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The Influence of Social Media Marketing on Purchase Decisions Mediated by Brand Awareness (Study on Sekumpulan Coffee Samarinda)

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted: 27 Maret 2023 Reviewed: 28 Mei 2023 Revision: 29 July 2023 Accepted: 11 Oktober 2023 Publish: 12 Desember 2023</p> <p><i>Keywords:</i> Brand Awareness, Purchase Decision, Social media marketing</p> <p><i>Corresponding Author:</i> Anny Nurbasari email: annynurbasari@gmail.com</p>	<p>Researchers are interested in discussing the title "The Influence of Social Media Marketing on Purchase Decisions Mediated by Brand Awareness (Study on a Sekumpul Kopi Samarinda)" Research is intended to be able to see the effect in the form of Structural Equation Modeling (SEM) using SmartPLS. The population in this study is the Samarinda community. The sample in this Research is the consumers of the Samarinda Coffee Group. Data collection was carried out by survey using a questionnaire instrument, with data processing methods such as structural equation modelling (SEM) using SmartPLS to test the hypothesis. The result shows the Influence of Social media marketing on Purchase Decisions mediated by Brand Awareness. Thus, it is necessary to carry out various activities that can encourage consumers to be aware, for example, by conducting education about coffee and increasing awareness among the public.</p>

INTRODUCTION

Coffee has become a part of society's lifestyle, with coffee consumption increasing yearly, especially in coffee-consuming countries like Japan, the European Union, and the United States. Data from the International Coffee Organization (ICO) shows that the global coffee consumption trend has been on the rise since 2010, with an average annual increase of 2.5%. In 2020, it was estimated that the world's coffee demand would reach 10.3 million tons (ICO, 2019). According to data from the International Coffee Organization, coffee consumption in Indonesia has also steadily increased yearly, with an average increase of 3.4%.

The development of coffee consumption, including in the city of Samarinda, is accompanied by the emergence of various coffee shops in Samarinda itself. Specific themes and goals also accompany the growth of coffee shops in Samarinda. For example, various concepts with background music, affordable prices, and menus ranging from traditional to modern have become

particularly attractive, especially to young people. One of the famous coffee shops in the area is Sekumpulan Kopi.

Sekumpulan Kopi is a local coffee shop in Samarinda, established in 2020, strategically located at Jl. Pramuka No.14a, Gn. Kelua, Kec. Samarinda Ulu, Kota Samarinda. As a relatively new coffee shop in Samarinda, Sekumpulan Kopi must compete with various similar businesses that adopt similar concepts and target similar markets. Therefore, Sekumpulan Kopi must compete physically and in the realm of online marketing. Hence, the use of social media marketing is crucial for the company.

The significant use of social media as an interactive communication platform is expected to transform how companies approach marketing. Many previous studies have concluded that social media is key to creating Brand Awareness (Ardiansyah, 2020).

Currently, Sekumpulan Kopi is reactivating its previously owned social media accounts, especially on Instagram, YouTube, and other communication channels, in the hope of improving its social media marketing efforts and introducing consumers to Sekumpulan Kopi as a prominent brand in Samarinda.

Social media provides advantages for companies in reaching customers or communities and developing customer relationships. The trend of promotional activities through social media represents a significant change in the marketing world. Many companies use social media to promote their activities. Numerous previous studies have shown that social media marketing activities positively impact Brand Awareness due to the ease with which social media users can share content with their friends who are connected on the same platform. (Barreda, 2015) revealed that social media activities are essential in strengthening Brand Awareness.

Brand Awareness is the ability of consumers to immediately recognize and remember a brand just by looking at something, whether it is colour, logo, or image. And so on, which represents the brand's identity (Kotler, Philip and Kevin Lane Keller, 2016). Awareness influences consumer decisions positively. However, some studies focus on the role of Brand Awareness as a mediating construct in influencing purchasing decisions. Therefore, this study explores the mediating role of Brand Awareness in the relationship between social media marketing and purchasing decisions.

Kotler and Keller (2016) state that consumer purchasing decisions are part of consumer behaviour, which studies how individuals, groups, and organizations choose, buy, use, and experience goods, services, ideas, or experiences to satisfy their needs and desires.

