Impact of digital marketing and price towards intention to buy mediating by brand awareness in interior design business

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Article Info	ABSTRACT
	As technology advances in our generation, digital marketing has become an effective method for promoting a firm. In terms of interior design, each organization has a unique style and set of features, beginning with the design of ideas, design preferences, and design objectives to be attained. Therefore, digital marketing assists in demonstrating to the public what sort of interior services a firm engaged in creative intends to offer. With the aid of social media marketing and pricing, instill value and brand awareness in the minds of clients seeking interior design services, resulting in their intention to purchase the services. This study seeks to investigate and assess the impact of digital marketing methods and prices on business interior design and the formulation of client purchase intentions. This study employs quantitative methods. In this study, quantitative data will be measured using the Likert Interval scale. The study's findings indicate that content marketing (X1) has a favorable and statistically significant impact on brand awareness. Brand awareness is positively and significantly affected by website quality (X2). Brand awareness is positively and significantly affected by online advertising (X3). Price (X4) has a large and favorable impact on brand recognition.

INTRODUCTION

According to MarkPlus Insight (2013) that survey the technology and internet market in Indonesia shows the fact that many of the Indonesia e-commerce consumers access social media to search their needs whether products or services, thus it became a digital culture in Indonesia. Also, the development of digital technology is currently affected by several factors including the usage of the internet, smartphones and the emergence of social media. It cannot be denied that nowadays, any kinds of products and services can be discovered in social media, thus it makes the development of e-commerce and increase people using digital media (Umami & Darma, 2021). Also, research shows that social commerce such as facebook, instagram and others was more popular than the e-commerce main site. From here it can be seen that Indonesian people were mainly closed with things that involved "social".

A job of a designer aims at solving problems by intervening in a particular way, including an interior design business, which provides design consultation services in solving space problems to improve people's lives, both indoor and outdoor spaces. The construction of houses, apartments, offices, shops, and other buildings making the ever-increasing needs of interior design began in demand by consumers. As it plays in the creative industry, it requires more creative resources derived from human creativity and physical resources, especially the media role. Every client had different tastes in terms of design styles. As the times progressed, design models also developed from shape, color and material play. Due to this, with the existence of interior design services, it allows clients to organize the room and realize their want to design the room itself.

Haddad (2014) stated that what the clients wanted when looking for designers in the present was different from fifteen or twenty years ago. In the present, clients look first at the designer's experiences with the projects that they handled which represent the company's identity. With those considerations, it evaluates the ability of the interior company to finish the project on time within the budget that has been set, the design output and the accuracy in making estimations and specifications.

With that being said, it is common that clients need to recognize the company's ability and identity to make the decisions whether they want to use their service or not, especially a design

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consultant company. The International Corporate Identity Group (ICIG) proposed a definition that stated 'Every organization has an identity. It articulates the corporate ethos, aims and values and presents a sense of individuality that can help in differentiating the organization within its competitive environment'. Company's identity recognition helps the company to achieve long-term benefits externally both in creating positive perspectives as well as better recognition towards the company's service (Munajjed & Sulaiman, 2015). It also helps each company to differentiate with one another. Therefore, company identity or characteristic is controlled by the organization in the company, whereas in an interior design company, it is controlled by the service's output created by human creativity.

With the increase of digital and internet users in these modern days, everyone relies more on social media, online advertisements to find information and recommendations for everything they are looking for. It also becomes a primary need for people to connect with each other and with other platforms. Other than that, it also became an important role in business life, in terms of marketing as well as connecting with suppliers and clients. In the business world nowadays, digital marketing has become the most strategic way to market the company's identity and service they provide to the public. The growth of social media networks makes marketing more effective to reach attractions. Therefore, many of the design companies used digital marketing to show their designers' creativity output in the finished design or as the company's online portfolio. To expand a company's identity to be known more in the public could come from the strategy of creating relationships with customers in mind. It became a sufficient strategy to gather more audiences faster from online and have them recognize the insights of the business, knowing that there are many good competitors that also compete in the same market (Surjeet, 2016).

