



## The Mediating Role of Brand Awareness, the Influence of Social Media Marketing, on Purchase Intention of Jolted Coffeeshop & Eatery Products in Gianyar Regency

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### ABSTRACT

Modern coffee shops and cafes have grown in many places, including Gianyar Regency, Bali, as a result of the advent of the digitalization era, which is characterized by the quick use of social media as a marketing tool and the rising consumption of coffee, which is now a part of people's lifestyles. This study sought to ascertain how brand awareness mediated the impact of social media marketing on Gianyar Regency consumers' propensity to buy Jolted Coffee Shop & Eatery items. Purposive sampling combined with non-probability sampling was the methodology employed. A survey method was used to collect data, and 120 respondents were given questionnaires. Structural Equation Modeling-Partial Least Squares (SEMPLS) analysis was the method employed. The findings demonstrated that social media marketing significantly and favorably influenced both brand awareness and purchase intentions, that brand awareness significantly and favorably influenced purchase intentions, and that brand awareness was able to mediate the impact of social media marketing on purchase intentions. The management of Jolted Coffee Shop & Eatery may increase purchasing intentions for its products by using social media marketing and brand awareness, which is made possible by the practical use of this research as a guide.

## INTRODUCTION

The advancement of digital technology has now impacted nearly every facet of human existence, from employment and education to leisure, and it has become an indispensable component of modern human endeavors. Social media has become one of the best instruments for product and service marketing in an era of rapidly rising digitalization. Businesses may connect with customers more personally and interactively using social media sites like Facebook, Instagram, and TikTok (Hartanto et al., 2022).

Social media's power resides in its capacity to establish direct connections between companies and customers by means of original, educational, and pertinent material (Gunawan, 2020). Data from Databoks (2024) indicates that as of the start of 2024, there were 139 million social media users in Indonesia, which represents around 49.9% of the country's entire population. Business actors are encouraged to compete in reaching consumers through social media marketing due to Indonesia's high number of social media users.

Through the use of social media, business actors can deliver product or service information to consumers efficiently and quickly, while also building closer relationships with customers without incurring high costs. One of the types of businesses that most frequently uses social media as a marketing tool is the culinary business, due to social media's strong visual appeal and ability to attract consumer interest through aesthetically pleasing food displays.

Jolted Coffee Shop & Eatery is one such culinary business based in Gianyar Regency. Jolted Coffee Shop & Eatery is a local coffee shop offering quality coffee and non-coffee beverages as well as food. This coffee shop presents a unique and attractive concept by combining modern design elements with natural touches such as wood and ornamental plants, making it a comfortable place to hang out, work on assignments, or simply relax. Consumers visiting Jolted Coffee Shop & Eatery can also directly observe the roasting process of the coffee beans used in their products. The price range for the products offered starts from only around IDR 20,000.

However, based on interviews conducted, Jolted Coffee Shop & Eatery is experiencing a decline in sales.

Through the Instagram social media platform, Jolted Coffee Shop & Eatery has made efforts to build greater exposure by using social media as a targeted marketing tool, promoting its flagship products, offering special programs such as discounts and community events, and building closer relationships and interactions with consumers in order to increase sales. Judging from the number of followers on its Instagram account (a total of 2,700 followers), the Instagram account of Jolted Coffee Shop & Eatery can be said to already have a sufficiently large network to market its products.

A preliminary survey was conducted regarding the social media marketing carried out by Jolted Coffee Shop with 30 respondents in Gianyar Regency.

Additional research including a mediating variable is required in light of the preliminary survey's findings and discrepancies in previous studies. Brand awareness is the most pertinent mediating variable for the relationship between

social media marketing and purchase intention. According to Manik and Siregar (2022), brand awareness is the degree to which consumers can recognize and recall a brand in their brains. This is demonstrated by their capacity to recall and identify the unique features of a brand and link it to a particular category.

Brand awareness is a crucial factor that must be considered by companies, whether they are long-established or newly launched, because the level of brand awareness significantly affects consumers' purchase intentions (Tsabitah & Anggraeni, 2021). Without brand awareness, consumers will not know about the products or services being offered, making it difficult for them to take further actions such as making a purchase or becoming loyal to the brand. Consumer awareness of a brand is something that sellers need to build in order to influence purchase intention, which can be achieved through social media marketing. The more intensively social media marketing activities are carried out, the higher the consumers' awareness of the brand (Faisal & Ekawanto, 2021).

