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The Influence of Brand Awareness and Digital Marketing on the Interests of Prospective Cadets at the Barombong Maritime Polytechnic

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Abstract

This study aims to determine and analyze the effect of Brand Awareness and Digital Marketing on the Interests of prospective cadets / cadets of the Barombong Maritime Polytechnic. This research was conducted using a quantitative approach using primary data on prospective cadets/cadets of the Barombong Maritime Polytechnic Batch 69 Batch I who have passed the Admission Selection for Candidates for Cadets (SIPENCATAR) using the Nonprobability Sampling and Convenience Sampling techniques and using statistical (quantitative) analysis methods with multiple linear regression using the Statistical Product and Service Solutions (SPSS) program. Based on the results of the study, it was found that Brand Awareness partially did not have a significant effect on the interest of prospective Barombong Maritime Polytechnic cadets. Digital Marketing partially has a significant effect on the interest of prospective Polytechnic cadets/cadets. Simultaneously, Brand Awareness and Digital Marketing have a significant effect on the interest of prospective Barombong Maritime Polytechnic cadets.

Keywords: *Brand Awareness, Digital Marketing, Purchase Interest, Shipping, Barombong.*

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INTRODUCTION

Sea transportation is supported by several aspects where one of the important aspects is the development of human resources. Sea transportation is manned by qualified sailors who are competent in their fields, so that until now, the need for global seafarers is still quite high. In the labor report issued by the Baltic and International Maritime Council (BIMCO) and the International Chambers of Shipping (ICS) in 2021, there are 1,892,720 seafarers working worldwide. Of these, 857,540 of them were officers and 1,035,180 were ratings (non-officers). Currently, Indonesia has 125,960 sailors with officer qualifications (Nautics/Technical Expert Level III and above). If there are a total of 857,540 shipping officers worldwide, Indonesia only contributes around 14 percent.

In 2021, based on sources from the Baltic and International Maritime Council (BIMCO) and the International Chambers of Shipping (ICS), there are five ranking countries that supply seafarers, namely: the Philippines, the Russian Federation, Indonesia, China and India. BIMCO/ICS also urges that the industry must increase the level of education/training and recruitment to avoid a shortage of certified shipping officers, where an additional 89,510 shipping officers are needed in 2026. Data from the Human Resources Development Agency (BPSDM) Ministry of Transportation of the Republic of Indonesia in 2010 In 2020, the number of university graduates under the Ministry of Transportation, especially the Nautical and Engineering study programs, is 1,858 shipping officers. Of these, there are 1,143 graduates working on foreign ships with an average foreign exchange of IDR 346 billion per year. The data shows that the demand for shipping officers both nationally and internationally is still high. Moreover, the Ministry of Transportation itself has 11 tertiary institutions in the field of shipping, some of which have existed for more than 30 years to produce quality shipping officers who should be able to meet the demands of shipping officers in the future.

The high demand for seafarers mentioned above is apparently not proportional to the interest of the younger generation who are still lacking in continuing maritime education. This can be seen from the decrease in the number of applicants, especially at the Barombong Maritime Polytechnic, Makassar, where the research took place. The Barombong Maritime Polytechnic is 1 of 24 state universities within the Ministry of Transportation which is under and responsible to the Human Resources Development Agency (BPSDM) for Transportation. On the maritime dimension, the Barombong Maritime Polytechnic is 1 of 11 shipping schools that have the task of organizing vocational education, research and community service programs in the field of shipping.

There has been a decrease in the number of registrants at the Barombong Maritime Polytechnic, in the last 3 waves of acceptance in 2022 to 2023 for the Level III Formation Seaman Training program (which will later graduate as a shipping officer with a Level III Nautical Expert/Technical Expert diploma) independent route. At the acceptance of prospective cadets/cadets at the Barombong Maritime Polytechnic for Seaman Training Program (DP) Level III majoring in Nautics and Engineering batch 67, the number of applicants was 106 people. At the next acceptance of prospective cadets / cadets of class 68, the number of applicants decreased to 68 people. This number decreased with the acceptance of prospective cadets/cadets batch 69 batch I, namely as many as 60 people. For the acceptance of prospective cadets/cadets batch 69 batch 2 it cannot be recapitulated because at the time of writing this research, the registration of prospective cadets/cadets was still ongoing.

