

**ANALYSIS OF MARKETING STRATEGY OF OREO THROUGH BRAND AWARENESS  
AND IT'S EFFECT ON MARKETING PERFORMANCE AT  
PT. MONDELEZ INDONESIA IN MAKASSAR**

**Oleh:**

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**ABSTRACT**

*This study aims to analyze the marketing strategy of Oreo biscuit products through brand awareness and its effect on marketing performance at pt. Mondelez Indonesia in Makassar. The population in this study is all PT Mondelēz Indonesia outlets in Makassar which amounted to 1209 outlets. While the sample taken in this study used Slovin. This is because the population size is known and normally distributed. Data collection techniques were used by distributing questionnaires and data analysis in this study using the Partial Least Square (PLS) method. The results of this study show that factors such as product, price, place, and promotion have a positive and significant influence on brand awareness and marketing performance at PT. Mondelez Indonesia in Makassar. However, brand awareness is not always able to mediate the influence of product, price, place and promotion on marketing performance. Nevertheless, brand awareness still has an important role in influencing marketing performance directly.*

**Keywords: Brand Awareness, Product, Price, Place, Promotion and Marketing Performance**

**I. BACKGROUND**

In an era of increasingly disruptive globalization, the success of a brand depends heavily on its ability to attract the attention of consumers. In a market full of diverse brands, smart efforts are required to make brands stand out and attract attention from competitors. An effective marketing strategy, especially increasing brand awareness, is an important key in this regard. The brand is the element that distinguishes the product from competitors and creates promise, acceptance, trust, and expectation in the minds of consumers. A smart marketing strategy needs to be built by the company's

marketing team to build a strong brand identity. This process requires time and ongoing strategies to ensure the brand earns a place in the hearts of consumers (Dewanti, 2007).

According to (Yoestini and Rahma, 2007), In an increasingly competitive market competition, the brand becomes the most valuable asset for the company. is key in influencing consumer purchasing decisions. This concept leads to a marketing strategy that utilizes the marketing mix (product, price, promotion, distribution) to achieve sales goals and build added value for the brand. This research was conducted at PT Mondelēz Indonesia, a manufacturer of well-known brands such as Oreo, Biskuat, Cadbury, and others. Research focuses on the Oreo brand. PT Mondelēz Indonesia uses distributors to market its products, to increase brand awareness and marketing performance.

This study aims to analyze the marketing strategy of Oreo Biscuit products through brand awareness and its impact on marketing performance at PT Mondelēz Indonesia, Makassar. The number of outlets in Makassar became 1209, and price and promotion became critical factors in the marketing strategy. Price comparisons with competitors such as Biscuit Roma show significant differences, with Roma focusing more on promotions by providing discounts and discounts. With this background, this study will discuss the marketing strategy of Oreo Biscuit products through brand awareness analysis and its effect on marketing performance at PT Mondelēz Indonesia, Makassar.

## **II. LITERATURE REVIEW**

### **Product**

A product is something that can be sold to the public to be consumed, worn, or owned in order to satisfy desires and requirements. In a broad sense, anything that can be marketed qualifies as a product, including tangible items, human services, locations, businesses, and concepts. The product has several levels, according to Suparyanto and Rosad (2015: 105) as follows:

- a) Core Benefits, which are the basic benefits purchased by consumers. For example, when consumers buy lamps, the basic benefit they buy is the light/lighting from the lamp. Consumers certainly will not buy the lamp if it is damaged or cannot provide light / lighting.
- b) Basic Product, which is the concrete form of a product. Consumers are generally interested in the physical product of an item as if they were buying the physical product. For example, the basic product of a lamp is a bulb consisting of glass material, lamp color, and lamp-making material.
- c) Expected product, which is a condition that consumers expect when buying products. For example, when consumers buy lamps, it is expected that the product has a bright and durable light.

- d) Improved products, which is when consumers get more value than just the expected product. For example, if the lamp purchased turns out to have the ability to save more energy than other products.
- e) Product potential, namely the ability to develop products for the future and provide a distinct advantage over competing products. For example, a lamp could work with a sensor system, where the light will only turn on if there is activity in the room.

### **Price**

Price, in a broader sense, is the total value that customers exchange to gain access to a good or service. Price is the sum of money or other commodities required to purchase a combination of other goods plus the delivery of services. Price is a component of a flexible marketing mix; it will remain constant for a while but may change immediately. Price is also the only component that results in money from sales. Chandra (2012: 149) states that price can be interpreted as a sum of money and or other aspects that contain certain uses needed to get a product. Pricing is a means to an end and not an end in itself.