Prior studies by Budiono et al. (2021) and Pangestoe & Purwianti (2022) have also provided support for the choice of brand awareness, stating that it significantly and favorably influences purchase intention. More familiarity and favorable sentiments about the brand result from a product's increased recognition and ease of recall, which in turn promotes purchase intention. According to earlier research by Reyvina & Tjokrosaputro (2024); Muhamad & Aransyah (2022), social media marketing significantly and favorably affects brand recognition. Brand awareness can be greatly increased through social media marketing that uses interesting and pertinent material. In order to determine the indirect impact of social media marketing on purchase intention in local culinary MSMEs in Gianyar Regency, brand awareness is employed as a mediating variable.

## LITERATURE REVIEW AND RESEARCH FRAMEWORK

### *Stimulus-Organism-Response (SOR) Theory*

The Stimulus-Organism-Response (SOR) model serves as the conceptual basis for the suggested model and its associated theories. Mehrabian and Russell initially created the SOR framework in 1974 for use in environmental psychology. Later, it was extended to retail settings and numerous other areas of consumer behavior to better understand how consumers make decisions (Vergura et al., 2020). According to this paradigm, a person's internal experience (organism) is influenced by a variety of surrounding stimuli that operate as triggers and ultimately determine their reaction (Armawan et al., 2022).

This theory explains how stimuli, or factors that arouse individuals, affect their internal state, which eventually elicits a **response** from the individual.

### *Hierarchy of Effects Model*

Lavidge and Steiner created a model called the Hierarchy of Effects to show how marketing initiatives operate. From first learning about a product or service to making the purchase, this model proposes that customers follow a set of sequential processes (Belch & Belch, 2018: 162). The Hierarchy of Effects explains the various phases at which marketing affects customers. Consumers start the process by contemplating a large number of brand options, which

progressively reduces as they start to identify and assess alternatives by learning more about the brand, forming brand preferences, feeling like the brand, and ultimately forming convictions that result in a purchase decision.

Broadly, the Hierarchy of Effects includes the following stages:

- Cognitive Stage: Awareness, Knowledge
- Affective Stage: Liking, Preference, Conviction
- Behavioral Stage: Purchase

(Mamun, 2021)

### ***Purchase Intention***

Putri (2021) defines purchase intention as a consumer's propensity to act or behave in a way that indicates the possibility of making a purchase. acquire intention, according to Purba & Jahja (2024), is the consumer's wish to acquire a good or service in the future, based on the findings of assessment, evaluation, and personal convictions.

Stimuli like social media marketing can affect consumers' intention, interest, and decision-making when selecting a product or service because they are more likely to select well-known brands (Leviana, 2019). Purchase intention is the outcome of the consumer's emotional and cognitive processes that culminate in a purchase action. Both emotional elements, which originate from the consumer's emotional attachment to the brand or product, and rational criteria, including price, quality, and product benefits, are important in determining purchase intention (Hartanto et al., 2022).

For marketers to create more complex and focused strategies that are successful in drawing in and keeping consumers as well as raising the possibility that purchase intentions will be turned into actual purchases, they must have a solid understanding of purchase intention (Kusumo et al., 2024).

### ***Brand Awareness***

When considering a particular product category, brand awareness refers to a consumer's capacity to recognize or recall a brand and the ease with which they can recollect the brand name (Ellitan, 2022). Firmansyah (2019: 26) asserts that the overall objective of marketing communications is brand awareness. It is anticipated that when brand awareness is high, the brand will be remembered and taken into consideration as a possible option for purchase anytime a need for a particular product category emerges.

According to Muadzin & Lenggogeni (2021), brand awareness is the capacity of a prospective customer to remember or identify a brand within a particular product category.

Given that consumers prefer to pick and buy from brands they are already familiar with, brand awareness is essential to a business's long-term viability (Gazali & Ekawanto, 2024).