The media to deliver the value of the products or service and building company-customer's relationship with digital marketing could be achieved through content marketing, web quality and online advertising strategies. Content marketing plays a role that involves gathering, distributing and strengthening relevant business content information and makes it exciting and helpful for the audience (Hollensen et al., 2017). Web quality affects on how the marketing that are delivered with best quality in order to increase customers involvement in the platform. As for online advertising strategy, it generally delivers advertisements about the business to online users through the internet such as websites, emails, softwares and smartphones (Rajalakshmi, Ms.C., Purusothaman, 2017). When building company-customer relationship became success, it generates value and customers became aware of the brand of the company, it makes the brand became an impact to the customers' minds (Çizmeci & Ercan, 2015) that makes them aware, remember and get used to a specific brand (Bilgin, 2018) thus grow the intention to buy the brand. Other than digital marketing influence towards brand awareness and the intention to buy, it also influenced by price. Price's role in business mirrored the quality of the product (Levrini & Jeffman dos Santos, 2021) which affect the customer's options to decide whether to associated with the brand or not.

In the book by Maczuga P. (2014), it was said that customers can feel engaged with a company when the content marketing makes them feel interested and makes them possible buyers of the service. It can also raise awareness by making appealing products or services to build relationships with audiences (Gümüş, 2017). Content marketing can help people learn more about a company's products or services and become more familiar with them (Aprilia et al., 2019; Wicaksono & Seminari, 2016). Neil Patel, a digital marketing expert, said that spreading a good content marketing strategy can bring in eight times as much traffic to a website (2022). (MsTechnologies, 2022). In the interior design business, content marketing that shares relevant and useful information about design activities could help the business grow in the eyes of the public and is one of the most effective ways to raise brand awareness (Seo et al., 2020).

Digital media marketing includes things like interacting with audiences, sharing content with them, and keeping up with what's popular. Good social media marketing also improves brand equity, especially brand awareness (Khan & Fatma, 2019). As a result, the quality of the media is just as important as getting more customers to join the activity on the platform. Interior design websites that have the right qualities to attract customers, it's clear that creating a website with the best quality in the creative field takes more than just stunning visuals. Customers would feel like the website helped them understand the brand as a whole because it was both functional and attractive (DigitalGrace, 2017). Building a successful website would help customers recognise the company's brand.

Mahalaxmi & Ranjith (2016) say that customers' behaviours in e-commerce settings are mostly influenced by a few factors, such as how satisfied they were with their online experience, which then led them to decide to buy. Through online advertising, the message would make the customer think more about the brand. The customer's first impression would be from advertising, like making a website, or seeing online ads, like paid promotion from online platforms (Filiopoulou et al., 2019). In the interior design business, online advertising affects how customers see the brand and brings in new customers. It works as eWOM, which lets more people know about the brand than the old plan (Caddetailsblog, 2022).

Price is an important part of building a brand and brand awareness, which sets customer expectations and shows the quality of a product or service, whether or not the brand is seen as valuable and therefore worth the price. Aside from that, it also shows the status of the brand, making people aware of the brand (Levrini & Jeffman dos Santos, 2021) and showing if the brand is a valuable product or service that is worth the price. The price of interior design services depended on the type of design service offered. The conversation between the customer and the company makes the customer think that they have to pay for the company's design services in order to reach their design goals. In interior design, the way a price was set used to depend on how much the design project cost, if there were any extra fees, and so on (Foyr, 2020). There are different terms and conditions about pricing in each company, which helps people remember the company.

Digital marketing and a customer's decision to buy are linked by two kinds of customer needs: functional and emotional (Adela & Tecoalu, 2017). Functional needs have to do with how the product or service makes you feel about how it works, while emotional needs have to do with how the product or service makes you feel. Wibisurya (2018) said that digital marketing made people more likely to buy because of interesting content and products or services that were made just for them. Mustikasari & Widaningsih (2019) research shows that using viral marketing or eWOM through social media could change a customer's decision to buy. As a general explanation of the digital marketing strategy in interior design, it creates brand awareness among customers through content marketing, web quality, and online advertising. This makes it possible for customers who are looking for an interior design consultation service to form the intention to buy.