### **Distribution Channel (Place)**

Distribution channels in the marketing mix refer to the ways used by companies to deliver their products or services to customers/end consumers. Distribution channels can involve intermediaries such as wholesalers, retailers, agents, and distributors, as well as other distribution channels such as direct sales, online sales, and sales through physical stores. Distribution channels are an important element in the marketing mix because they can affect the price, promotion, and, product strategy of the company. Choosing the right distribution channel can help a company expand its market reach and maximize sales potential.

### **Promotion**

Promotion is a strategy used to get customers to learn more about the company's offerings before making a purchase decision. The promotion mix, also known as the tools that can be used to market a product, consists of personal selling, sales promotion, publicity, and advertising. Promotion is a key factor in determining whether or not a buyer will make a purchase. Promotion is a form of communication that informs and persuades potential buyers about products and services. (Alma, 2014: 179).

### **Brand Awareness**

Brand awareness is the public recognition or awareness of a brand or brand. This concept refers to the ability of a brand to be known, remembered, and identified by consumers when they are in a purchase situation or everyday life. Brand awareness is important from product because the higher the level of brand awareness, the more likely consumers will choose the brand when buying similar

products or services. Therefore, many companies are trying to increase brand awareness through various marketing strategies.

Awareness is the level of one's awareness of something while Brand awareness is to know, detect, recognize or remember a particular product brand (Aaker 1996: 90). Rossiter and Percy (Macdonald, 2003) state that brand awareness is an important aspect in the occurrence of the communication process because it precedes all other steps in the communication process. Consumers must be made aware in advance to want to buy products from certain brands. According to Farquhar (1989: 24) brand awareness is the ability of a brand to be known by consumers and remembered about certain product categories and the ability to be remembered more easily and faster than competing brands.

### Marketing Performance

Performance is the outcome of a company's or organization's action or activity taken to reach a particular objective or target. Therefore, marketing performance can be defined as a company's capacity to meet marketing objectives, such as raising sales, market share, profit, brand awareness, and customer loyalty. One of the criteria that truly reflects the performance of the organization as a whole is marketing performance. A notion used to gauge a company's performance results is called "marketing performance". Fikryaldi (2014) stated that the term "marketing performance" refers to a notion used to gauge a product's market performance. The creation of a favorable atmosphere will affect the effectiveness of the resulting strategy, which in turn will affect how well the marketing itself performs. One of the attempts to accomplish marketing objectives is to establish a strong marketing strategy within a firm.

