

The Impact of Social Media Marketing on Purchase Intention and the Mediating Role of Brand Awareness (Taman kopi Bali in Denpasar City Study)

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ABSTRACT

The rise of coffee culture has transformed consumer behavior, shifting preferences from international chains to emerging local coffee brands such as Taman Kopi Bali. This study examines the the role that brand recognition plays as a mediator in the relationship between social media marketing and potential Taman Kopi customers' propensity to buy. A quantitative method was employed, involving 100 respondents from Dangin Puri Kelod Village in Denpasar City, selected through purposive sampling. Data were collected via offline questionnaires and analyzed using path analysis with SPSS 25.0. The data show the impact of social media marketing on purchase intention and brand identification is significant. Additionally, brand awareness influences purchase intent directly and acts as a partial mediator between buy intent and social media marketing. These findings suggest that increasing brand recognition through social media marketing might boost consumer purchase intentions. the value of digital interaction in increasing consumer interest and brand awareness.

INTRODUCTION

The global coffee industry has undergone a significant transformation, evolving from a mere caffeine consumption necessity to a social and cultural lifestyle symbol. Today's coffee consumption not only reflects beverage preferences, but also describes status, lifestyle, identity, and experience. In Indonesia, this phenomenon is reflected in the proliferation of local coffee shops that are able to compete with international brands, creating a dynamic and competitive coffee industry landscape. One of the local coffee brands that is developing is Taman Kopi Bali which is located in the city of Denpasar.

The growth of coffee culture encourages café business actors to not only focus on product quality and price, but also on the ability to build a strong brand identity and establish effective communication with consumers through digital platforms. In the midst of fierce competition, mere presence is not enough; The right marketing communication strategy is key to capturing consumers' attention. One of the widely used approaches is social media marketing (SMM), which allows business actors to deliver interactive, entertaining, and informative content through social media such as Instagram.

The data show that social media marketing has a significant impact on brand recognition and purchase intent. Furthermore, brand familiarity has a significant direct influence on purchase intention and acts as a partial intermediary between social media marketing and purchase intent. These data indicate that increasing social media marketing may boost brand recognition, which leads to increased customer purchase intentions. The study strengthens Taman Kopi's marketing strategy by emphasizing the importance of digital engagement in developing brand awareness and consumer interest.

Although Taman Kopi Bali has implemented a social media marketing strategy, the sales results obtained have not been optimal. Based on internal data in the period from January to July 2024, revenue stagnated and fluctuated, even declining sharply in March (IDR 25.3 million), far from the monthly target of IDR 60-70 million. The results of the pre-survey also reinforce this finding, where most respondents have seen promotional content of Taman Kopi Bali on Instagram, but only a few have stated that they have any intention to buy. This shows that the visibility of content on social media is not enough to drive consumer action, so it is necessary to review the effectiveness of the content and brand engagement strategies used.

On the other hand, growth in the population using social media and the internet in Denpasar City also shows great potential that can be utilized. Based on data from the Denpasar City BPS (2024), the percentage of people accessing social media reaches more than 90%, with Instagram being one of the most popular platforms. This condition shows that social media has a wide reach and can be the main channel in building consumer perception. However, there are still many businesses that have not succeeded in converting digital exposure into purchase intent, which may be due to low brand proximity or content inconsistency.

Previous research has shown mixed results. Some studies state that purchasing intention is greatly enhanced by social media marketing. (for

example, Pangastuti et al., 2023; Kholifah et al., 2023), but there are also those who find an influence that is not significant or depends on certain contexts (Vidyanata, 2022). In addition, although brand awareness is often associated with consumer loyalty and purchase intent, few studies have specifically examined brand awareness's mediation function in relation to digital marketing—especially in the MSME sector or specialized markets such as local coffee shops.