### ***Social Media Marketing***

Uploading material to social media platforms in order to boost sales of a product or service or to raise brand awareness is known as social media marketing (Phan et al., 2024). Since social media marketing allows for two-way contact and offers inexpensive marketing possibilities to interact, gather

information, and cultivate connections with clients, it is a crucial part of marketing growth within businesses (Irfan et al., 2019).

## RESEARCH METHOD

In order to ascertain the link between two or more variables, associative research using a quantitative method was the research strategy utilized in this study. Exogenous and endogenous variables are the two categories of variables considered in this investigation.

- **Exogenous variable** is the variable that, independent of other variables, affects or modifies the endogenous variable. Social media marketing is the study's exogenous variable.
- **Endogenous variables** are factors that other variables have an impact on. Purchase intention and brand awareness are the study's endogenous variables.

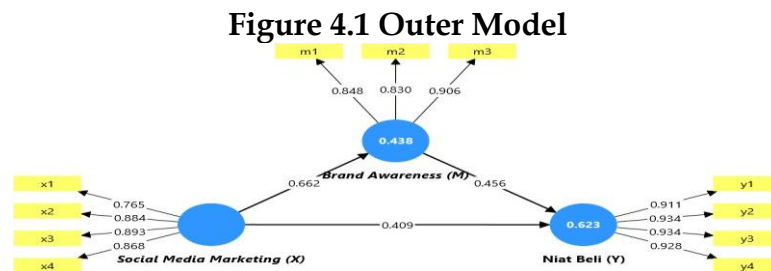
The purpose of this study is to examine the connections between these factors, specifically the function of brand awareness as a mediator between social media marketing and purchase intention at Jolted Coffee Shop & Eatery.

## RESULTS AND DISCUSSION

### Data Analysis Results

The Partial Least Squares (PLS) method in conjunction with the Structural Equation Modeling (SEM) method was used to examine this investigation. Three crucial steps should be taken into account while utilizing SEM-PLS: hypothesis testing, inner model evaluation, and outward model evaluation.

### Outer Model Evaluation



Source: Processed primary data, 2025 (Appendix 3)

The measurement model, also known as the outer model assessment, is used to assess how well the model's constructs satisfy validity and reliability standards. SmartPLS analysis uses four primary indications in this process: composite reliability and Cronbach's alpha for testing reliability, and convergent validity and discriminant validity for testing validity.

### 1) Validity Test

#### a) Convergent Validity

The degree of correlation between indicators and the latent construct they reflect is known as convergent validity. Examining the factor loading values for each indicator is one step in evaluating the outer model. If an indicator's correlation value with the measured concept is higher than 0.60, it is said to have strong validity.

**Table 4.5 Outer Loadings**

Variable	Instrument	Outer Loading	Remarks
Social Media Marketing (X)	x1	0.765	Valid
	x2	0.884	Valid
	x3	0.893	Valid
	x4	0.868	Valid
Brand Awareness (M)	m1	0.848	Valid
	m2	0.830	Valid
	m3	0.906	Valid
Purchase Intention (Y)	y1	0.911	Valid
	y2	0.934	Valid
	y3	0.934	Valid
	y4	0.928	Valid

Source: Processed primary data, 2025 (Appendix 3)

All indicators for each construct had factor loadings greater than 0.60, according to the analysis in Table 4.5. This shows that the measurement model satisfies the convergent validity requirements. The Average Variance Extracted (AVE) value can also be used to assess convergent validity. The validity of the notion is shown by an AVE score higher than 0.50.

**Table 4.6 Average Variance Extracted (AVE)**

Variable	AVE
Brand Awareness (M)	0.742
Purchase Intention (Y)	0.858
Social Media Marketing (X)	0.729

Source: Processed primary data, 2025 (Appendix 3)

All variables show AVE values above 0.50, thus meeting the criteria for convergent validity.

**b) Discriminant Validity**

Cross-loading values are compared in order to evaluate discriminant validity. An indicator's loading on the construct to which it is allocated ought to be greater than its loading on other constructions.