### Research Concept

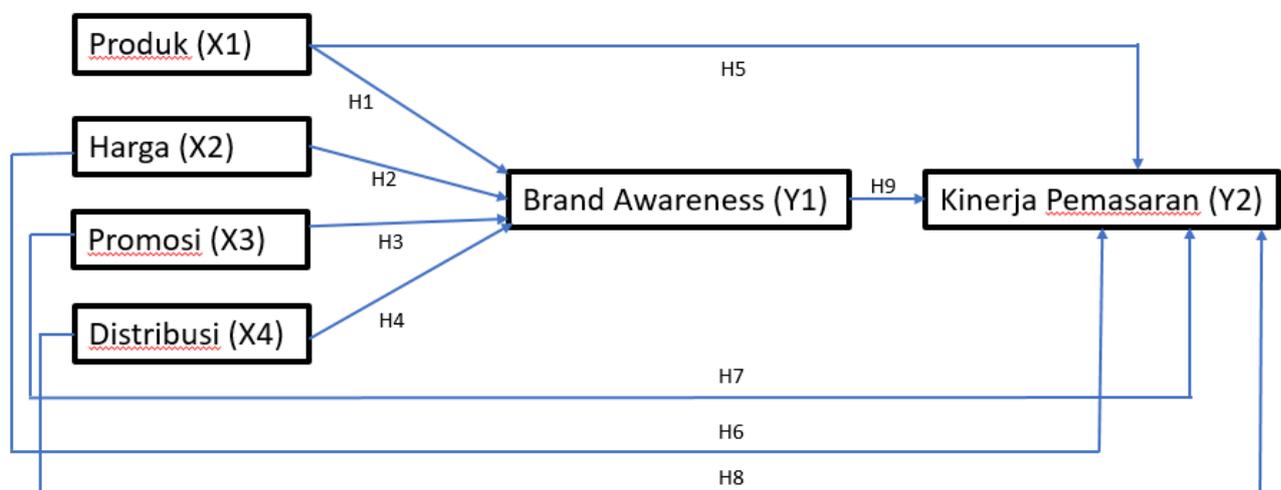


Figure 1 Conceptual Model

- H1 : The product has a positive and significant impact on brand awareness
- H2 : Price has a positive and significant impact on brand awareness
- H3 : Promotions have a positive and significant impact on brand awareness
- H4 : Distribution has a positive and significant impact on brand awareness
- H5 : The product has a positive and significant impact on marketing effectiveness
- H6 : Price has a positive and significant impact on marketing effectiveness
- H7 : Promotions have a positive and significant impact on marketing effectiveness
- H8 : Distribution has a positive and significant impact on marketing effectiveness
- H9 : Brand awareness has a positive and significant impact on marketing performance
- H10 : Brand awareness can minimize the impact of Oreo brand cookies on marketing performance.
- H11 : Brand awareness can mitigate the impact of Oreo-branded cookie prices on marketing performance
- H12 : Brand awareness can minimize the impact of promoting Oreo-branded cookies on marketing performance.
- H13 : Brand awareness can minimize the impact of Oreo-branded cookie distribution on marketing performance.

### **III. RESEARCH METHOD**

#### **Research Location and Time**

This research was conducted at PT Mondelēz Indonesia located on Jl. Kapasa Raya No 168, Kelurahan Kapasa, Tamalanrea District, Makassar City, South Sulawesi. The research time is planned for 3 months.

#### **Population, Sample, and Sampling Technique**

The population in this study is all PT Mondelēz Indonesia outlets in Makassar which amounted to 1209 outlets. The samples taken in this study used Slovin. This is because the population size is known and normally distributed. The samples in this study amounted to 92 samples.

#### **Method of collecting data**

The following are the manner in which the researcher collected data by distributing questionnaires to respondents at the PT Mondelz Indonesia outlet in Makassar: (1) Direct observation techniques, which involve watching what is being done and describing it. This study used direct observation to gather its data. (2) Distributing a questionnaire to respondents and asking them to respond to a series of questions and statements is one way to gather data. Open-ended questions are included in this survey, and participants must select one of the possible responses. (3) Using questions and replies between interviewers and interviewees, an interview is a technique to gather data or

information for study. (4) Documentation is a method of data collection that involves gathering information from archives, records, and references pertaining to the study's variables.

## Data analysis method

### PLS Analysis

The Partial Least Square (PLS) approach was employed for the data analysis in this study. Any data scale and assumptions with higher latitude can be employed with PLS. PLS is also used to assess how each indicator's relationship to its construct is doing. Additionally, PLS allows for the execution of bootstrapping tests on both inner and outer structural models. The steps in the analysis using PLS are as follows:

#### 1. Designing the Measurement Model (Outer Model)

Indicators are linked to their latent variables using this model for validity and reliability. Because hidden variable indicators influence the indicators in this study, the indicators are reflective, for that 3ways of measurement are used according to Yamin (2011: 222), namely:

##### a. Convergent Validity

The degree of correlation between constructs and latent variables is measured by convergent validity. The standardized loading factor reveals how individual item reliability tests' convergent validity is assessed. The size of the association between each measurement item (indicator) and its contract is shown by the standardized loading factor. If the value is more than 0.5, the correlation is considered to be legitimate.

##### b. Discriminant Validity

The square root of average variance extracted (AVE) and discriminant validity are the next evaluation criteria to be compared. Cross-loading measurements using contracts is used to evaluate the measurement model. The latent construct outperforms other constructs at predicting an indicator if its correlation with each indicator is bigger than the size of the other constructs. Good discriminant validity is attained if the value is higher than the correlation value among the contracts. According to Yamin (2011), that a good value of AVE should be greater than 0.5, below formula for AVE:

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_{\text{var}(e_i)}}$$

##### c. Composite Reliability

To determine composite reliability, if the value of composite reliability is > 0.8 it can be said that the construct has high reliability or reliability, and > 0.6 is said to be quite reliable. Here's the formula to calculate composite reliability:

$$AVE = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum_{\text{var}(\epsilon_i)}$$

#### d. Cronbach Alpha

The inclusion of Cronbach Alpha in PLS strengthens reliability tests by evaluating the consistency of each response. When Cronbach Alpha is 0.70 or above, it is considered to be good; when it is 0.60 or lower, it is considered sufficient.