Based on this phenomenon, This research attempts to investigate the effect of social media marketing on prospective Taman Kopi Bali customers is mediated by brand awareness. customers in Denpasar City to make a purchase. In the areas of consumer behavior in emerging markets, brand management, and digital marketing, this study is anticipated to contribute both theoretically and practically.

Research Objectives

This study's specific goals are to:

1. Analyze the impact of social media marketing on customers' purchase intentions.
2. Examine the impact of social media marketing on brand awareness.
3. Look into how consumers' inclinations to purchase are impacted by brand knowledge.
4. Examine the impact of brand awareness on the connection between social media marketing and purchase intention.

Research Benefits

The Stimulus-Organism-Response (S-O-R) theory can be applied more broadly in the context of digital marketing for local Indonesian brands thanks to this study's theoretical contribution. Furthermore, this study closes a gap in the literature by examining how brand awareness mediates the relationship between consumer purchase intention and social media marketing.

In practice, the findings of this study can serve as a guide for MSME players, digital marketers, and entrepreneurs as they develop more potent social media plans to enhance purchase intent and brand perception. Taman Kopi Bali can use these results to enhance the caliber of its content and solidify its place in the minds of customers.

LITERATURE REVIEW

Marketing on Social Media (SMM)

According to Nurmalasari (2021), social media marketing is a marketing strategy used to increase awareness, recognition, and action toward a business brand by utilizing social web platforms such as blogs, social media, and content-sharing sites. Kotler & Keller (2016:642) explain that social media serves as a medium used by businesses to convey information to consumers in the form of text, images, audio, or video.

According to Dewi et al. (2023), social media marketing is conducted to reach and engage consumers on online social media platforms, where consumers typically spend their time. Social media marketing is an online advertising strategy that leverages social media to promote products through engaging

content, aimed at attracting new customers and increasing purchase intention (Ramdan et al., 2023). With the appeal of social media content, companies have the opportunity to reach a broader audience and establish direct interaction with customers. This includes activities such as creating promotional content, gathering feedback from consumers, and building online communities. Due to its significant role, social media marketing has the ability to shape consumer perception and preference toward a brand.

Brand Awareness

The degree to which a brand is remembered when customers consider a specific product category is known as brand awareness, as well as how easily the brand can be recalled (Abdillah & Pradana, 2022). According to Tondang & Silalahi (2022), brand awareness is one method of evaluating marketing success. It is measured by how well customers can recognize or recall the name, logo, or image associated with a brand. Brand awareness is defined as an individual's ability to recognize a brand (Azzahra et al., 2021). It can also be interpreted as a person's ability to identify a brand.

A well-known brand has a competitive advantage because it can differentiate itself from competitors, making it easier for consumers to recognize, understand, and choose the brand (Swimbawa & Lemy, 2023). Building brand awareness helps businesses remind consumers of their products when a need for that product category arises, making it a factor in the consumer's alternative evaluation process (Indiani et al., 2022). Brand awareness also helps companies stand out in the minds of consumers, making it easier for consumers to choose their products over competitors'.

Purchase Intention

Purchase intention is something that arises after a person receives a stimulus from a product they see, which then drives the desire to try it and ultimately leads to a desire or urge to make a purchase (Azzahra et al., 2021). According to Ceyhan (2019), The probability that a customer will intend to buy a good or service in the future is known as purchase intention. Purchase intention can be defined as a person's desire to buy a product because they perceive that the product has certain benefits or serves a particular purpose (Oktaviani & Nurlinda, 2023). It reflects each individual's potential to buy a product, which is influenced by the interaction between needs, attitudes, and understanding of a specific product or brand (Pasaribu, 2022).

The Function of Brand Awareness in Mediating

The function of brand awareness as a mediator in the connection between purchase intention and social media marketing has been confirmed by a number of earlier studies. For example, Pangastuti et al.'s study from 2023 claims that social media positively affects consumers' intentions to make purchases; however, this impact is amplified when paired with a high degree of brand awareness. This implies that if customers already have a sufficient level of brand awareness, social media content exposure will be more successful.