Table 1: Registrants at Admission of Barombong Maritime Polytechnic Cadets Candidates

Program	Number of Registrants		
	Batch 67 (2022)	Batch 68 (2022)	Batch 69 (2023)

DP-III Formation of Independent Line	106 people	68 people	60 people

Source: Selection Committee for Admissions of Cadets Candidates (SIPENCATAR) Barombong Maritime Polytechnic Makassar, 2023.

It turns out that the existence of the brands of sailing schools (now universities) under the Ministry of Transportation do not necessarily have their own place (brand awareness) in the minds of potential consumers or in this case prospective cadets/cadets who can increase interest, including the Barombong Maritime Polytechnic which has been established since 1980. Brand awareness is defined as the ability of consumers to recognize or remember that a brand is a member of a particular product category (Tjiptono, 2011). The researcher's observations, in the last 5 years or from 2018 to 2023, the Barombong Maritime Polytechnic are still carrying out marketing efforts in the traditional way. Marketing efforts are still being carried out by distributing brochures to schools that are considered potential and also using banners placed at several strategic points in districts/cities in South Sulawesi. The same thing also happened to the development of Barombong Maritime Polytechnic brand awareness in the minds of potential consumers, which has not been regularly and continuously updated. In fact, marketing has developed far along with the growth of digital technology, so that marketing has experienced a shift from traditional/conventional marketing which prioritizes products, to digital marketing which prioritizes consumers personally (J. Halik et al., 2021). According to Kartajaya, Kotler and Setiawan (2017), marketing must be adapted to the natural changes of the customer path in the digital economy.

The rapid development of digital today also affects consumer behavior which includes buying interest (J. B. Halik et al., 2023). According to Durianto (2013), buying interest is the desire to own a product, buying interest will arise if a consumer has been influenced by the quality and quality of a product, information about the product. In the digital era, influences on a product or brand can be obtained very easily on the internet, both through advertising/promotions, social media, and so on. Therefore, updating marketing efforts from traditional marketing to digital marketing and brand development Continuous awareness through digital media is needed to increase the interest of prospective cadets/cadets.

Competition with other institutions, both from universities under the Ministry of Transportation and from private universities in the field of shipping, makes the Barombong Maritime Polytechnic supposed to be even more creative in determining marketing strategies. Moreover, the people of South Sulawesi, especially Makassar City, are mostly aware of the Barombong Maritime Polytechnic brand.

LITERATURE REVIEW

Purchase Interest

The world of technology is increasingly developing, making consumer behavior also change. One form is interest in buying. Schiffman and Kanuk (2007) suggest that interest is a psychological aspect that has a considerable influence on attitudes and behavior.

According to Schiffman and Kanuk (2007), buying interest is a model of a person's attitude towards goods objects which is very suitable in measuring attitudes towards certain product groups, services or brands. Schiffman and Kanuk (2007) describe several aspects of consumer buying interest, as follows:

1. Interested in finding information about the product. Consumers who are stimulated by their needs will be encouraged to seek more information. There are two levels of stimulation or stimulation of consumer needs, namely the lighter level of information seeking or strengthening of attention and the active level of

seeking information, namely by looking for reading material, asking friends, or visiting stores. to learn about a particular product.

2. Consider buying. Through information gathering, consumers learn about competing brands and the features of those brands.

3. Evaluate the options and start considering buying the product.

4. Interested in trying. After consumers try to meet their needs, learn about competing brands and the features of these brands, consumers will look for certain benefits from product solutions and evaluate these products. This evaluation is considered a cognitively oriented process. The point is that consumers are considered to evaluate a product in a warm, conscious and rational manner so that it causes an interest in trying it.

5. Want to know the product. After having an interest in trying a product, consumers will have a desire to know about the product. Consumers will view the product as a set of attributes with different capabilities in providing benefits that are used to satisfy needs.