#### 2. Designing Structural Models (Inner model)

R-square (R<sup>2</sup>) for the dependent construct, the Stone-Geisser Q-square test for predictive relevance, and the test as well as the significance of the structural path parameter coefficient were used to assess the structural model. R<sup>2</sup> can be used to determine whether the independent latent variable has a significant impact on the dependent latent variable. The limitations on the value of R<sup>2</sup> fall into three categories: 0.67, 0.33, and 0.19. The effect of the magnitude of f<sup>2</sup> can be calculated by the following formula:

$$f^2 = \frac{R^2_{\text{include}} - R^2_{\text{exclude}}}{1 - R^2_{\text{include}}}$$

#### 3. Evaluasi Goodness of Fit

A measure called goodness of fit (GoF) is used to verify the model as a whole. This GoF index is a single metric used to verify the performance of the inner and outer models when used together. The path analysis regression model already has a strong model (goodness of fit). The value of this GoF index is multiplied by the R<sup>2</sup> of the model. Here is the GoF index formula:

$$Go = \sqrt{Com \times R^2}$$

#### Test the hypothesis (Resampling bootstrapping)

Based on the objectives of the study, the hypothesis test design is a hypothesis test design made in this study presented based on the research objectives. The confidence level used is 95%, so the level of precision or inaccuracy limit is  $(\alpha) = 5\% = 0.05$  and produces a t value of 1.96.

### IV. RESEARCH RESULT

#### Characteristics of Respondents

**Table 1 Characteristics of Respondents**

Gender	Sum	Percentage
Man	26	28%
Woman	66	72%
<b>Total</b>	<b>92</b>	<b>100%</b>
Age	Sum	Percentage

20-29 Years	37	40%
30-39 Years	51	55%
>40 Years	4	4%
<b>Total</b>	<b>92</b>	<b>100%</b>
<b>Turnover Per Month</b>	<b>Sum</b>	<b>Percentage</b>
<50 Million/Month	47	51%
51-100 Million/Month	26	28%
101-200 Million/Month	5	5%
201-300 Million/Month	10	11%
>300 million/month	4	4%
<b>Total</b>	<b>92</b>	<b>100%</b>
<b>Long Marketing Orea Products</b>	<b>Sum</b>	<b>Percentage</b>
<2 Years	8	9%
2-5 Years	25	27%
>5 Years	59	64%
<b>Total</b>	<b>92</b>	<b>100%</b>

## 1. Convergent Validity Test

Convergent validity is one of the measurement models with reflexive indicators that can be seen from the value of the loading outer. An indicator is considered acceptable if it has a loading value of  $\geq 0.7$  (Ghozali, 2014).

**Table 2 Realibity and Validity Value**

<b>Research Variables</b>	<b>Average variance extracted (AVE)</b>
X1	0.839
X2	0.816
X3	0.818
X4	0.690
Y1	0.730
Y2	0.780

Average variance extracted (AVE) values are also examined by the convergent validity test. If the value is greater than 0.5, the AVE value is considered to be good. This shows that each variable can account for at least 50% of the variance of the indicator. The six factors' AVE value analysis yielded findings that ranged from 0.690 to 0.839. The indicator variance may explain each hidden variable because the value is greater than 0.5. In this convergent validity test, all indicator indicators that reflect latent variables are deemed to have validity based on the outer loading and AVE values.

## 2. Discriminant Validity Test

The discriminant validity test can be seen based on the cross-loading value and the AVE root value. Cross-loading value analysis is based on the value of each indicator in one variable compared to another variable.

**Table 3 AVE Value and AVE Root**

	<b>Average variance extracted (AVE)</b>	<b>Up to AVE</b>
X1	0.839	0,915969432
X2	0.816	0,903327183
X3	0.818	0,904433524
X4	0.690	0,830662386
Y1	0.730	0,854400375
Y2	0.780	0,883176087

Each variable's AVE root value is compared to correlations among the other latent variables in the model. If the AVE root value is higher than the correlation between variables and other variables in the model, the model is said to have good discriminant validity. The indicators utilized in this study have met the requirements for discriminant validity, as shown by the comparison of the AVE root value in the table above and the correlation value between variables in the previous table.\

### 3. Reliability Test

Measurement consistency (reliability) is tested with composite reliability. In addition, reliability testing can also be seen from the value of Cronbach's alpha. Composite reliability and Cronbach alpha are considered good if they have a value greater than 0.6. The results of composite reliability analysis and Cronbach alpha have varying values. The value of composite reliability ranges from 0.917 – 0.963, while the value of Cronbach alpha ranges from 0.884 – 0.951. The value of both tests has a value of >0.6. This shows that the indicators used in the study have good consistency in measuring their latent variables.