Customers can use price as a clue to decide what to buy (Beneke & Carter, 2015). Because price showed how good a product or service was, it affected a customer's decision to buy and raised their expectations of how good the product or service was. Price and product quality must be similar in order to gain the trust of customers and meet their needs. When a customer trusts a business, they are more likely to buy the product or service. When getting an interior design service, it's likely that the customer will be involved in the project. The price would depend on the design goals, the building materials, and the fees for the designers' service and hard work throughout the process. So, when customers trust a service, they get results that meet their needs and are worth the price they pay. According to the study by Coelho et al., (2013), there may be a link between price and a customer's intent to buy.

Branding is an important part of a company's ability to compete because each brand has its own identity and image that helps it stand out from similar products and services from other companies (Umami & Darma, 2021). So, brand image and trust have an effect on the decision to buy (Zamrudi et al., 2016). With the help of social media, the brand can be marketed and brand awareness can be raised, which will affect the customer's decision to buy the product or service. So, when making a decision to buy, the customer's overall impression of the brand is the most important factor (Phua & Kim, 2018). In the interior design business, brand awareness is built through the customer's experiences with the company's service and portfolio. This affects the customer's decision to use the company's service when they need a design consultation project.

In this research, the researcher will focus on the impact of the content digital marketing, web quality, online advertising strategy as well as price in interior design companies towards the customer's intention to buy through realizing the brand awareness. The value of this paper is provided by the researcher's focus on the way of digital marketing strategy which corresponds to the high usage of technology development that became the primary need and habit in this generation. It has become the key to a successful design selling company that benefits both parties, thus achieving the company's brand awareness and produce the customer's intention to buy. It is also important to know that price also have its role in helping company's selling and gain profit.

The purpose of this research theoretical implication is to observe the relation between digital marketing strategy application and price with customer's intention to buy through building brand awareness. The researcher will explain and deepen the understanding about the impact of digital marketing in these modern days to market company's services that focus on interior design business and also the price that comes from discussing the project planning. On the other hand, the researcher will explain its relation with the variable of customer's intention to buy through the mediation of brand awareness.

RESEARCH METHODS

The unit of analysis refers to the level of aggregation of the data that are collected during the data analysis stage. The unit analysis can be divided as individual, two-person groups (dyads), group, departments and culture, so it depends on what kind of data the researchers are looking for based on the research topic (Sekaran & Bougie, 2016). In this research, the unit analysis was based on the subject of millennials and Gen-z people as the respondents, which is an individual unit analysis. The data would come from individuals of each millennial and Gen-z that have familiarity with interior design that would help to analyze from their perspective of the usage of digital marketing media and price that built brand awareness that might be the consideration to build an intention to buy in the interior design business. Type of this research is Cross-sectional studies are the type of research which the data can be gathered just once, perhaps over a period of days or weeks or months in order to found answers of the research questions, thus it's sufficient for the time of the data collection (Sekaran & Bougie, 2016).

Quantitative data are shown in the form of numbers that are gathered through structured questions that support the data for the topic about the impact of content marketing, web quality and online advertising towards the intention to buy of an interior design business with mediation of brand awareness. The quantitative data gathered by the development of indicators to get the closure of the answer. All the datas from the quantitative research would be the key to test the hypothesis and theories. Hypothesis is derived from theories which are based on the logical beliefs of the researcher and as a tool to test the data analysis (Sekaran & Bougie, 2016).

The object of the research will be an important aspect in analyzing and answering this research's purposes, it informs readers what the researcher wants to attain through the study (Julianto, A., 2014). The object of this research is based on the research conceptual model. This research includes variables about digital marketing strategy such as content marketing and online advertising towards brand awareness. Variables are anything that can take on differing values. Variable numbers are not limited to be measured, they can differ at various times for the same object or individuals, or at the same time for different objects or individuals (Sekaran & Bougie, 2016). Variables in this research study were divided into three types; such as dependent variable, mediating variable, and independent variable.