This Research refers to the leading journal (Ardiansyah, 2020), which reveals that social media marketing has a positive and significant influence on Brand Awareness and purchasing decisions. Unfortunately, this study failed to prove the direct and indirect influence of Brand Awareness on purchasing decisions. The tendency for coffee, as a high-involvement product, is considered the main reason for the lack of significant influence of Brand Awareness on purchasing decisions and the mediating role of Brand Awareness.

This has prompted the researcher to explore the title "The Influence of Social Media Marketing on Purchasing Decisions Mediated by Brand Awareness (A Study on Sekumpulan Kopi Samarinda)" as the title of this Research.

The Influence of Social Media Marketing on Brand Awareness

According to (Bruhn, 2012), Social media marketing successfully creates Brand Awareness. It influences consumer thinking, lifestyle patterns, and perceptions about a product, leading to a desire and willingness to purchase a specific brand's product without considering price aspects.

H1: The influence of social media marketing on brand awareness.

The Influence of Social Media Marketing on Purchase Decision

Social media marketing is one form of marketing that utilizes social media to promote a product, service, brand, or Issue by engaging the audience in that particular social media platform.

Consumers who read comments or opinions from individuals about the market or products and services offered (Piñeiro-Otero, T. & X. Martínez-Rolán, 2016)

Dewi (2018) shows that the results of testing Social media marketing on purchase decisions indicate a positive influence of 0.233 on purchase decisions. This relationship is significant at the 0.05 level because the P-value is 0.004, and the t-statistic is 2.895. Thus, the first hypothesis stating that Social media marketing positively influences purchase decisions at Givanda Store Denpasar can be accepted.

H2: The influence of social media marketing on purchase decisions.

The Influence of Brand Awareness on Purchase Decision

Brand Awareness is an individual's ability to recognize and recall a brand as part of a specific product category, which differentiates consumers in making purchase decisions.

According to research by Upadana (2020), brand awareness influences purchase decisions and can be a mediating variable. Brand Awareness mediates the relationship between Social media marketing and purchase decisions.

H3: Brand awareness influences purchase decisions.

The Influence of Social Media Marketing on Purchase Decisions Mediated by Brand Awareness

Before a transaction occurs, internal processes related to purchase considerations take place within individuals who are always involved in every purchase. Social media increases the flow of information, facilitating purchase decision-making, and the presence of Brand Awareness makes it easier for consumers to choose a specific brand.

Research (Upadana, 2020) shows that the better social media marketing is, the more it enhances consumer purchase decisions. Brand Awareness positively and significantly mediates the relationship between Social media marketing and purchase decisions. Brand Awareness can mediate the relationship between Social media marketing and purchase decisions.

H4: The influence of social media marketing on purchase decisions is influenced by brand awareness.

The hypotheses tested are as follows:

- H1: Social media marketing influences brand awareness.
- H2: Social media marketing influences purchase decisions.
- H3: Brand awareness influences purchase decisions.
- H4: Social media marketing influences purchase decisions mediated by brand awareness.

RESEARCH METHOD

This study employs an explanatory research design, which aims to examine the relationships between research variables and test the hypotheses formulated beforehand. The primary focus of this Research is to understand the influence of the variables of Social media marketing, Brand Awareness, and Purchase Decisions.

The Research will collect data on Social media marketing, Brand Awareness, and Purchase Decisions and then analyze the data to test the proposed hypotheses. Thus, this study will elucidate the relationships between these variables and identify whether significant influences exist.

Depending on the needs and available data sources, the research method may involve data collection through surveys, interviews, or secondary data analysis. Statistical analysis will be used to test the hypotheses and determine the extent of Social media marketing's influence on Brand Awareness, Purchase Decision, Brand Awareness, and Purchase Decision mediated by Brand Awareness.

Therefore, this Research aims to provide a deeper understanding of how Social media marketing affects Brand Awareness and Purchase Decisions and whether Brand Awareness plays a mediating role in the influence of Social media marketing on Purchase Decisions. The findings of

this study can offer valuable insights for companies in designing effective marketing strategies in the era of social media.