**Table 4 Value Composite Reliability and Cronbach's Alpha**

<b>Research Variables</b>	<b>Composite reliability (rho_c)</b>	<b>Cronbach's alpha</b>
X1	0.963	0.951
X2	0.956	0.942
X3	0.957	0.944
X4	0.917	0.884
Y1	0.931	0.905
Y2	0.934	0.905

### 4. Results of Inner Models Analysis

Testing the inner model is done to see the direct or indirect relationship between latent variables. The output results are bootstrapping. The inner model was evaluated using R-Square for the dependent variable and t-test as well as the significance of the path coefficient (Ghozali, 2014). The R-Square value can be seen in the following table.

**Table 5 R-Square Value**

	<b>R-square</b>
Y1	0.709
Y2	0.882

Both variables' requirements fit into the moderate or sufficient group. The brand awareness variable's R-Square value is 0.709 as a result. This demonstrates that 70.9% of the variability in brand awareness can be accounted for by factors related to products, prices, promotions, and distribution, whereas the remaining 29.1% is explained by factors unrelated to the model under investigation. R-Square value for the marketing performance variable is 0.882. This demonstrates that 88.2% of the variability in marketing performance can be accounted for by factors related to products, prices, promotions, and distribution, whereas the remaining 11.8% is explained by factors unrelated to the model under investigation.

**Bootstrapping analysis**

The t-count value reveals the bootstrapping analysis's findings. Exogenous variables have an impact on endogenous variables if the t-count value is higher than the t-table. Here is a table with the findings of the bootstrapping analysis. T-table values for 92 respondents with sig level. 0.05 is 1.986086, so if the t-count value is greater than the t-table, the hypothesis is declared ACCEPTED, but if the t-count is smaller than the t-table, the research hypothesis is declared REJECTED.

**Table 6 Bootstrapping Analysis**

	<b>Original sample (O)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Hypothesis</b>
X1 -> Y1	0.317	1.923	0.055	Rejected
X1 -> Y2	-0.318	2.095	0.037	Accepted
X2 -> Y1	0.159	1.591	0.112	Rejected
X2 -> Y2	0.015	0.225	0.822	Rejected
X3 -> Y1	0.004	0.030	0.976	Rejected
X3 -> Y2	0.595	7.388	0.000	Accepted
X4 -> Y1	0.412	2.678	0.008	Accepted
X4 -> Y2	0.227	2.463	0.014	Accepted
Y1 -> Y2	0.506	4.158	0.000	Accepted

The influence of latent variables can occur indirectly. In addition to direct influences between variables in the model, indirect influences between variables in the model can also be explained. If the value of the t-count is greater than the t-table, there is an indirect influence between variables in the model. The following table presents indirect influences between variables in the model.

**Table 7 The Value of Indirect Influence Between Variables**

Variable	Original sample (O)	T statistics ( O/STDEV )	P values	Hypothesis
X1 -> Y1 -> Y2	0.161	1.800	0.072	Rejected
X2 -> Y1 -> Y2	0.080	1.523	0.128	Rejected
X3 -> Y1 -> Y2	0.002	0.031	0.975	Rejected
X4 -> Y1 -> Y2	0.208	2.188	0.029	Accepted

T-table values for 92 respondents with sig level. 0.05 is 1.986086, so if the t-count value is greater than the t-table, the hypothesis is declared ACCEPTED, but if the t-count is smaller than the t-table, the research hypothesis is declared REJECTED.

