy, brand awareness, and big data technology implementation partially have a positive and significant impact on business success in online shop consumers of Daster Convection in Tasikmalaya.
3. Digital marketing strategy, brand awareness, and big data technology implementation simultaneously have a significant impact on business success in online shop consumers of Daster Convection in Tasikmalaya.

## SUGGESTION

Based on the research results and discussions, the following recommendations are provided to the Daster Convection online shop in Tasikmalaya:

1. The use of digital marketing strategies needs to be maintained considering its significant impact on business success. Enhancing marketing strategies can be done by utilizing platforms like Telegram and models for product photography, especially since the score for the site design indicator is lower compared to other indicators.

2. Increasing brand awareness should be prioritized due to its relatively smaller influence compared to other variables on business success. Compared to other indicators, the score for the spontaneous (unaided) awareness indicator is lower. Steps to improve this can involve creating a strong brand image through influencer marketing, which is easily remembered by consumers when they hear about the Daster Convection brand in Tasikmalaya.
3. The use of big data technology needs to be enhanced considering its relatively smaller influence compared to other variables on business success. When compared to other indicators, the scores for nascent, pre-adoption, early adoption, and corporate adoption indicators are lower. To improve business success using big data technology, utilizing social media and e-commerce platforms such as Shopee, Lazada, Tokopedia, WhatsApp Groups, and Facebook Groups for product information and transactions with consumers can be beneficial.
4. Further research is needed on other variables that can influence business success. Other variables such as motivation, entrepreneurial environment, and the psychological conditions of entrepreneurs could potentially affect business success.

#### **CREDIT AUTHORSHIP CONTRIBUTION STATEMENT**

**Ami Lutfiani:** Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Kartawan Kartawan:** Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, and Writing-original Draft. **Yusuf Abdullah:** Writing-review Editing.

#### **DECLARATION OF COMPETING INTEREST**

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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