Table 1: Variable Operational Definition

Variable	Definition	Statement	no
Social Media Marketing	Yong and Hassan (2019) define social media marketing as enabling individuals to promote their products or services through online social channels and engage with a much larger community.	I often interact with other users when accessing Sekumpulan Coffee's Instagram.	1
		I want to share information about Sekumpulan Coffee with my friends.	2
		Sekumpulan Coffee's Instagram is very trendy.	3
		The content uploaded on Sekumpulan Coffee's Instagram is very entertaining.	4
		Sekumpulan Coffee's Instagram offers personalized information search.	5
Brand Awareness	Brand Awareness is a higher level of awareness, and positive reviews from social media user interactions will positively influence consumer decisions (Malik et al., 2013).	When I think of a coffee shop, Sekumpulan Coffee comes to mind.	6
		I can distinguish the differences between Sekumpulan Coffee's products.	7
Purchase Decision	A purchase Decision is a decision made by consumers to select a product or service during a purchase process (Rangkuti, 2014).	I get more information about Sekumpulan Coffee's brand or products through Instagram.	8
		I chose to consume Sekumpulan Coffee based on the information I had.	9
		Sekumpulan Coffee is the best choice I have made.	10

Source: Researcher (2023)

The population in this study is the residents of Samarinda City, while the sample consists of consumers of Sekumpulan Kopi Samarinda. In this Research, the author employed the Non-probability Sampling technique, specifically accidental sampling. Accidental sampling involves selecting respondents who are encountered randomly by the researcher but chosen based on whether they meet the researcher's characteristics. Also, purposive sampling is utilized in this study, where approximately 100 individuals are selected based on specific considerations, such as those who fit the sample criteria being investigated.

Data collection is carried out using primary methods, specifically through a questionnaire. The questionnaire is structured with a Likert scale with 1-5 response options. Hypotheses 1-3 are tested using simple linear regression (t-test), while Hypothesis 4 is tested using regression with mediation, employing path analysis.

Structural Equation Model (SEM) is a second-generation multivariate analysis technique that allows researchers to examine complex relationships between recursive and non-recursive variables to obtain a comprehensive understanding of the entire model (Imam Ghozali, 2013). This study falls under the variance-based matrix structural equation modelling (VB-SEM) model using appropriate software, namely Smart-PLS. The use of VB-SEM with PLS-SEM aims to test predictive relationships between constructs by examining whether there are associations or influences among these constructs. In this study, model testing is conducted by assessing the influence between variables, specifically the Influence of Social media marketing on Purchase Decisions mediated by Brand Awareness.

RESULTS AND DISCUSSION

Table 2. Gender

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Male	49	49.0	49.0	49.0
	female	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Source: Data processing with IBM SPSS 23.0 (2023)
 From the research results, 49% are male, and 51% are female.

Table 3. Visited Sekumpulan Coffee?

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Yes	100	100.0	100.0	100.0

Source: Data processing with IBM SPSS 23.0 (2023)
 All (100%) respondents have visited Sekumpulan Coffee.

Table 4. Have you purchased food and drinks at Sekumpulan Coffee?

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	yes	100	100.0	100.0	100.0

Source: Data processing with IBM SPSS 23.0 (2023)
 All (100%) respondents have purchased food and drinks at Sekumpulan Coffee.

Table 5: Frequency of visits?

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Every 1-2 weeks	18	18.0	18.0	18.0
	Every 1-2 months	45	45.0	45.0	63.0
	Every 2-4 months	1	1.0	1.0	64.0
	Every 2-4 weeks	36	36.0	36.0	100.0
Total		100	100.0	100.0	

Source: Data processing with IBM SPSS 23.0 (2023)
 Frequency of visits: Every 1-2 weeks - 18.0%, Every 1-2 months - 45.0%, Every 2-4 months - 1.0%, and Every 2-4 weeks - 36.0%.

Measurement Model Test (Outer Model Analysis)