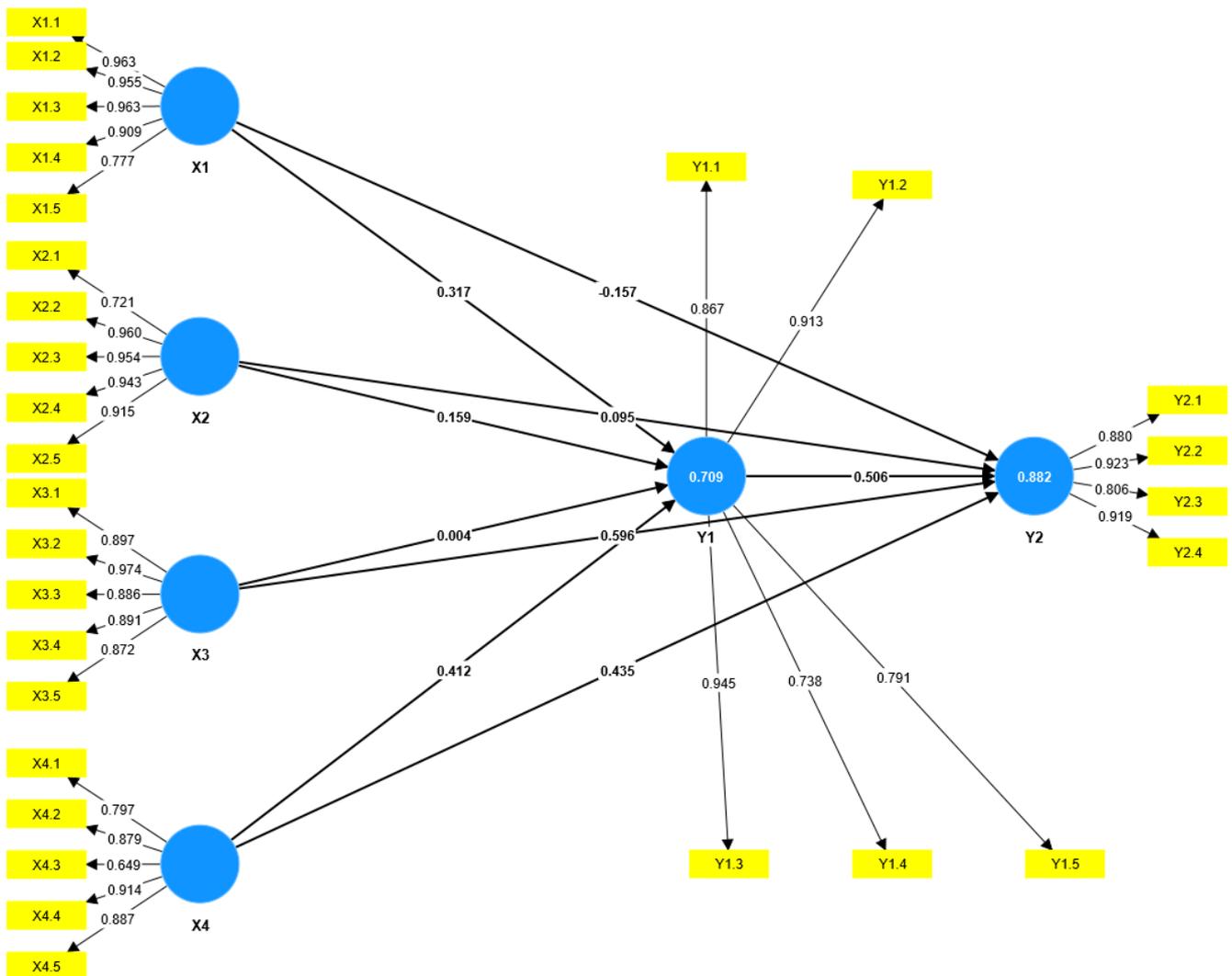


Figure 2 Final model SEM-PLS

## V. DISCUSSION

### **Products to brand awareness**

The product has a positive and insignificant effect on brand awareness at PT. Mondelez Indonesia in Makassar. Oreo biscuit products have a positive influence on brand awareness but statistically cannot be considered a significant impact, in the sense that the products built by Oreo products do not affect brand awareness. This is in line with research conducted by (Herdana, 2016) but does not guarantee that consumers will be aware of the brand of a product consumed. However, it is different from research conducted by (Putra, 2009) which states that product quality has a positive effect on brand awareness. According to (Wardhana, 2022) The degree of consumer brand awareness is necessary to choose the best brand strategy because consumers' abilities to recognize or remember a product's brand vary.

### **Price to brand awareness**

Price has a positive and insignificant effect on brand awareness at PT. Mondelez Indonesia in Makassar. In this instance, it is well known that Oreo biscuit prices have a favorable impact on brand recognition, but statistical analysis does not support the notion that these prices have a major impact on brand recognition. This is due to the fact that brand quality is one of the many ways that pricing can influence consumers' perceptions of a brand. Higher costs may be seen as a sign of higher quality, which will enhance the brand's favorable reputation. Prices that are excessively high, however, can also have a negative impact if customers believe they are not receiving value that is equal to the cost. Price is a component of the marketing mix that can influence consumer confidence, as well as their purchasing power and interest. As the opinion according to Kotler and Keller (2016: 324) Price is defined as the amount of money consumers spend on a good or service, or a combination of values they swap for the advantages of possession or use. However, the effect of price on brand awareness is not in line with research conducted by Fahrevi (2018) It claims that price significantly and favorably affects brand awareness.