Dependent variables became the primary interest in the research topic that the researcher's purpose is to explain its variability or predict it. As for the mediating variable, it works as the surface between the time that the independent variables start operating to influence the dependent variable and then the impact of that relation. Lastly, Independent variable's role was to influence the dependent variable in either positive or negative way (Sekaran & Bougie, 2016). In this research, the independent variables were digital marketing which are being divided in the analysis such as content marketing (X1), web quality (X2) and online advertising (X3). On the other hand, as for the mediating variable was brand awareness (M) and lastly the dependent variable was the intention to buy (Y). The mediation variable consists of company's image and customer value. As for the dependent variable was company's recognition. To measure the variables, it needs the scale measure to clarify the variables so that no error occurs when deciding data analysis and the next step of the research. The types of scale measures consist of; nominal scale, ordinal scale, interval scale, and ratio scale (Prahasdhika, 2014).

In this research, the scale measure for the quantitative data that would be used is Interval Likert scale. Likert scale used for measuring each individuals' attitude, opinion, and different perspectives about a phenomenon or a specific case. Also, the measured variables would be divided into variable indicators, which then would be used as a starting point to build the instruments that can consist of statements or questions whether positive or negative. In this type of scale, the respondents were expected to answer the questions or statements by choosing the answer options based on the scale measure that are given (Prahasdhika, 2014).

Hypothesis

H_1: Content marketing have significant effect for brand awareness in interior design business

H_2: Web quality have significant effect towards brand awareness in interior design business

H_3: Online advertising have significant effect for customer satisfaction in interior design business

H_4: Price has significant effect towards brand awareness in interior design business

H_5: Digital marketing have significant effects towards customer's intention to buy in interior design business

H_6: Price have significant effects towards customer's intention to buy in interior design business

H_7: Brand awareness have significant effect towards customer's intention to buy in interior design business

RESULTS AND DISCUSSION
Result of The Research
Partial Test (T-test)

The partial test in this research would be devided into two group which the first one was independent variables (X) that consists of content marketing (X1), web quality (X2), online advertising (X3), and price (X4) towards the intervening variable which is brand awareness (M). The second one was the independent variables and intervening variable towards dependent variables which was intention to buy (Y).

To find the number of t-table that will conclude the partial test variables results of X variables towards M variable, it will be found through the formula below;

t table $= t\,(\alpha/2\ \ ;n\text{-}k\text{-}1)$
$= t(0.05/2;300\text{-}4\text{-}1)$
$= t(0.025\ ;295)$
$= 1.968$

Description:
α $= 0.05$
n $=$ total of respondent (300)
k $=$ number of X variables (4)

Table 1 Partial Test Results of X to M

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig
1	(Constant)	7.107	1.509		4.710	<.001
	Content Marketing (X1)	.148	.045	.186	3.251	.001
	Web Quality (X2)	.248	.052	.299	4.791	<.001
	Online Advertising (X3)	.190	.053	.237	3.593	<.001
	Price (X4)	.111	.044	.132	2.532	.012

a. Dependent Variable: Brand Awareness (M)

Source : SPSS 27 data processed by researcher 2022

According to the results of t from the table above, then it conclude the partial test of H1 to H4 variable. For the content marketing (X1) towards brand awareness (M), the significant value was <0.001 thus it resulted that (<)0.001 < 0.05 and as for the t-value was 3.251 which as a result that 3.251 > 1.968. Thus, it can be concluded that H1 is accepted and it means X1 has an "influence" towards M variable. For the web quality (X2) towards brand awareness (M), the significant value was 0.001 thus it resulted that 0.001 < 0.05 and as for the t-value was 4.791 which as a result that 4.791 > 1.968. Thus, it can be concluded that H2 is accepted and it means X2 has an "influence" towards M variable. For the online advertising (X3) towards brand awareness (M), the significant value was <0.001 thus it resulted that (<)0.001 < 0.05 and as for the t-value was 3.593 which as a result that 3.593 > 1.968. Thus, it can be concluded that H3 is accepted and it means X3 has an "influence" towards M variable. For the online advertising (X4) towards brand awareness (M), the significant value was 0.012 thus it resulted that 0.012 < 0.05 and as for the t-value was 2.532 which as a result that 2.532 > 1.968. Thus, it can be concluded that H4 is accepted and it means X4 has an "influence" towards M variable.

From the statements above, the partial test for all X variables towards M variable can be concluded that all X variables have infuences towards M variable.