6. Want to have a product. Consumers will pay great attention to the attributes that provide the benefits they are looking for and finally consumers will take an attitude (decision, preference) towards the product through evaluating the attributes and forming an intention to buy or own the preferred product.

Purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. If the benefits are greater than the sacrifices to get them, the urge to buy is higher (Kotler & Keller, 2016).

Purchase Interest Indicator

According to Ferdinand (2014), purchase interest can be identified through the following indicators:

1. Transactional interest. That is the tendency of someone to buy the product.

2. Referential interest. Namely the tendency of a person to refer the product to others.

3. Preferential interest. That is interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preference product.

4. Explorative interest. This interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Brand Awareness

A brand is a name, term, sign, symbol or design, or a combination of all, which is intended to identify the goods or services of one seller or group of sellers and to differentiate products or services from competitors (Kotler and Keller, 2016). According to Tjiptono (2008), a brand is a name, term, sign, symbol/symbol, design, motion color or a combination of other product attributes that are expected to provide identity and differentiation to competing products. Basically, a brand is also a seller's promise to consistently deliver a certain set of features, benefits and services to buyers. A good brand also delivers additional guarantees in the form of quality assurance.

In this era of marketing that prioritizes consumers as it is today, brands are an important element in running a business. Consumer behavior to the decision to buy is also driven by the growth of the brand of a good or service.

Brand awareness (brand awareness) is defined as the ability of a potential customer to recognize or remember the brand that is part of the product category (Kartajaya in Oktianidan, 2018: 272). Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category (Aaker in Rangkuti 2004:39).

According to Aaker (2018), brand awareness has several levels, from the lowest level to the highest level. Their level of awareness is as follows:

1. Not aware of the brand (unaware of brand). Is the lowest level in the pyramid of brand awareness, where consumers are not aware of a brand.
2. Brand recognition (brand recognition). Is the minimum level of brand awareness, their recognition, the level of recognition and recall of a brand through assistance. Respondents can be tested via telephone surveys, given several brands from a certain product class and asked to identify products they have heard of.
3. Brand recall (brand recall). This is based on someone's request to mention a particular brand in a product class. This can also be termed recall without assistance because, in contrast to the recognition task, respondents do not need help to bring up the brand. Recall without assistance is a much more difficult task than recognition and has an association related to a stronger brand position.
4. Top of mind awareness (top of mind awareness). Top of mind awareness is a special position. In a simple sense, the brand is the leader of various brands that are in one's mind, but that does not mean it cannot be beaten by its competitors, of course there are other brands that may be close to the brand.

Top
of Mind

Brand Recall

Brand Recognition

Unaware of Brand

Source: Aaker(2018).

Figure 1: Pyramid of Brand Awareness Levels

Digital Marketing

Marketing is one indicator of the success of a company, both a goods and services company. In fact, marketing is something that is fundamental so that companies can maintain the continuity of their business, meet consumer needs of the goods or services offered. According to Kotler and Keller (2015), marketing is identifying and fulfilling human and social needs.

According to Kotler and Armstrong (2016) marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return. The definition of marketing management according to Kotler and Keller (2016) is a combination of the art and science of selecting target markets and building profitable relationships with them.

In today's digital era, marketing is also developing and moving from traditional marketing to digital marketing. All efforts made in digital marketing use devices that are connected to the internet with a variety of strategies and digital media which in turn can communicate with potential consumers (Chakti 2019, 11).

Definition of Digital Marketing (Digital Marketing).

Today, we live in a whole new world. The power structure that we are not familiar with has undergone drastic changes. The Internet, which brings connectivity and transparency

to our lives, is the main thing that causes this shift in power (Kartajaya, Kotler & Setiawan, 2017).

The traditional marketing approach is only vertical (one way and one for all) because most of the communication is carried out using mass media such as television, radio or newspapers so that it does not allow interaction between sellers and consumers. The decade of the 2000s when internet technology was developing rapidly made shifts in almost all aspects of people's lives. The world of marketing was not spared from this shift. With the internet, the marketing approach began to change from vertical to horizontal. Interactions between sellers and consumers that were previously impossible become possible and intense. The communication media used are more varied, such as websites and social media.