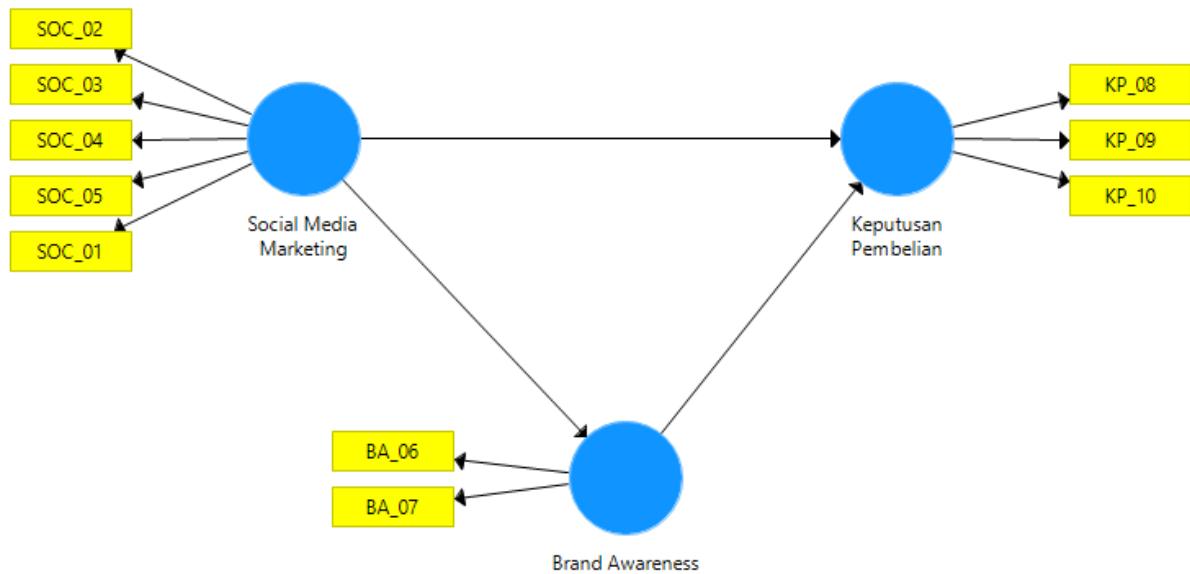


Figure 1: Outer Model Test

Source: Data processing with IBM SPSS 23.0 (2023)

The researcher used Partial Least Squares (PLS) analysis in this study. The outer model is the first of two estimation models in SEM. It represents the theory that will determine the observed variables for each construct and allows for the assessment of construct validity (Malhotra, 2010). The outer model's initial testing involves testing the research instruments' validity and reliability.

1. **Convergent Validity:** Convergent validity is a validity measure that assesses the extent to which a scale correlates positively with other measures of the same construct (Malhotra, 2010). Individual indicators have practical significance if they have outer loadings > 0.5.

Table 6: Convergent Validity Test

Item no	Brand Awareness	Purchase decisions	Social media marketing
BA06	0.931		
BA07	0.937		
KP08		0.917	
KP09		0.885	
KP10		0.907	
SOC02			0.952
SOC03			0.903
SOC04			0.884
SOC05			0.922
SOC01			0.982

Source: Data processing with IBM SPSS 23.0 (2023)

Based on the table above, all the data have factor loadings above 0.5, thus indicating that these items can be considered valid.

Discriminant Validity:

This test is conducted to demonstrate that the average variance extracted is greater than the squared correlations. In other words, discriminant validity is achieved when the square root of the average variance extracted is greater than the correlation coefficient (Ghozali, 2013).

Table 7: Discriminant Validity Test

variable	<i>Brand Awareness</i>	<i>Purchase Decisions</i>	<i>Social media marketing</i>
<i>Brand Awareness</i>	0.934		
<i>Purchase Decisions</i>	0.831	0.903	
<i>Social media marketing</i>	0.854	0.904	0.891

Source: Data processing with IBM SPSS 23.0 (2023)

Based on the table above, the correlation values are different, and they already exceed the required value, which is a minimum AVE of 0.500.

Reliability Test:

The reliability of the instrument is tested using the Cronbach's Alpha technique. Sugiyono (2016) states that an instrument is considered reliable if the reliability coefficient reaches a minimum value of 0.6.