To find the number of t-table that will conclude the partial test variables results of X and M variables towards Y variable, it will be found through the formula below;

t table = t (α∕2 ;n-k-1)
= t(0.05∕2;300-5-1)
= t(0.025 ;294)
= 1.968

Description:
α = 0.05
n = total of respondent (300)
k = number of X variables (5)

Table 2 Partial Test Results of X and M to Y

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	4.155	1.348		3.082	<.001
	Content Marketing (X1)	.169	.040	.212	4.241	.001
	Web Quality (X2)	.183	.046	.220	3.951	<.001
	Online Advertising (X3)	.277	.047	.345	5.935	<.001
	Price (X4)	.040	.038	.047	1.049	.295
	Brand Awareness (M)	.114	.050	.114	2.276	.024

a. Dependent Variable: Intention to Buy (Y)

Source : SPSS 27 Data Processed By Researcher 2022

According to the results of t from the table above, then it conclude the partial test of H1 to H4 variable. For the content marketing (X1), web quality (X2), and online advertising (X3) towards intention to buy (Y) their significant values was <0.001 thus it resulted that all three X variables (<)0.001 < 0.05. As for the t-value, the X1 had 4.241 which as a result that 4.241 > 1.968. The X2 had 3.951 which as a result that 3.951 > 1.968. Lastly, the X3 had 5.935 which as a result that 5.935 > 1.968. Thus, it can be concluded that H5 are accepted and it means that all of X1, X2 and X3 have "influences" towards Y variable. For the price (X4) towards intention to buy (Y), the significant value was 0.024 thus it resulted that 0.295 > 0.05 and as for the t-value was 1.049 which as a result that 1.049 < 1.968. Thus, it can be concluded that H6 is accepted and it means X6 has "no influence" towards Y variable.For the brand awareness (M) towards intention to buy (Y) the significant value was <0.001 thus it resulted that 0.024 < 0.05 and as for the t-value was 2.276 which as a result that 2.276 > 1.968. Thus, it can be concluded that H3 is accepted and it means X3 has an "influence" towards M variable. From the statements above, the partial test for X variables and M variable towards Y variable can be concluded that only X1, X2, and X3 variables except X4 have infuences towards M variable.

Simultant Test (F-test)

The simultant test in this research would also be devided into two group which the first one was independent variables (X) that consists of content marketing (X1), web quality (X2), online advertising (X3), and price (X4) towards the intervening variable which is brand awareness (M). The purpose of simultant test of X variables to M variable was to discover whether there are simultant relationship from the independent varibles towards the intervening variable. Then, the second one was the independent variables and intervening variable towards dependent variables which was intention to buy (Y). The purpose of simultant test was to see whether both the independent and the intervening variables have a simultant relationship towards dependent variable.

To find the number of f-table that will conclude the simultant test variables results of X variables towards M variable, it will be found through the formula below;

F table = F (k;n-k)
= F (4 ; 300 – 4)
= F (4;296)
= 2.402

Table 3 Simultant Test Results of X to M

Model		Sum of Square	df	Mean Square	t	Sig
1	Regression	1871.527	4	467.882	88.626	<.001[b]
	Residual	1557.390	295	5.279		
	Total	3428.917	299			

    a. Dependent Variable: Brand Awareness (M)
    b. Predictors: (Constant), Price (X4), Content Marketing (X1), Web Quality
       (X2), Online Advertising (X3)
Source : SPSS 27 Data Processed By Researcher 2022

Description:
n = total of respondent (300)
k = number of X variables (4)

      According to the results of f from the table above, it showed that the significant value result was <0.001, thus it means that (<)0.001 < 0.05. As for the f-value, the conclude the simultant test of X variables towards M variables was 88.626, which means that 88.626 > 2.402. So as a result, it can be concluded that there are simultant influence of all X variables towards M variable.