Within The Stimulus-Organism-Response (S-O-R) theory's framework, social media marketing acts as a stimulus, brand awareness as an organism (internal cognitive and affective processes), and purchase intention as a response from consumers (Mehrabian & Russell, 1974). Thus, increasing brand awareness is an important key to optimizing the effectiveness of digital marketing in driving conversions.

This study places brand awareness as a mediating factor that connects the impact of SMM on purchase intention. By examining this relationship, this study not only broadens the understanding of digital marketing dynamics in the MSME sector, but also provides relevant empirical evidence in the development social media-based brand communication strategies.

Conceptual framework

Based on a number of theories that have been described earlier, the author relates the three variables into a conceptual framework that is used as a reference in this study. This is a representation within the conceptual framework:

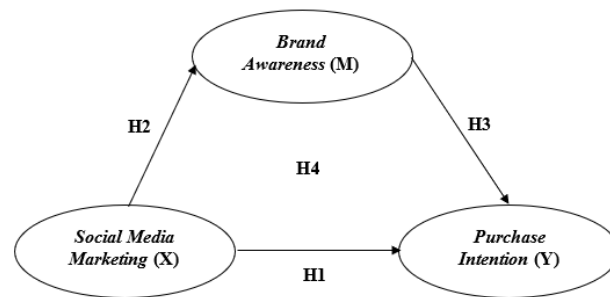


Figure 1. Conceptual Framework

Source: Sutariningsih and Widagda (2021)

METHODOLOGY

Research Design

In order to investigate the relationship of cause and effect between the variables being studied, this study employs a quantitative methodology and a kind of causal associative research. This study examines three primary variables: A mediating variable is brand awareness, and a dependent variable is purchase intention (Y) (M), and social media marketing as an independent variable (X). To find direct and indirect impacts between constructs, the route analysis approach was used to investigate the link between variables.

Location and Object of Research

The research was carried out in Dangin Puri Kelod Village, Denpasar City, Bali. This location was chosen because it is the main operational area of Taman Kopi Bali, a local coffee shop that is the focus of the research. The objects in this study include potential consumers of Taman Kopi Bali who have never made a purchase, but have been exposed to social media content from the brand.

Sample and Population

All of the participants in this study are potential customers who live in Dangin Puri Kelod Village. Based on BKKBN (2023), the number of vulnerable residents aged 16-40 in Dangin Puri Kelod Village has a total of 7,681 people. The

sample determination technique uses the method of purposive sampling with the following requirements: (1) domiciled in Dangin Puri Kelod Village, (2) at least high school education/equivalent, (3) have seen the social media content of Taman Kopi Bali, (4) have never bought Taman Kopi products. Using the Slovin algorithm and a 10% error rate, the final sample size was calculated to be 100 respondents.

Types and Data Sources

The data conducted research for this consisted of:

1. Primary data, which was acquired by means of distributed a closed questionnaire to respondents.
2. Secondary Data: collected from scientific journals, textbooks, internal sales reports, and social media documentation owned by Taman Kopi Bali.

Data collection techniques

Data were obtained using a questionnaire constructed based on variable indicators and validated for validity and reliability. The measurement scale used is a Likert scale with 5 points (1 being strongly disagree and 5 being strongly agree). Gathering Data is carried out offline with direct supervision from researchers to ensure proper filling.

Variable Operationalization

The three main constructs in this study were measured using the following indicators:

1. Social Media Marketing (X): measured by five indicators, namely entertainment, accessibility, trendiness, credibility, and recognized social media (Haryadi et al., 2022; Alverina & Syarif, 2023; Raniya et al., 2023).
2. Brand Awareness (M): measured using top of mind, brand recall, and brand recognition indicators (Sudirjo et al., 2023).
3. Purchase Intention (Y): measured based on stimulation, transactional, preferential, and explorative indicators (Lutfie & Marcelino, 2020; Nawaz & Kaldeen, 2022).

