

ABSTRACT

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IMPACT OF DIGITAL MARKETING AND PRICE TOWARDS INTENTION TO BUY MEDIATING BY BRAND AWARENESS IN INTERIOR DESIGN BUSINESS (FROM THE DESIGNERS' PERSPECTIVES)

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The marketing system of a company reflects the company's identity in representing what product / service the company provides for the public, what the company's aim and promises for the customers through their services, and how the company manages the system of the workflow in finishing the project. As technology in this generation more developed, digital marketing were the efficient ways in marketing the company's business. On the other hand, the company itself was built from the company's identity and characteristic of the projects they provide. In the interior design business, each one has different styles and characteristics in creating design, from the design development ideas, design tastes and design goals that the company was achieving. Thus, to present a company that's in a creativity firm, digital marketing helped to show the public what kind of interior services that the company aimed for. The strategies to build digital marketing consists of marketing the business content with the help of its platform quality such as website would affect the business' representation to gain customers' attraction. The marketing strategy also can be through online advertising, which would show the identity of the business' brand to the public and gain their recognition online. Other than digital marketing, interior design businesses are centered around pricing, as it affects the aspect to build the design and the output of the design project. With the help of social media marketing and price, it plants values and brand awareness in the customers' mind when they are looking for an interior design service, and would turn into their consideration and intention to buy the service.

Key Words : *digital marketing, content marketing, web quality, online advertising, brand awareness, intention to buy.*