      To find the number of f-table that will conclude the simultant test variables results of X and M variables towards Y variable, it will be found through the formula below;

F table = F (k ;n-k)
       = F (5 ; 300 – 5)
       = F (5 ; 295)
       = 2.245

Table 4 Simultant Test Results of X and M to Y

Model		Sum of Square	df	Mean Square	t	Sig
1	Regression	2289.737	5	457.947	116.833	<.001[b]
	Residual	1152.383	294	3.920		
	Total	3442.120	299			

    a. Dependent Variable: Intention to Buy (Y)
    b. Predictors: (Constant), Brand Awareness (M), Price (X4), Content
       Marketing (X1), Web Quality (X2), Online Advertising (X3)
Source : SPSS 27 Data Processed By Researcher 2022

Description:
n = total of respondent (300)
k = number of X variables (5)

      According to the results of f from the table above, it showed that the significant value result was <0.001, thus it means that (<)0.001 < 0.05. As for the f-value, the conclude the simultant test of X variables and M variable towards Y variable was 116.833, which means that 116.833 > 2.245. So as a result, it can be concluded that there are simultant influence from all of X and M variables towards Y variable.

Discussion
The Impact of Content Marketing Strategy Towards The Brand Awareness In Interior Design Business (H1)
      According to all of the analysis that has been done, it's resulting that the variable of content marketing has positive and significant effect towards the brand awareness variable in interior design business. The result analysis showed that t_value has the amount of 3.251 which as a result that 3.251 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 295) and the significant value that are from the calculation has the amount of 0.001 (sig. value < 0.05), thus it can be concluded that H_1 that stated "Content marketing have significant effect for brand awareness in interior design business" can be

accepted. With the correlation of the variables that have the coefficient beta 0.148, which means that there are positive relation between those variables. In this case, the higher the variable of content marketing, the variable of brand awareness would also be higher, which also means if an interior design business keep prioritize their content marketing, then it would also increase public's brand awareness towards its interior design business.

The Impact of Web Quality Towards The Brand Awareness In Interior Design Business (H2)

According to all of the analysis that has been done, it's resulting that the variable of web quality has positive and significant effect towards the brand awareness variable in interior design business. The result analysis showed that t_value has the amount of 4.791 which as a result that 4.791 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 295) and the significant value that are from the calculation has the amount of <0.001 (sig. value < 0.05), thus it can be concluded that H_2 that stated "Web quality have significant effect towards brand awareness in interior design business" can be accepted. With the correlation of the variables that have the coefficient beta 0.248, which means that there are positive relation between those variables. In this case, the higher the variable of web quality, the variable of brand awareness would also be higher, which also means if an interior design business keep prioritize their web quality, then it would also increase public's brand awareness towards its interior design business.

The Impact of Online Advertising Strategy Towards The Brand Awareness In Interior Design Business (H3)

According to all of the analysis that has been done, it's resulting that the variable of online advertising has positive and significant effect towards the brand awareness variable in interior design business. The result analysis showed that t_value has the amount of 3.593 which as a result that 3.593 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 295) and the significant value that are from the calculation has the amount of <0.001 (sig. value < 0.05), thus it can be concluded that H3 that stated "Online advertising have significant effect for customer satisfaction in interior design business" can be accepted. With the correlation of the variables that have the coefficient beta 0.190, which means that there are positive relation between those variables. In this case, the higher the variable of online advertising, the variable of brand awareness would also be higher, which also means if an interior design business keep prioritize their online advertising, then it would also increase public's brand awareness towards its interior design business.

The Impact of Price Towards The Brand Awareness In Interior Design Business (H4)

According to all of the analysis that has been done, it's resulting that the variable of price has positive and significant effect towards the brand awareness variable in interior design business. The result analysis showed that t_value has the amount of 2.532 which as a result that 2.532 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 295) and the significant value that are from the calculation has the amount of 0.012 (sig. value < 0.05), thus it can be concluded that H_4 that stated "Price have significant effect towards brand awareness in interior design business" can be accepted. With the correlation of the variables that have the coefficient beta 0.111, which means that there are positive relation between those variables. In this case, the higher the variable of price, the variable of brand awareness would also be higher, which also means that price in an interior design business mirrored the quality of the design project results, then it would also increase public's brand awareness towards its design quality in their portfolio.