### **Promotion of brand awareness**

The promotion has a positive and insignificant effect on the brand at PT. Mondelez Indonesia In Makassar, it means that the promotion carried out has a positive effect but cannot have a significant impact on brand awareness. How frequently clients receive product information in the form of promotions to increase brand awareness of a product is what prevents there from being a substantial influence or impact. The company has run numerous promotions, but they haven't raised brand awareness among consumers (Pebrianti et al., 2020). This statement is supported by closely related to the frequency of how often product advertisements / pomosi are received, if the frequency is more frequent then product brand awareness is better, and vice versa.

### **Distribution to brand awareness**

Distribution has a positive and significant effect on brand awareness at PT. Mondelez Indonesia in Makassar. Distribution has a significant influence on brand awareness. Effective distribution can help increase the level of consumer recognition and awareness of the brand. Broad distribution can help a brand be known to a wider audience. When a product is available in different geographic areas, it helps expand the scope of brand awareness among consumers who may not have been exposed to this brand before. This is one of the benchmarks so that distribution has a positive and significant effect on brand awareness. This is in line with what has been developed by (Marini, 2019) who said that distribution has a positive and significant effect on brand awareness.

### **Product to marketing performance**

The results of hypothesis testing show that the product has a positive and significant effect on marketing performance at PT. Mondelez Indonesia in Makassar, in other words, product improvement can improve the marketing performance of Oreo biscuit products. This is in line with research conducted by Maharani (2021) that product improvement can improve marketing performance, otherwise, if there is a decrease in products, marketing performance will also decrease. This statement is also supported by Tirtayasa and Daulany (2021) who in their research concluded that products have a positive and significant effect on marketing performance. Marketing performance can increase when companies/business owners can improve the quality, variety, and design of their products.

### **Price to marketing performance**

The results of hypothesis testing conclude that price has a positive and insignificant effect on marketing performance at PT. Mondelez Indonesia in Makassar, meaning that there is a relationship between price and marketing performance, but price changes for Oreo biscuit products cannot affect marketing performance. According to Maharani (2021), research price does not have a significant effect on marketing performance because other factors are still the main consideration in purchasing. In contrast, the results of research conducted state that price has a positive and significant effect on marketing performance, which means that the higher the price, the marketing performance also increases.

### **Promotion of marketing performance**

Promotion has a positive and significant effect on marketing performance at PT. Mondelez Indonesia in Makassar, which means promotion can improve marketing performance. In line with previous research conducted by Tirtayasa and Daulay (2021) with the right promotion of a product, the increase in sales will increase. In contrast to research conducted by Maharani (2021) which concluded that promotion has a negative and insignificant effect on marketing performance, arguing that some products do not consider promotion to be the goal of improving marketing performance.

### **Distribution to marketing performance**

Distribution has a positive and significant influence on marketing performance at PT. Mondelez Indonesia in Makassar, in the sense that the higher the performance in the distribution channel, the marketing performance will increase. One of the things that can be done by business actors to improve marketing performance is to improve/improve their product distribution system (Susilowati, 2005). This statement is supported by Nurseto (2018) in her research that proper distribution can expand the marketing scope of a business actor, to increase the number of customers. In addition, good distribution will be more effective and efficient which can then support the formation of improved marketing performance.

### **Brand awareness of marketing performance**

Brand awareness has a positive and significant effect on marketing performance at PT. Mondelez Indonesia in Makassar, in the sense that the higher the brand awareness, the marketing performance will increase. Brand awareness is the ability of potential buyers to recognize or remember a brand included in a certain product category. According to Kotler and Keller (2012: 482), brand awareness is the ability of consumers to recognize brands in different situations, which is expressed in brand recognition or memory for buyers of a product or service. In line with research conducted by Wibowo (2017) which found that brand awareness has a positive and significant influence on marketing performance. These results show that high brand awareness can affect marketing performance.

### **The influence of Oreo brand biscuit products on marketing performance through brand awareness**

Brand awareness cannot mediate the effect of Oreo brand biscuit products on marketing performance at PT. Mondelez Indonesia in Makassar. The statement from the results of this analysis shows that either directly or indirectly, the product does not affect the marketing performance of Oreo biscuits. To improve marketing performance by building brand awareness, a product must influence its customers by forming customer trust through improving product quality. With customer trust, customers will buy products without considering or comparing them with other products so that it can improve marketing performance (Yani and Purwati, 2022)

### **The effect of the price of Oreo brand biscuits on marketing performance through brand awareness**

Brand awareness cannot mediate the effect of the price of Oreo brand biscuits on marketing performance at PT. Mondelez Indonesia in Makassar. The results of the analysis concluded that price does not affect marketing performance either directly or indirectly with brand awareness mediation. Companies need to consider the price of their products to build brand awareness to achieve good

marketing performance. However, price is not the only variable that can build brand awareness of a product. The target market can affect the level of brand awareness among the target group by the price position of the product. Higher prices tend to position brands as luxury brands. The price of a product should be varied according to demand and cost based on region, market segment, and product position (Secapramana, 2017)

