

## ABSTRAK

Perkembangan digital marketing mendorong pelaku usaha jasa, termasuk UMKM laundry, untuk memanfaatkan website sebagai media pemasaran guna meningkatkan kesadaran merek dan minat konsumen. Namun, efektivitas strategi digital marketing berbasis website dalam membangun brand awareness dan mendorong minat konsumen masih perlu dibuktikan secara empiris. Penelitian ini bertujuan untuk menganalisis pengaruh Strategi Digital Marketing terhadap Brand Awareness serta implikasinya terhadap Minat Konsumen pada Cucipinang Laundry. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner kepada 15 responden yang dipilih menggunakan teknik purposive sampling. Data dianalisis menggunakan uji validitas, reliabilitas, serta regresi linear sederhana dan berganda dengan bantuan Ms. Excel. Hasil penelitian menunjukkan bahwa Strategi Digital Marketing berpengaruh positif dan signifikan terhadap Brand Awareness dengan koefisien  $\beta = 0,553$  dan signifikansi  $0,000 (< 0,05)$ , serta nilai  $R^2 = 0,646$ . Brand Awareness juga berpengaruh positif dan signifikan terhadap Minat Konsumen dengan koefisien  $\beta = 0,895$  dan signifikansi  $0,000$ , serta nilai  $R^2 = 0,748$ . Secara simultan, Strategi Digital Marketing dan Brand Awareness berpengaruh signifikan terhadap Minat Konsumen dengan koefisien masing-masing  $0,214$  (Sig. =  $0,041$ ) dan  $0,731$  (Sig. =  $0,000$ ), serta nilai  $R^2$  sebesar  $0,812$ . Temuan ini menunjukkan bahwa Brand Awareness berperan sebagai variabel mediasi dalam memperkuat pengaruh strategi digital marketing terhadap minat konsumen.

Kata kunci: Digital marketing, Website, Brand awareness, Minat konsumen, S-O-R.

## **ABSTRACT**

*The development of digital marketing has encouraged service-based businesses, including small and medium enterprises (SMEs), to utilize websites as marketing tools to enhance brand awareness and consumer interest. However, the effectiveness of website-based digital marketing strategies in building brand awareness and stimulating consumer interest requires empirical validation. This study aims to analyze the effect of Digital Marketing Strategy on Brand Awareness and its implication on Consumer Interest at Cucipinang Laundry. This research employed a quantitative approach using a survey method through questionnaires distributed to 15 respondents selected using purposive sampling technique. Data were analyzed using validity and reliability tests, as well as simple and multiple linear regression analysis with the assistance of Ms. Excel. The results indicate that Digital Marketing Strategy has a positive and significant effect on Brand Awareness with a coefficient of  $\beta = 0.553$  and a significance value of 0.000 ( $< 0.05$ ), and an  $R^2$  value of 0.646. Brand Awareness also has a positive and significant effect on Consumer Interest with a coefficient of  $\beta = 0.895$  and a significance value of 0.000, and an  $R^2$  value of 0.748. Simultaneously, Digital Marketing Strategy and Brand Awareness significantly influence Consumer Interest with coefficients of 0.214 (Sig. = 0.041) and 0.731 (Sig. = 0.000), respectively, and an  $R^2$  value of 0.812. These findings demonstrate that Brand Awareness acts as a mediating variable in strengthening the influence of Digital Marketing Strategy on Consumer Interest.*

*Keywords: Digital marketing, Website, Brand awareness, Consumer interest, S-O-R.*