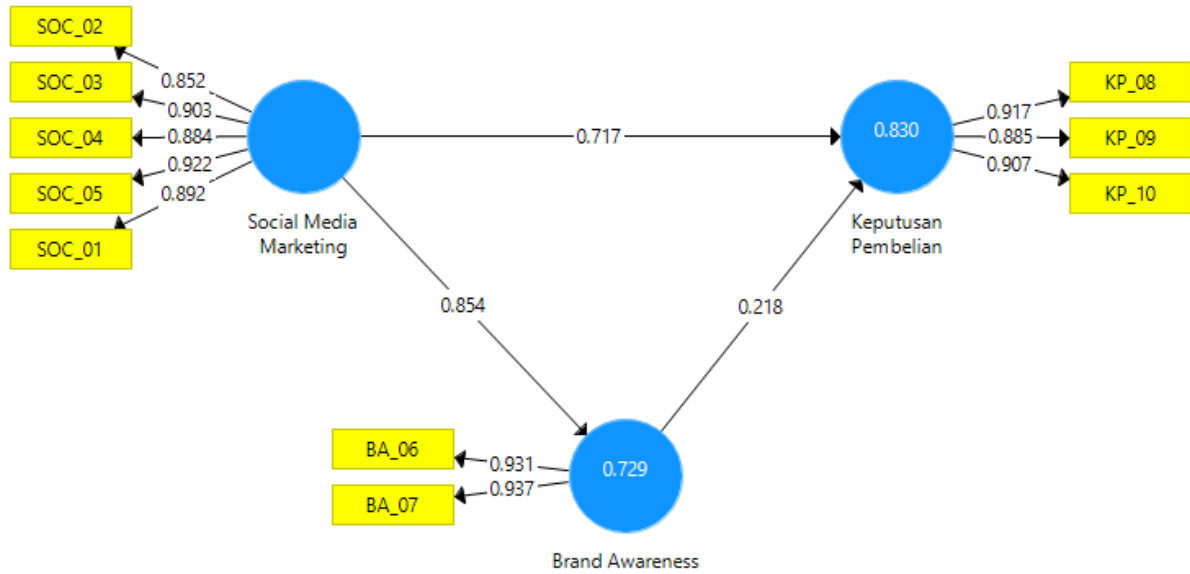
Table 8: Reliability Test

variable	Cronbach Alpha	Composite Reliability	AVE
<i>Brand Awareness</i>	0.853	0.932	0.872
<i>Purchase Decisions</i>	0.886	0.930	0.815
<i>Social media marketing</i>	0.935	0.951	0.894

Source: Data processing with IBM SPSS 23.0 (2023)

Based on the table above, Cronbach's Alpha values are more significant than 0.600, indicating that the three tested variables are significant.

Structural Model Test (Inner Model Analysis)



Gambar 2: Test the Inner Model

Source: Data processing with IBM SPSS 23.0 (2023)

The path coefficient is used to indicate the level of significance in hypothesis testing. Hypothesis testing is used to examine the truth of a hypothesis. According to Abdillah, W., & J. Hartono (2015), the measure of significance in supporting a hypothesis can be seen from t-statistics and t-table. The hypothesis is supported or accepted if t-statistics are higher than the t-table value. The t-table value used is > 1.64 at a 5% alpha level.

Table 9: T-test

Influence Test	Original Sample	T statistics	P values
BA → KP	0.218	2.011	0.045
SMM → BA	0.854	23.204	0.000
SMM → KP	0.717	7.290	0.000

Source: Data processing with IBM SPSS 23.0 (2023)

The obtained t-value is greater than 1.64, indicating that the coefficients of influence between variables can be further examined in hypothesis testing.

The coefficient of determination (R²) explains the variation in the dependent variable by measuring the model's ability. A higher or closer to one R² value implies that the model is more capable of predicting the dependent variable. On the other hand, if R² is far from one, the model's ability to predict the dependent variable is very low. The magnitude of the determination coefficient in regression can be seen in the R Square value (Ghozali, 2015).

Table 10: Coefficient of Determination

variable	R square	R Square Adjusted
Brand Awareness	0.729	0.726
Purchase Decisions	0.830	0.826

Source: Data processing with IBM SPSS 23.0 (2023)

It was found that the influence of the independent variables on Brand Awareness is 0.729 or 72.9%, and the influence on purchase decisions is 0.830 or 83.0%, which means there is an influence between the forming variables on the dependent variable.

The goodness of fit explains how much the value of independent variables can predict the model. The GoF test is used to determine the level of suitability and feasibility of a research model. The GoF test in PLS must be calculated manually using the formula: $GoF = \sqrt{AVE} \times R^2$. If the GoF value is 0.1, it means it is small, 0.25 is moderate, and 0.38 is large (Malhotra, 2010).

Table 11: Goodness of Fit Test

variable	Saturated model	Estimated model
SRMR	0.067	0.067
D_ ULS	0.246	0.246
D_ G	0.485	0.485
Chi-square	243.811	243.811
NFI	0.784	0.784

Source: Data processing with IBM SPSS 23.0 (2023)

Based on the table above, the NFI value is 0.784, which means that GoF is > 0.38 . This indicates that the results of this study show that the model fits or has a very high level of suitability.