### **The effect of Oreo brand biscuit promotion on marketing performance through brand awareness**

Brand awareness cannot mediate the effect of Oreo brand biscuit promotion on marketing performance at PT. Mondelez Indonesia in Makassar, so it can be interpreted that promotion does not influence marketing performance even though directly or indirectly through brand awareness mediation. Product promotion can have a significant influence on marketing performance through brand awareness. Brand awareness refers to the extent to which consumers recognize and remember a particular product or service brand. This is the first step in building a relationship between consumers and brands and can have a huge impact on purchasing decisions and customer loyalty. However, it is important to remember that poor or irrelevant product promotion can also hurt brand awareness. If consumers associate a brand with objectionable or meaningless promotions, this can damage the brand's image. In a sense, the right product promotion can have a positive impact on brand awareness and overall marketing performance. By combining relevant, creative, and valuable elements, a brand can leverage promotions to increase brand recognition in the market and build stronger relationships with consumers (Secapramana, 2017).

### **The effect of Oreo brand biscuit distribution on marketing performance through brand awareness**

Brand awareness can mediate the effect of the distribution of Oreo brand biscuits on marketing performance at PT. Mondelez Indonesia in Makassar. It can be concluded that the distribution of the Oreo brand has a significant influence on marketing performance both directly and indirectly through brand awareness mediation. The influence of distribution on marketing performance through brand awareness is also very significant. Effective distribution allows a product or service to become more accessible to consumers in various locations. This can increase opportunities for consumers to view, try, or buy products, which in turn can increase brand awareness. In terms of distribution, it is important to ensure that the product is available in the relevant place for the intended target market and that the consumer experience from purchase to use is top-notch. Poor or inconsistent distribution can damage brand image and reduce brand awareness. On the contrary, effective distribution can be an important tool to increase brand awareness and overall marketing success (Marini, 2019).

## VI. CONCLUSION

Based on the results of the analysis and discussion above, it can be concluded that (1) The product increases brand recognition at PT. Mondelez Indonesia in a small but significant way. According to Makassar, this suggests that Oreo-built items have no impact on brand recognition. (2) Price has a somewhat beneficial impact on brand recognition at PT. Mondelez Indonesia. In Makassar, this indicates that the price of Oreo goods has no bearing on brand recognition. (3) Promotion has a marginally beneficial impact on the brand at PT. Mondelez Indonesia. In Makassar, it denotes that while the promotion was successful, it was unable to significantly increase brand recognition. (4) At PT. Mondelez Indonesia, distribution has a favorable and considerable impact on brand awareness. Distribution significantly affects brand recognition in Makassar. (5) Products have a favorable and significant impact on PT. Mondelez Indonesia's marketing performance. To put it another way, product development can enhance Makassar's marketing effectiveness for Oreo biscuit items. (6) At PT. Mondelez Indonesia in Makassar, price has a positive but small impact on marketing performance. (7) Promotion has a positive but large impact on marketing performance. It denotes that there is a connection between price and marketing effectiveness in Makassar, but that price modifications for Oreo biscuit goods cannot impact marketing. (8) At PT. Mondelez Indonesia, distribution has a favorable and significant impact on marketing performance. At PT. Mondelez Indonesia, brand recognition has a good and significant impact on marketing performance, with the greater the distribution channel performance in Makassar, the higher the marketing performance would rise (9) The marketing performance would improve in Makassar as brand awareness rises (10) but brand awareness cannot mitigate the impact of Oreo brand biscuit products on marketing performance at PT. Mondelez Indonesia. It signifies in Makassar that the product has no direct or indirect impact on marketing performance through brand awareness mediation. (11) It may be concluded that price does not affect marketing performance, whether directly or indirectly through brand awareness mediation, at PT. Mondelez Indonesia in Makassar since brand awareness cannot mediate the effect of the price of Oreo brand biscuits on marketing performance (12) Promotion does not affect marketing performance, whether directly or indirectly through brand awareness mediation, since brand awareness cannot mediate the effect of Oreo brand biscuit promotion on marketing performance at PT. Mondelez Indonesia in Makassar (13) The impact of Oreo brand biscuit distribution on PT. Mondelez Indonesia's marketing success can be mitigated by brand awareness. This can be viewed as evidence that marketing in Makassar is significantly influenced by the distribution of the Oreo brand.

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