Validity & Tests of Reliability

The validity test was carried out through confirmatory factor analysis (CFA) with a minimum loading factor criterion of 0.4. The test of reliability used Cronbach's Alpha coefficient, with a > 0.6 value as the minimum limit. The test results showed that all constructs had high reliability values: social media marketing ($\alpha = 0.947$), brand awareness ($\alpha = 0.926$), and purchase intention ($\alpha = 0.953$), so all instruments were considered suitable for use.

Data Analysis Techniques

The following methods of data analysis were employed:

1. Descriptive statistical analysis, which described the traits of the respondents and how each variable was perceived.
2. The classical assumption test verifies that the data are suitable for regression by incorporating tests for heteroscedasticity, multicollinearity, and normality.

3. Path Analysis: used to evaluate the mediating function of brand awareness and quantify the direct and indirect interaction between factors.

The structural model in path analysis involves two regression equations:

$$M = \beta_2 X + e_1$$

$$Y = \beta_1 X + \beta_3 M + e_2$$

To test the effect of mediation, calculations were also carried out:

Direct effect: β_1 ($X \rightarrow Y$), β_2 ($X \rightarrow M$), β_3 ($M \rightarrow Y$)

Indirect effects: $\beta_2 \times \beta_3$

Total Efek: $\beta_1 + (\beta_2 \times \beta_3)$

RESEARCH RESULT

Inferential Analysis Results

Classical Assumption Test

If a model satisfies the requirements of the classical assumption of regression, which consists of the normalcy test, the multicollinearity test, and the heteroscedasticity test, it should theoretically yield the correct value of the predictor parameter.

Normalcy test

Table 1. Test of Normality

Equation Model	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Struktural 1	0,200
Struktural 2	0,200

Source: Appendix 7 (processed data),2025

The magnitude of the Asymp value is demonstrated by the normalcy test using the One-Sample Kolmogorov-Smirnov Test, which is displayed in Table 1. The sig. (2-tailed) Kolmogorov-Smirnov for both structures 1 and 2 is 0.200 the asymptotic value. Given that the study's data are normally distributed and the 2-tailed Kolmogorov-Smirnov sig. is greater than 0.05, it can be concluded that the model satisfies the assumption of normalcy.

Multicollinearity test

Table 2. Multicollinearity Test

Equation Model	Model	Collinearity Statistics	
		Tolerance	BRIGHT
Struktural 2	Social media marketing	0,574	1,742
	Brand awareness	0,574	1,742
	Brand awareness	0,574	1,742

Source: Appendix 8, (data processed),2025

No independent variable has a tolerance value less than 0.10 or a VIF value higher than 10, according to the data in Table 2. As a result, multicolleniaritiy symptoms are absent from the regression model.

Test for heteroscedasticity

Table 3. Heteroscedasticity Test

Equation Model		t	Itself.
Struktural 1	Social media marketing	-1,142	0,256
Struktural 2	Social media marketing	1,149	0,253
	Brand awareness	-1,232	0,221

Source: appendix 8, (data processed), 2025

Table 3 indicates that all of the models have significance values higher than 0.05, indicating that there are no signs of heteroscedasticity in this study.

*Path Analysis Results**Formulating Structural Hypotheses and Equations*

Using SPSS 25.0 for Mac, the impact of social media marketing on brand awareness was examined. The outcomes of the initial structural computation are displayed as follows in Table 4.