The Impact of Digital Marketing Strategies Towards A Customer's Intention To Buy An Interior Design Service (H5)

In this section, the explanation would include digital marketing strategies which was content marketing, web quality, and online advertising towards customers' intention to buy. According to all of the analysis that has been done, it's resulting that the variable of content marketing has positive and significant effect towards the intention to buy variable in interior design business. The result analysis showed that t_value has the amount of 4.241 which as a result that 4.241 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 294) and the significant value that are from the calculation has the amount of <0.001 (sig. value < 0.05), thus it can be concluded that "Content marketing have significant effect

for intention to buy" can be accepted. With the correlation of the variables that have the coefficient beta 0.169, which means that there are positive relation between those variables. In this case, the higher the variable of content marketing, the variable of intention to buy would also be higher. It also means that if an interior design business keep prioritize their content marketing, then it would also increase customer's possibility intention to buy the interior design service.

Other than that, it's also resulting that the variable of web quality has positive and significant effect towards the intention to buy variable in interior design business. The result analysis showed that t_value has the amount of 3.951 which as a result that 3.951 > t_table with the amount of 1.968 (α = 0.05 ; df residual = 294) and the significant value that are from the calculation has the amount of <0.001 (sig. value < 0.05), thus it can be concluded that "Web quality have significant effect for intention to buy" can be accepted. With the correlation of the variables that have the coefficient beta 0.183, which means that there are positive relation between those variables. In this case, the higher the variable of web quality, the variable of intention to buy would also be higher. It also means that if an interior design business keep prioritize their web quality, then it would also increase customer's possibility intention to buy the interior design service.

Lastly, it's resulting that the variable of online advertising also has positive and significant effect towards the intention to buy variable in interior design business. The result analysis showed that t_value has the amount of 5.935 which as a result that 5.935 > t_table with the amount of 1.968 (α = 0.05 ; df residual = 294) and the significant value that are from the calculation has the amount of <0.001 (sig. value < 0.05), thus it can be concluded that "Online advertising have significant effect for intention to buy" can be accepted. With the correlation of the variables that have the coefficient beta 0.277, which means that there are positive relation between those variables. In this case, the higher the variable of online advertising, the variable of intention to buy would also be higher. It also means that if an interior design business keep prioritize their online advertising, then it would also increase customer's possibility intention to buy the interior design service. In conclusion, the H5 that stated "Digital marketing (content marketing, web quality, and online advertising) have significant effects towards customer's intention to buy in interior design business" can be accepted.

The Impact of Price Towards A Customer's Intention To Buy An Interior Design Business (H6)

According to all of the analysis that has been done, it's resulting that the variable of price has don't have significant effect towards the intention to buy variable in interior design business. The result analysis showed that t_value has the amount of 1.049 which as a result that 1.049 < t_table with the amount of 1.968 (α = 0.05 ; df residual = 294) and the significant value that are from the calculation has the amount of 0.295 (sig. value > 0.05), thus it can be concluded that H_6 that stated "Price have significant effect towards intention to buy in interior design business" is rejected. With the correlation of the variables that have the coefficient beta 0.040, which means that there are positive relation between those variables. In this case, the higher the variable of price, it doesn't affected the variable of intention to buy. It also means that the price issue in interior design business doesn't impact customer's possibility intention to buy the interior design service.

This result align with the previous study that are done by Ruswanti et al., (2016) that had one of the research variable is the influence of price towards purchase intention, in which the study's result also stated that price has no effect on purchase intention. As for price variable, it has significant effect on brand awareness, which align with past research by Alhaddad (2014), which shows that the increasing in customer's price awareness generates customers' awareness towards a brand. Also, the result also align with the past research by Budiono et al., (2021) which shows that brand awareness has significant effect towards intention to buy. In this case that research about interior design business, brand awareness in customers' mind based on the design projects portfolio that also mirrored the design quality. Price in interior design plays an important role in determine the quality results of the design projects, the price were issued for material purchasing, furnitures and decorations purchasing, and other construction details, thus it will resulting in good design project impressions towards the public. So, it will result that price determined customer's brand awareness and from there it will built the intention to buy the design service.

The impact of brand awareness towards a customer's intention to buy an interior design service (H7)

According to all of the analysis that has been done, it's resulting that the variable of brand awareness has positive and significant effect towards the intention to buy variable in interior design business. The result analysis showed that t_value has the amount of 2.276 which as a result that 2.276 > t_table with the amount of 1.968 ($\alpha = 0.05$; df residual = 294) and the significant value that are from the calculation has the amount of 0.024 (sig. value < 0.05), thus it can be concluded that H_7 that stated "Brand awareness have significant effect towards customer's intention to buy in interior design business" can be accepted. With the correlation of the variables that have the coefficient beta 0.114, which means that there are positive relation between those variables. In this case, the higher the variable of brand awareness, the variable of intention to buy would also be higher. It also means that if there are brand awareness towards an interior design business that are gained more from the public, then it also possible to gain increasing purchase intention from the people that could become prospective clients.

