

ABSTRACT

This study aims to analyze the influence of brand awareness and promotion on intention to buy at Zastoregames, with impulsive buying as a moderating variable. In today's digital era, brand awareness is one of the main strategies in shaping customer purchasing decisions, while promotion serves as an effective tool to attract attention through various digital platforms such as Instagram, Facebook, and Twitter. Intention to buy refers to the customer's desire to make a purchase after being exposed to product-related information, which can be further strengthened by impulsive behavior. This research adopts a quantitative approach using a survey method, with respondents consisting of Indonesian individuals aged 18–40 who have previously made in-game top-up transactions. Data was collected through an online questionnaire and analyzed using the Structural Equation Modeling (SEM) method with SmartPLS software. The results show that brand awareness has a positive and significant influence on intention to buy, meaning that the higher the customer's awareness of the Zastoregames brand, the stronger their purchase intention. Promotion also has a positive and significant impact on intention to buy, where strategies such as discounts, bundling, and purchase bonuses successfully attract customer interest. Furthermore, impulsive buying is proven to moderate the relationship between brand awareness and intention to buy, indicating that impulsive customers are more easily driven to purchase when they are already familiar with the brand. Impulsive buying also moderates the effect of promotion on intention to buy, meaning that promotions targeted at impulsive customers have a stronger impact on their purchase intentions. These findings are expected to serve as a reference for Zastoregames in developing more effective and customer-responsive digital marketing strategies.

Keywords: Brand awareness, Impulsive buying, Intention to buy, Promotion, Zastoregames