Table 4. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardize	t	Itself.
	B	Std. Error	d Coefficients Beta		
(Constant)	7,334	1,316		5,571	0,000
Social media marketing	0,373	0,044	0,653	8,528	0,000
R2: 0,426					
<i>Dependent Variable: Brand Awareness</i>					

Source: Appendix 9, (data processed), 2025

With the path analysis results in Table 4.9, the constructed structural equation 1 can be written as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.653 X$$

The coefficient for the social media marketing variable is 0.653, based on the results of structural equation 1. Since social media marketing has a beneficial impact on brand awareness, it stands to reason that it will also raise brand awareness. The effects of social media marketing, purchase intention, and brand awareness were investigated using SPSS 25.0 for Mac. Table 5 displays the following results of the second structural computation.

Table 5: Path Analysis Result in Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	1,338	1,372		,975	0,332
Social media marketing	0,198	0,052	0,356	3,772	0,000
Brand awareness	0,412	0,092	0,424	4,487	0,000
R2 : 0,503					
Fsig : 0,000					
<i>Dependent Variable: Purchase Intention</i>					

Source: Appendix 9, (data processed), 2025

The following formulation of the structural equation 2 may be made using the route analysis results in Table 5.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,356X + 0,424M$$

According to the results of structural equation 2, the social media marketing variable has a coefficient of 0.356. The value of positive social media marketing coefficients on purchase intent may be viewed as follows: as social media marketing grows, so does buy intention. The brand awareness variable has a coefficient of 0.424. The significance of a positive brand awareness coefficient on purchase intent may be viewed as follows: as brand awareness grows, so does buy intention.

Strip analysis shows that:

- The direct impact of social media marketing on purchase intention (β_1) is recorded at 0.356.
- The influence of social media marketing on brand awareness (β_2) is measured at 0.653.
- The effect of brand awareness on purchase intention (β_3) stands at 0.424.
- The indirect effect of social media marketing on purchase intention, mediated by brand awareness, is calculated at 0.277 (0.653×0.424). Consequently, the total effect amounts to 0.633 ($0.356 + 0.277$), indicating that brand awareness serves as a partial mediator, enhancing the relationship between social media marketing and purchase intention.
- The coefficient of determination (R^2) for the first model is 0.426, while the second model shows a value of 0.503. The error terms are $e_1 = 0.758$ and $e_2 = 0.705$, respectively. Based on these results, the total determination value (R^2_m) is 0.715, which means that 71.5% of the variation in purchase intention is accounted for by the variables within the model, with the remaining 28.5% influenced by factors not included in the analysis.

The findings of the computation of the path coefficient, as shown by the standardized beta coefficient value on each effect of the relationship between variables, will be discussed based on the presentation of structural equations.

Through Figure 2, the values of the route coefficient for each variable influence are displayed as follows.

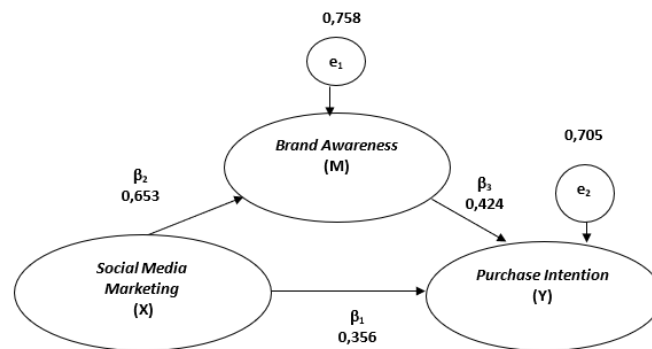


Figure 2. Path Analysis Model

Simultaneous Tests

Purchase intention is significantly impacted by both brand awareness and social media marketing at the same time, according to the F test findings (Table 4.10), which yielded a significance value of 0.000 (< 0.05).

Partial Test (Individual)

Hypothesis testing was carried out using the following Beta values and significance:

H1: Purchase intention is significantly positively impacted by social media marketing ($\beta = 0.356$; Sig. = 0.000). The findings indicated that H1 was approved.

H2: Brand awareness is significantly improved by social media marketing ($\beta = 0.653$; Sig. = 0.000). The findings indicated that H2 was approved.