Digital marketing uses internet facilities and information technology to expand and improve traditional marketing functions (Urban, 2004). According to Kotler and Keller (2016), digital marketing is a promotional activity carried out for a brand or product using electronic (digital) media. Meanwhile, according to Chaffey (2015), digital marketing is the application of digital technology that forms online channels to the market (websites, e-mail, databases, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities.

The six main channels of digital media channels (digital media channels) according to (Halik et al., 2021)

1. Search Engine Marketing (SEM). The use of online advertising on search engine results pages to help visitors find marketer product websites. By placing messages in search engines to drive click-throughs to websites when users type in certain keyword phrases. The two main search marketing techniques are: paid placement or sponsored links using Pay-Per-Click (PPC) or pay-per-click systems, and main listing placement using search engine optimization (SEO), a structured approach used to enhance a company or its product's position in search engines natural listing results (main body of a search results page) for selected keywords or phrases.
2. Online Public Relations. Maximizing favorable mentions and interactions with company brands, products, or websites using third party sites such as social networks or blogs that the company's target audience happens to visit. This also includes responding to negative mentions and conducting public relations through the site through press centers or blogs. It is closely related to social media marketing.
3. Online Partnerships. Create and manage long-term arrangements to promote the company's online services on third-party websites or via email communications. Different forms or partnerships include link building, affiliate marketing, aggregates such as price comparison sites, online sponsorships, and co-branding.
4. Interactive advertising. The use of online advertising such as banners and multimedia ads to achieve brand awareness and encourage click-throughs to target sites.
5. Opt-in Email Marketing. Use of internal lists for customer activation and retention. This method adds to the contact list in email marketing, through customers who have registered who have definitely agreed and know that they will receive regular emails containing advertisements from marketers.
6. Social Media Marketing. Is an important category of digital marketing that engages and encourages customer communication on a company's own website, or social presence such as Facebook or Twitter, Instagram, or a publisher's website, blog, and forum.

Digital marketing has many advantages. Hasan (2013) suggests, the advantages in digital marketing that companies can enjoy are as follows:

1. Low costs. Advertising costs that are synonymous with large funds in the legacy marketing model can be reduced, without reducing the results, being able to create a low-budget, high-impact marketing company.
2. More different. With increasingly horizontal communication, an individual's position becomes stronger, especially with social media that allows everyone to have a voice.
3. Intensive interaction. The use of digital marketing allows consumers to interact intensively, form communities, express their aspirations, praise, complain and even criticize the products they use, through this media can influence consumers, build customer communities, create loyalty, develop interactions and dialogue with consumers, and conduct research to determine consumer behavior, or develop new products with a horizontal approach.
4. Retain customers. The most important problem in using online media is how to get as much traffic as possible and how to be in the best process in search engine marketing.
5. Customer partnership. As explained earlier, in social networks, users create communities based on the same passion or the same interests from all walks of life everywhere in all parts of the world to interact with each other.
6. Statistical measurement. Online marketing initiatives require users to click on advertisements, visit a website, and to take targeted actions.

Marketers must accept shifts in business landscapes that are more horizontal, inclusive and social. Markets are becoming more inclusive. Social media is removing geographic and demographic barriers, allowing people to communicate and companies to innovate through collaboration. Customers are increasingly oriented horizontally. They are increasingly wary of brand marketing communications and relying on f-factors (friends, family, fans, and followers). Finally, the customer buying process is becoming more social than ever before. Customers pay more attention to social circles when making decisions. They ask for advice and reviews, both online and offline. (Kartajaya, Kotler & Setiawan, 2017).
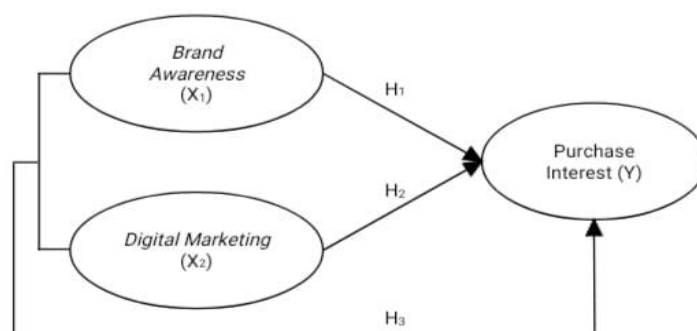
CONCEPT FRAMEWORK