Hypothesis Testing with SmartPLS

Hypothesis testing conducted at a 95% confidence level tests the hypotheses as follows:

- H01: There is no influence of Social media marketing on Brand Awareness
- H1: There is an influence of Social media marketing on Brand Awareness

- H02: There is no influence of Social media marketing on Purchase Decisions
- H2: There is an influence of Social media marketing on Purchase Decisions

- H03: There is no influence of Brand Awareness on Purchase Decisions
- H3: There is an influence of Brand Awareness on Purchase Decisions

Table 12: Hypothesis Testing

Influence of	Original Sample	T statistics	P values
BA → KP	0.218	2.011	0.045
SMM → BA	0.854	23.204	0.000
SMM → KP	0.717	7.290	0.000

Source: Data processing with IBM SPSS 23.0 (2023)

The results of the influence test are as follows:

- For hypothesis test 1, the p-value is 0.045 (< 0.05), and the t-value is 2.011 > 1.640 , which means reject H01 and accept H1, indicating an influence of Social media marketing on Brand Awareness.
- For a hypothesis, test 2, the p-value is 0.05 (< 0.05), and the t-value is 23.204 > 1.640 , which means reject H02 and accept H2, indicating an influence of Social media marketing on Purchase Decisions.
- For hypothesis test 3, the p-value is 0.00 (< 0.05), and the t-value is 23.204 > 1.640 , which means reject H03 and accept H3, indicating an influence of Brand Awareness on Purchase Decisions.

Hypothesis testing conducted at a 95% confidence level tests the hypotheses as follows:

- H4: There is an influence of Social media marketing on Purchase Decisions mediated by Brand Awareness
- H4: There is an influence of Social media marketing on Purchase Decisions mediated by Brand Awareness

Table 13: Indirect Influence Test

Influence of	Original Sample	T statistics	P values
SMM → BA → KP	0.186	2.013	0.045

Source: Data processing with IBM SPSS 23.0 (2023)

- For the mediation hypothesis test, hypothesis 4, using the Sobel test conducted with SmartPLS in the form of Indirect Effects, the p-value obtained is 0.0045 (< 0.05). The t-value is 2.013 > 1.640, which means reject H04 and accept H4, indicating an influence of Social media marketing on Purchase Decisions mediated by Brand Awareness.

Influence Coefficients

Table 14: Influence Coefficients

Item number	coefficients
SOC01	0.892
SOC02	0.852
SOC03	0.903
SOC04	0.884
SOC05	0.922
BA06	0.931
BA07	0.937
KP08	0.917
KP09	0.855
KP10	0.907

Source: Data processing with IBM SPSS 23.0 (2023)

Discussion

For the variable Social media marketing, the researcher found that the strongest indicator is number 5, with a coefficient of 0.922. Thus, respondents have perceived that Instagram Sekumpulan Coffee offers customized information search, indicating that the company's social media presence has provided the information consumers expect. The strongest indicator for the variable Brand Awareness is number 7, indicating that consumers can distinguish differences between Sekumpulan Coffee products. Lastly, the variable purchase decision has the highest indicator, number 10, where consumers choose Sekumpulan Coffee as the best choice. These tendencies indicate characteristics that Sekumpulan Coffee should maintain.

Influence of Social Media Marketing on Brand Awareness

Social media marketing is defined as a marketing form used to create awareness, recognition, recall, and even action toward a brand. According to Tjiptono (2001), brand awareness is an individual's ability to recognize or recall that a brand is part of a specific product category.

For hypothesis 1, there is an influence of Social media marketing on Brand Awareness. This result aligns with previous Research by Dewi (2018), which states that Social media marketing using

social media has a positive and significant influence on Brand Awareness. Therefore, effective social media marketing can boost Brand Awareness because relevant information provided through social media can enhance consumer awareness of the company's brand.

Influence of Social Media Marketing on Purchase Decision

As an effective marketing tool, social media aims to introduce a product's existence, making it at the top of consumers' minds and the preferred choice when making a purchase. Social media marketing can enhance and add value to products, making them more affordable and efficient. Its impact on sales can be significant when many consumers and customers visit the platform to learn about the offered brand.