H3: Purchase intention is significantly positively impacted by brand awareness ($\beta = 0.424$; Sig. = 0.000). The findings indicated that H3 was approved.

Summary of Path Influence

Direct influence:

SMM → Purchase Intention: 0,356

SMM → Brand Awareness: 0,653

Brand Awareness → Purchase Intention: 0,424

Indirect influence:

SMM → Purchase Intention throught Brand Awareness = $0,653 \times 0,424 = 0,277$

Total Impact:

Total = $0.356 + 0.277 = 0.633$

Total Determination Coefficient:

R²_m = 0.715 indicates that the model accounts for 71.5% of the variation in purchase intention, with other factors accounting for the remaining 28.5%.

These findings demonstrate that brand awareness functions as a partial mediator in the link between social media marketing and purchase intention and validate that all hypotheses are correct.

Table 6. Brand awareness mediates the relationship between social media marketing and purchase intention.

Influence of variables	Direct influence	Indirect influence	Total Impact	Std. Error	Itself.	Result
X→Y	0,356	0,277	0,633	0,052	0,000	Significant
X→M	0,653		0,653	0,044	0,000	Significant
M→Y	0,424		0,424	0,092	0,000	Significant

Source: data processed, 2025

Table 6 summarizes the values for each path of direct and indirect effect between variables, as well as the error value in each structural equation generated by the path analysis approach. The values in Table 6 will be explained as follows. The influence of social media marketing on purchase intention

The study was carried out to ascertain the impact of social media marketing on purchase intention, and the results showed that social media marketing had a 0.000 significance level and a direct influence of 0.356 on purchase intention.

a) The influence of social media marketing on brand awareness

The purpose of the study was to ascertain how social media marketing affected brand awareness. The results showed that social media marketing had a 0.000 significance value and a direct influence of 0.653 on brand awareness.

b) The effect of brand awareness on purchase intent

Brand awareness had a direct impact on purchase intention of 0.424 and a significance value of 0.000, according to the study done to ascertain the relationship between brand awareness and buy intention.

c) The role of brand awareness in mediating the influence of social media marketing on purchase intention

Finding out how brand awareness mediated the effect of social media marketing on purchase intention was the aim of the study. The results indicated that social media marketing had a total effect of 0.633, with a direct influence of 0.356 and an indirect influence of 0.277.

Sobel Test

The following Sobel formula was applied in order to assess the importance of mediation's influence:

$$Z = \frac{ab}{\sqrt{b^2S_a^2 + a^2S_b^2 + S_a^2S_b^2}}$$

Description :

$$a = 0,653$$

$$S_a = 0,044$$

$$b = 0,424$$

$$S_b = 0,092$$

$$Z = \frac{0,653 \cdot 0,424}{\sqrt{(0,424^2 \cdot 0,044^2) + (0,653^2 \cdot 0,092^2) + (0,044^2 \cdot 0,092^2)}}$$

$$Z = \frac{0,277}{0,063}$$

$$Z = 4,392$$

Ha is approved while Ho is refused because $Z = 4.392 > 1.96$. This indicates that the link between social media marketing and purchase intent has been demonstrated to be considerably mediated by brand awareness.

Uji Variance Accounted For (VAF)

$$VAF = \frac{\text{Indirect influence}}{\text{Direct influence} + \text{Indirect influence}}$$

$$= \frac{0,277}{0,356 + 0,277}$$

$$= 0,4375(43,75\%)$$

Since VAF is between 20%–80%, mediation is categorized as partial. Thus, brand awareness partially mediates the social media marketing's impact on consumers' intentions to buy.

DISCUSSION

The Influence of Social Media Marketing on Purchase Intention at Bali Coffee Park in Denpasar City

Purchase intent is positively and significantly impacted by social media marketing. This implies that customers' purchasing inclinations will rise in proportion to Taman Kopi Bali's social media management. These results align with the S-O-R Theory, which describes how social media marketing may act as a stimulus and elicit a desire to purchase as a reaction. The results of Aprilianti et al. (2023), Sabella et al. (2022), and others lend credence to this study.