Figure 2. Research Framework

Hypotheses:

Based on the research framework above, the existing hypotheses are as follows:

H_1: The Brand Awareness variable has a significant effect on the Buying Interest of Barombong Maritime Polytechnic Cadets Candidates.

H₂: The Digital Marketing Variable has a significant effect on the Buying Interest of Prospective Barombong Maritime Polytechnic Cadets.

H₃: The Variables Brand Awareness and Digital Marketing simultaneously have a significant effect on the Buying Interest of Candidates for Barombong Maritime Polytechnic Cadets.

METHODOLOGY

Population and Sample

In this study, the population was prospective cadets/cadets of the Barombong Maritime Polytechnic Batch 69 Wave I who had been declared to have passed the Candidate Admissions Selection for Cadets (SIPENCATAR). Sampling in this study used the Nonprobability Sampling technique, which is a subjective sampling procedure, in this case the probability of selecting population elements cannot be determined. This is because each element of the population does not have the same opportunity to be selected as a sample (Sudaryono, 2017). The technique used is convenience sampling which is further explained by Sudaryono (2017), namely to obtain information quickly, cheaply and easily. The procedure is solely to directly contact sampling units that are easy to find.

Data collection technique

The source of data in this study was primary data, which was obtained directly through questionnaires which were distributed to respondents. To support the primary data, the researchers used reports and other information sourced from the research location, namely the Barombong Maritime Polytechnic.

Data analysis technique

Validity test

To measure whether a questionnaire is valid or not, a validity test is carried out. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure (Ghozali, 2012). Testing using the Statistical Product and Service Solutions (SPSS) program is carried out by correlating questions with a total score. The level of validity can be measured by comparing R count with R table for the degree of freedom (df) = n. Questions are said to be valid if Rcount > R table and vice versa if R count < R table then the question cannot be said to be valid.

Reliability Test

Reliability is a measuring tool for measuring a questionnaire which is an indicator of the variable. A questionnaire is said to be reliable or reliable if one's answers to questions are consistent or stable from time to time (Ghozali, 2012). Testing the reliability of all items or statements in this study uses the Cronbach Alpha formula (alpha coefficient). A measure of the reliability coefficient (α) which is close to one indicates higher reliability. If the coefficient alpha (α) > 0.6 then the measuring instrument is considered reliable or there is internal consistency reliability and preferably if alpha (α) < 0.6 then it is considered less reliable or there is internal inconsistency reliability.

Regression Classical Assumptions Test

In the multiple linear regression model equation, there are several classic assumptions that underlie the model equation, so it is necessary to test it with the intention to find out whether the regression model equation being carried out is a model that can produce unusual

estimates. The use of these assumptions is a consequence of using the Original Least Square (OLS) model in calculating the regression equation (Santosa and Ashari, 2005), which include:

Normality test

The normality test aims to test one of the basic assumptions of multiple regression analysis, that is, the independent and dependent variables must be normally distributed or close to normal (Ghozali, 2012). To test whether the data collected is normally distributed or not, it can be done using statistical methods. The statistical method for testing the normality assumption is to use the Kolmogorov-Smirnov normality test. The normal testing method for data distribution is done by looking at the significance value at 10% alpha indicating normal distribution of data.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. In a good regression model there should be no correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values are equal to zero (Ghozali, 2012). Multicollinearity can be seen from the value of tolerance and its opposite, namely the Variance Inflation Factor (VIF). Tolerance measures the variability of the selected independent variables that are not explained by other independent variables. So, a low tolerance value is the same as a high VIF value (because VIF = 1/Tolerance). The cutoff value that is commonly used to explain the existence of multicollinearity is a tolerance value <0.10 or the same as a VIF value> 10 (Ghozali, 2012).