The impact of content marketing, web quality, online advertising and price give an impact on a customer's intention to buy mediating by brand awareness an interior interior design business (H8)

According to all of the analysis that has been done, it's resulting that the variable of content marketing, web quality, online advertising and price towards the customer's intention to buy variable mediating by brand awareness in interior design business have positive and significant effects. The analysis showed that the direct effect of all X varibles towards intention to buy which content marketing has the amount of 0.169, web quality with 0.183, online advertising with 0.277 and price with 0.040. As for the direct effect of all X variables towards brand awareness which content marketing has the amount of 0.148, web quality with 0.248, online advertising with 0.190 and price with 0.111. Lastly for the direct effect of brand awareness towards intention to buy has the amount of 0.114. The undirect effects of all variable X towards intention to buy mediating by brand awareness have the amount for content marketing 0.169 x 0.114 is 0.188, web quality with 0.183 x 0.114 is 0.021, online advertising with 0.277 x 0.114 is 0.032, then price with 0.040 x 0.114 is 0.005.

For the total effect or total influence showed all X variables towards intention to buy variable mediating by brand awareness have the amount of each variables that consists for content marketing was TE: 0.169 + 0.169 = 0.338, web quality was TE: 0.183 + 0.034 = 0.217, online advertising was TE: 0.277 + 0.022 = 0.497, and price with TE: 0.040 + 0.013 = 0.053. These meant that the values result showed positive effects of the X variables, then the brand awareness would affect positive as well as the intention to buy. As for the conclusion for the analysis, it can be stated that brand awareness can be a partial intervening variable that connected the content marketing, web quality, online advertising and price with customers' intention to buy. Which described that the application of content marketing, web quality, online advertising and price strategy in an interior design business that are supported by the emerge of brand awareness from the public, then it will affect positively in making them had the intention to buy the interior design service.

CONCLUSION

Based on the research analysis results and discussion in the previous chapter, the researcher draws the following conclusion: The conclusion explanations were as follows: Content Marketing (X1) has a positive effect and is significant towards brand awareness (M), and there is a correlation that shows that the greater the application of content marketing (X1) in an interior design business, the greater the impact towards brand awareness (M). Then, Web Quality (X2) has a positive effect and is significant for brand awareness (M), and there is a correlation that shows that the higher the application of Web Quality (X2) in an interior design business, the greater the impact on brand awareness (M). And then Online advertising (X3) has a positive and significant impact on brand awareness (M), and there is a correlation that shows that the more online advertising (X3) used in an interior design business, the greater the impact on brand awareness (M). After That, price (X4) has a positive effect and is significant for brand awareness (M), and there is a correlation that shows that the higher the price (X4) variable in an interior design business, the greater the impact on brand awareness (M). Then, Content Marketing (X1), Web Quality (X2), and Online Advertising (X3) all have positive effects and are significant towards intention to buy (Y), and all have correlations, which show that the higher the applications of

Content Marketing (X1), Web Quality (X2), and Online Advertising (X3) in an interior design business, then the impact towards intention to buy (Y) would also be higher. And price (X4) doesn't have a significant effect on intention to buy (Y), and there is a correlation that shows that the higher the price (X4) variable in an interior design business, the less impact it has on intention to buy (Y). And then brand awareness (M) has a positive effect, is significant for intention to buy (Y), and has a correlation that shows that the higher the brand awareness (M) of an interior design business, the greater the impact on intention to buy (Y). And content marketing (X1), web quality (X2), online advertising (X3), and price (X4) have a positive effect and are significant factors towards intention to buy (Y) mediated by brand awareness (M) in an interior business. Thus, the correlations showed that the higher the content marketing, web quality, online advertising, and price that are supported by the increase in brand awareness, the greater the customers' intention to buy, which will also increase.

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