The Influence of Social Media Marketing on Brand Awareness at Taman Kopi Bali in Denpasar City

Brand recognition is positively and significantly impacted by social media marketing as well. Consumers' perceptions of a brand might be influenced by interesting and reliable social media content. These findings are consistent with the S-O-R Theory and supported by studies conducted by Ramadhan et al. (2020), Anantasiska et al. (2022), and others.

The Influence of Brand Awareness on Purchase Intention at Taman Kopi Bali in Denpasar City

Purchase intention is significantly influenced by brand awareness. Customers frequently select brands that are renowned for fostering trust and comfort. These results are consistent with the S-O-R Theory and earlier studies like those conducted by Faisal & Ekawanto (2021) and Dewi et al. (2022).

The Role of Purchase Intention in Mediating the Influence of Social Media Marketing on Purchase Intention at Taman Kopi Bali in Denpasar City

The impact of social media marketing on purchase intent is somewhat mediated by brand recognition. This implies that a strong social media presence can raise brand recognition, which raises the desire to buy. Sutariningsih & Widagda (2021), Aprilianti et al. (2020), and others support these findings.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The research's findings allow for the following deductions to be made:

1. Social media marketing has a positive and considerable impact on Taman Kopi Bali's purchasing intention in Denpasar City. This indicates that higher-quality content in Marketing on social media can effectively boost consumer intention to make purchases at Bali Coffee Park.
2. Brand visibility is also greatly and favorably impacted by social media marketing at Taman Kopi Bali in Denpasar City. This suggests that improvements in social media marketing efforts will lead to enhanced brand recognition among consumers.
3. Purchase intention and brand awareness are positively and significantly correlated at Taman Kopi Bali in Denpasar City. This means that increasing consumer awareness of the brand can directly contribute to higher purchase intentions.
4. Taman Kopi Bali's purchase intent and social media marketing interact, with brand awareness acting as a partial mediator. This suggests that by raising brand awareness, social media marketing indirectly influences purchase intention. Therefore, by strengthening Brand awareness and social media marketing can be improved, which in turn leads to a rise in consumers' intention to purchase products at Taman Kopi Bali in Denpasar City.

Recommendation

The findings of the research that has been explained, suggestions related to this study can be submitted.

For the Management of Taman Kopi in Denpasar City

The management of Taman Kopi Bali in Denpasar City can enhance purchase intent by focusing on brand and social media marketing awareness, whatever can be considered are as follows:

- 1) The management of the Taman Kopi Bali in Denpasar City is expected to be more active and consistent in creating and publishing content on social media. This consistency is important to build a strong brand image, maintain

audience engagement, and ensure that Taman Kopi remains relevant in the midst of market competition. In addition, management also needs to maximize the use of marketing on social media by creating items that attract more attention to consumers. It is also expected to take advantage of the advertising service features available on the application for each content generated. With this strategy, the content conveyed can reach consumers more widely and increase awareness of the existence of Taman Kopi, which can ultimately encourage increased purchase intention for Taman Kopi Bali.

- 2) The management of Taman Kopi Bali in Denpasar City is expected to provide a distinctive feature contained in the content owned, which can be done by collaborating with well-known influencers in order to target a wider range of consumers and followers owned by Taman Kopi Bali so as to increase brand awareness, with increasing brand awareness will be able to attract consumers in increasing purchase intention at Taman Kopi Bali.

ADVANCED RESEARCH

The recommendation for future research is that, given that social media can reach consumers more widely, the next study should inclusion of variables that can affect a buyer's intention to buy and broaden the scope of the study beyond just potential Taman Kopi customers who live in Danging Puri Kelod village. This will allow for a more diverse perspective and be applicable to other communities in general.

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