Heteroscedasticity Test

According to Gozhali (2012) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another observation. If the variance from the residual of one observation to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that has homoscedasticity or does not have heteroscedasticity (Ghozali, 2011). The selected statistical test is the Glejser test, the basis for making decisions on heteroscedasticity test through the Glejser test is:

a. If sig.2-tailed $<\alpha=0.05$, then there is heteroscedasticity.
b. If sig.2-tailed$> \alpha = 0.05$, then there is no heteroscedasticity

Hypothesis testing

To find out whether there is an effect of the independent variable or the independent variable on the dependent variable or the dependent variable, a test is carried out on the hypothesis that will be proposed in this study. The data is analyzed using multiple linear regression analysis to measure more than one independent variable or independent variable on the dependent variable or dependent variable. According to Sugiyono (2019) multiple linear regression analysis intends to predict how the condition (growth and fall) of the dependent variable (criterion), if two or more the independent variable as a prediator factor is manipulated (others are increased or decreased) with the specified multiple linear regression equations as follows:

$$Y=a+b_1X_1+b_2X_2+e$$

Where:
Y = Purchase Interest (dependent variable or dependent variable)
X_1 = Brand Awareness (independent variable or independent variable)
X_2 = Digital Marketing (independent variable or independent variable)
a = Constant Coefficient

b_1, b_2 = Regression Coefficient
e = Standard error

t-Test (Partial Test)

This test is used to determine the significance of the effect of the independent variable on the dependent variable individually and assuming the other dependents are constant. The significance of this effect can be estimated by comparing the t-table value with the t-count value. If the t-table value > t-table then the independent variables individually affect the independent variable, otherwise if the t-count value < t-table then the independent variables individually do not affect the dependent variable.

t-count > t-table means H_0 is rejected and accepts H_1
t-count < t-table means H_0 is accepted and H_1 is rejected
The t-test can also be seen at its significance level:
If the significance level is < 0.05, then H_0 is rejected and H_1 is accepted
If the significance level is > 0.05, then H_0 is accepted and H_1 is rejected

F-Test (Conformance Test)

This test is used to determine the accuracy of forecasting the effect of the independent variable on the dependent variable. Where F-count > F-table, then H_1 is accepted or predicted the independent variable has an effect on the dependent variable. Conversely, if F-count < F-table, then H_0 is accepted or predicted the independent variable has no effect on the dependent variable. To determine whether or not the influence of the forecast accuracy of the independent variable on the dependent variable is used a probability of 5% (α =0.05).

If sig > α (0.05), then H_0 is accepted H_1 is rejected
If sig < α (0.05), then H_0 is rejected, H_1 is accepted

RESULTS AND DISCUSSION

Validity test

Table 2: Item Validity Test Results

Variable	Item	r-count	r-table	Decision
Brand Awareness(X_1)	Item1	0,566	0,279	Valid
	Item2	0,780	0,279	Valid
	Item3	0,753	0,279	Valid
	Item4	0,765	0,279	Valid
Digital Marketing(X_2)	Item1	0,661	0,279	Valid
	Item2	0,847	0,279	Valid
	Item3	0,761	0,279	Valid
	Item4	0,828	0,279	Valid
	Item5	0,808	0,279	Valid
	Item6	0,655	0,279	Valid
Purchase Interest (Y)	Item1	0,844	0,279	Valid
	Item2	0,852	0,279	Valid
	Item3	0,880	0,279	Valid
	Item4	0,777	0,279	Valid
	Item5	0,887	0,279	Valid
	Item6	0,884	0,279	Valid

Source: Data processed with SPSS, 2023

From Table 2 it can be seen that all items have a correlation value of more than r_{table} 0.279. With this, it can be concluded that the questionnaire items are valid.