For hypothesis 2, Social media marketing influences Purchase Decisions. This result aligns with previous Research by Dewi (2018), explaining that Instagram's Social media marketing directly and significantly impacts consumer purchase decisions. Thus, effective social media marketing can encourage consumer purchasing decisions because relevant information provided through social media can increase the likelihood of consumers buying products.

Influence of Brand Awareness on Purchase Decision

Brand Awareness consists of recognizing and recalling a brand. Recognizing a brand is related to consumers' ability to strengthen their previous understanding of a brand as a guide, and it may require consumers to differentiate between brands they have previously seen or heard about (Tjiptono, 2001).

For hypothesis 3, Brand Awareness influences Purchase Decisions. This research result is consistent with Siali (2016), who indicates that brand awareness has a significant relationship with consumer purchase decisions in international footwear brands. Thus, strong brand awareness can encourage consumer purchasing decisions because relevant information provided through social media can increase consumers' inclination to buy products.

Influence of Social Media Marketing on Purchase Decisions Mediated by Brand Awareness

The purchase decision is the stage of the decision-making process in which consumers purchase. Before the transaction occurs, there are processes involved that always accompany each purchase, involving certain considerations. Brand Awareness is the initial step when building a product brand. Because Brand Awareness is a process that starts from consumers' unfamiliarity with a brand to be sure that the brand is the only one in a specific product category, if a brand can capture and maintain consumers' attention, it will be challenging for other brands to replace it. Thus, there is a mediating function of Brand Awareness on the influence of Social media marketing on Purchase Decisions.

For hypothesis 4, Social media marketing influences Purchase Decisions mediated by Brand Awareness. This result aligns with the research by Upadana and Pramudana (2020), which states that better use of social media marketing leads to an increase in consumer purchase decisions. Brand Awareness positively and significantly mediates the relationship between Social media marketing and purchase decisions.

MANAGERIAL IMPLICATION

Sekumpulan Coffee should conduct various activities to increase consumer awareness, such as educating consumers about coffee and raising community awareness. Based on the descriptive analysis, several areas need improvement to enhance marketing effectiveness. Regarding social media marketing, the lowest indicator is consumers sharing information about Sekumpulan Coffee with their friends, which suggests the need for incentives and rewards to encourage more user-generated content. For brand awareness, the association between Sekumpulan Coffee and

consumers' perception of coffee shops is relatively weak, meaning the company should strengthen its branding by providing relevant lifestyle content about coffee consumption. Additionally, for purchase decisions, the indicator related to making a choice based on available information scores lower, highlighting the need for more engaging and informative content. By addressing these factors, Sekumpulan Coffee can improve customer engagement, brand recognition, and purchasing behavior. A well-rounded strategy combining education, incentives, and targeted marketing will help the brand establish a more substantial presence in the market.

RESEARCH LIMITATIONS

This study has several limitations that should be considered. First, the Research was conducted exclusively at Sekawan Coffee, which may limit the generalizability of the findings to other coffee shops. Second, the study only examines the impact of social media marketing, brand awareness, and purchase decisions, meaning other important factors influencing consumer behaviour were not considered. Third, the number of respondents is limited to 100, which may not fully represent the broader customer base. A larger and more diverse sample size could provide more comprehensive insights into consumer preferences and behaviours. Future research should expand the scope to include multiple coffee shops to gain a broader perspective. Additionally, incorporating more variables like customer satisfaction and loyalty could offer a deeper understanding of purchasing decisions. By addressing these limitations, future studies can provide more robust and applicable findings for the coffee industry.

CONCLUSION

The findings of this Research highlight the significant role of social media marketing in shaping consumer behaviour. First, social media marketing directly impacts brand awareness, indicating that effective online engagement helps strengthen brand recognition. Second, it also influences purchase decisions, suggesting that digital marketing strategies are crucial in driving consumer choices. Additionally, brand awareness positively affects purchase decisions, meaning that a strong brand presence increases the likelihood of consumers choosing the product. Furthermore, social media marketing influences purchase decisions directly and indirectly through brand awareness, emphasizing the importance of a well-established brand image. These findings underscore the need for businesses to invest in social media strategies that enhance brand awareness and consumer purchasing behaviour. By optimizing digital marketing efforts, companies can build stronger brand connections and encourage more confident purchase decisions among consumers.

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