Reliability Test

Table 3: Reliability Test

Variable	Alpha	Limit	Decision
Brand Awareness(X1)	0,645	0,600	Reliabel
Digital Marketing(X2)	0,856	0,600	Reliabel
Purchase Interest(Y)	0,923	0,600	Reliabel

Source: Data processed with SPSS, 2023

From table 3 it can be seen that the Cronbach Alpha value for the three variables is above 0.600. Because this value is greater than 0.600, the questionnaire measuring instrument is reliable or has met the reliability requirements.

Classic assumption test

Normality test

The normality test aims to test whether in the regression model, the interfering or residual variables have a normal distribution. The normality test uses the One Sample Kolmogorov Smirnov statistical test. The test criteria are as follows: (Priyatno, 2014: 94).

- If the Significance/Asymp.Sig.(2-tailed) value is> 0.05, then the residual data is normally distributed.
- If the value is Significance/Asymp.Sig.(2-tailed) ≤0.05, then the residual data is not normally distributed.

The results of the normality test are as follows:

Table 4: Results of the Normality Test of the Kolmogorov-Smirnov Method

One-Sample Kolmogorov-Smirnov Test

		Unstandardize dResidual
N		50
NormalParameters[a,b]	Mean	.0000000
Std.Deviation		3.10446741
MostExtremeDifferences	Absolute	.088
	Positive	.061
	Negative	-.088
TestStatistic		.088
Asymp.Sig.(2-tailed)		.200[c,d]

Source: Data processed with SPSS, 2023

a. Test distribution is Normal.
b. Calculated from data.
c. Lillie for Significance Correction.
d. This is a lower bound of the true significance.

Table 4 can be seen that the significance value of Asymp.Sig.(2-tailed) is 0.200. Because the value is more than 0.05, the residuals are normally distributed.

Table 5: Multicollinearity Test Results

Model		CollinearityStatistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness (X1)	.505	1.979
	Digital Marketing(X2)	.505	1.979

a.Dependent Variable: Purchase Interest(Y)

Source: Data processed with SPSS, 2023

Table 5 shows that the VIF value is less than 10.00 and the tolerance is more than 0.100 for the two independent variables, so it can be concluded that the regression model does not have multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test is carried out by correlating the independent variables to the residual value. The residual is the difference between the Y variable value and the predicted Y variable value. The decision making criterion is that the significance value between the independent variables and the residual is more than 0.05, so there is no heteroscedasticity problem. The results of the heteroscedasticity test are presented as follows:

Table 6: Heteroscedasticity Test Results Spearman's Correlation Test Method

Correlations

			Unstandardized Residual
Spearman'srho	Brand Awareness (X1)	CorrelationCoefficient	.062
		Sig.(2-tailed)	.670
		N	50
	Digital Marketing (X2)	CorrelationCoefficient	.105
		Sig.(2-tailed)	.469
		N	50
	UnstandardizedResidual	CorrelationCoefficient	1.000
		Sig.(2-tailed)	.
		N	50

**.Correlationissignificantatthe0.01level(2-tailed).

Source: Data processed with SPSS, 2023

Hypothesis testing

Multiple Linear Regression Equations

Table 6 explains that the multiple linear regression equation can be arranged as follows:

$$Y = 12.068 + 0.308X_1 + 0.392X_2$$

The meaning of these numbers is:

- A constant of 12.068; meaning that if the value of Brand Awareness and Digital Marketing is 0, then the amount of Purchase Interest (Y) is worth 12.068.

- Brand Awareness variable regression coefficient (X_1) of 0.308; meaning that for every increase in Brand Awareness by 1 unit, it will increase Purchase Interest by 0.308 units, assuming the other independent variables have a fixed value.

- The regression coefficient of the Digital Marketing variable (X_2) is 0.392; this means that every increase in Digital Marketing by 1 unit will increase Purchase Interest by 0.392 units, assuming the other independent variables are of a fixed value.

Table 7. Multiple Linear Regression Analysis

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.068	2.774		4.350	.000
	Brand Awareness (X1)	.308	.232	.215	1.326	.191
	Digital Marketing (X2)	.392	.143	.444	2.741	.009

a.Dependent Variable: Purchase Interest (Y)

Source: Data processed with SPSS, 2023

t-Test (Partial Test)
The t-test result as shown below:

Table 8: Results of the t test (partial test)

Coefficients[a]

Model		t	Sig.
1	(Constant)	4.350	.000
	Brand Awareness (X1)	1.326	.191
	Digital Marketing (X2)	2.741	.009

Source: Data processed with SPSS, 2023

The value of t-table can be seen in table 8 statistics with a significance of 0.05 and degrees of freedom (df) n-k-1 or 50-2-1 = 47. With a 2-sided test the results obtained for ttable are 2.012.

Thus, it can be concluded:
1. Brand Awareness has no significant effect on Purchase Interest Candidates for Barombong Maritime Polytechnic Cadets. This is based on the results of the t test which obtained t-count < t-table (1.326 <2.012) or a significant value > 0.05 (0.191 > 0.05), so that H_1 is rejected which means that variable X_1 has no significant effect on Y.
2. Digital Marketing has a significant effect on the Buying Interest of Candidates for Barombong Maritime Polytechnic Cadets. This is based on the results of the test which obtained a t-count > t-table (2.741 > 2.012) or a significance value <0.05 (0.009 <0.05), so that H_2 is accepted which means that the X_2 variable has a significant influence on Y. The t-count value is positive, meaning that it has a

positive effect that increase Digital Marketing will increase Interest Buy, or the less Digital Marketing decreases the Purchase Interest.

F-TEST (Test simultaneously)

The F test is used to find out whether the independent variable simultaneously influences the dependent variable or not.

Table 9: F Test Results (Joint Regression Coefficient)

ANOVA[a]

.			df	MeanSquare	F	Sig.
1	Regression	286.072	2	143.036	14.235	.000[b]
	Residual	472.248	47	10.048		
	Total	758.320	49			

a. DependentVariable: Purchase Interest (Y)
b. Predictors:(Constant),Digital Marketing(X2),Brand Awareness(X1)
Source: Data processed with SPSS, 2023

The results of the F test in Table 9 show that the value of F-count > F-table (14.235 > 3.195) or a significance of <0.05 (0.000 <0.05), so H_3 is accepted. Therefore, it can be concluded that Brand Awareness and Digital Marketing are mutually beneficial simultaneously has a significant effect on the Buying Interest of Candidates for Barombong MaritimePolytechnic Cadets.

Analysis Coefficient of Determination (RSquare)

The results of the determination analysis (Adjusted R^2) obtained after the data has been processed are presented in the following table:

Table 10. Results of Analysis of the Coefficient of Determination

3		RSquare	AdjustedR Square	Std.Errorofthe Estimate	Durbin-Watson
1	.614[a]	.377	.351	3.170	1.365

a. Predictors:(Constant),Digital Marketing(X2),BrandAwareness(X1)
b. DependentVariable: Purchase Interest (Y)
Source: Data processed with SPSS, 2023

Table 10 obtained an R^2 value of 0.377 (37.7%). This shows that the independent variables used in the model (Brand Awareness and Digital Marketing) are able to explain as much as 37.7% of the variation in the Purchase Interest variable, and the rest is explained by other variables not included in this research model.

CONCLUSION

From the results of the research and discussion above, it can be concluded that:
1. There is no significant effect of Brand Awareness on the Buying Interest of Prospective Barombong Maritime Polytechnic Cadets. This means that the ability of a potential buyer to recognize or recall that a brand is part of a particular product category does not have a significant effect on purchase intention.
2. There is a significant effect of Digital Marketing on the Buying Interest of

Candidates for Barombong Maritime Polytechnic Cadets. It has a positive effect, meaning that increasing Digital Marketing will increase Buying Interest, or decreasing Digital Marketing will decrease Buying Interest.

3. There is a significant effect of Brand Awareness and Digital Marketing simultaneously on the Buying Interest of Candidates for Cadets of the Barombong Maritime Polytechnic. This means that if Brand Awareness and Digital Marketing are carried out simultaneously, it will have a significant effect on Purchase Interest. This can be interpreted to increase Purchase Interest, then Brand Awareness must be carried out simultaneously with Digital Marketing on an ongoing basis.

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