**Table 4.7 Cross Loadings**

Indicator	SMM (X)	BA (M)	PI (Y)
x1	0.765	0.469	0.540
x2	0.884	0.567	0.628
x3	0.893	0.599	0.608
x4	0.868	0.614	0.648
m1	0.544	0.848	0.658
m2	0.487	0.830	0.543

Indicator	SMM (X)	BA (M)	PI (Y)
m3	0.663	0.906	0.667
y1	0.671	0.672	0.911
y2	0.665	0.631	0.934
y3	0.662	0.658	0.934
y4	0.638	0.730	0.928

Source: Processed primary data, 2025 (Appendix 3)

All indicators show the highest loading on their respective constructs, indicating adequate discriminant validity.

### Construct Reliability

**Table 4.8 Construct Reliability Results**

Variable	Cronbach's Alpha	Composite Reliability
Brand Awareness (M)	0.827	0.896
Purchase Intention (Y)	0.945	0.960
Social Media Marketing (X)	0.875	0.915

Source: Processed primary data, 2025 (Appendix 3)

All variables have Cronbach's Alpha and Composite Reliability > 0.70, indicating good reliability.

### Inner Model Evaluation

The evaluation of the structural model is carried out by examining the dependent variables' R-square values, the independent variables' path coefficients, and the significance of the associations using t-statistics.

#### 1) R-Square

**Table 4.9 R-Square Values**

Variable	R-Square	Adjusted R-Square
Brand Awareness (M)	0.438	0.433
Purchase Intention (Y)	0.623	0.616

Source: Processed primary data, 2025 (Appendix 3)

- **Brand awareness** is explained by social media marketing by **43.3%** → **moderate** level.
- **Purchase intention** is explained by social media marketing and brand awareness by **61.6%** → **moderate** level.

#### 2) Effect Size (f<sup>2</sup>)

Used to assess the magnitude of the effect of an exogenous latent variable on an endogenous one.

**Table 4.10 Effect Size (f<sup>2</sup>)**

Predictor → Outcome	f <sup>2</sup> Value
Social Media Marketing → Brand Awareness	0.779
Social Media Marketing → Purchase Intention	0.250
Brand Awareness → Purchase Intention	0.310

Source: Processed primary data, 2025 (Appendix 3)

All values > 0.15, indicating **moderate** effects.

**3) Stone-Geisser's Q<sup>2</sup> (Predictive Relevance)**

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.438)(1 - 0.623)$$

$$Q^2 = 0.788$$

Since  $Q^2 > 0$ , the model has **predictive relevance**.

**4) Goodness of Fit (GoF)**

$$GoF = \sqrt{(Average AVE \times R^2)}$$

$$GoF = \sqrt{(0.776 \times 0.525)} = 0.642$$

Since  $GoF > 0.38$ , the model has a **good overall fit**.

**Hypothesis Testing (Path Coefficient Results)**

In SmartPLS 4, bootstrapping was used to test path coefficients. Through the indirect impacts, the mediating function of brand awareness between purchase intention and social media marketing is investigated.

**Table 4.11 Path Coefficient Results (Direct and Indirect Effects)**

Effect Type	Path	Coefficient	T-Statistic	P-Value
Direct	Social Media Marketing → Purchase Intention	0.409	3.738	0.000
Direct	Social Media Marketing → Brand Awareness	0.662	9.883	0.000
Direct	Brand Awareness → Purchase Intention	0.456	4.140	0.000
Indirect	Social Media Marketing → Brand Awareness → Purchase Intention	0.302	4.270	0.000

Source: Processed primary data, 2025 (Appendix 3)

**DISCUSSION**

***The Effect of Social Media Marketing on Purchase Intention***

Purchase intention is significantly impacted by social media marketing, according to the study's assessment of Hypothesis 1. The effect is favorable, showing that the more effectively Jolted Coffee Shop & Eatery uses social media marketing, including consistent posting, timely updates, interactive communication, and interesting content, the more likely people in Gianyar Regency are to buy the company's goods.

This result is consistent with other research by Lutfie & Marcelino (2020), Putri & Isa (2024), and Moslehpour et al. (2022), which also discovered that social media marketing significantly and favorably influences purchase intention.

***The Effect of Social Media Marketing on Brand Awareness***

Brand recognition is positively and significantly impacted by social media marketing, according to the results of testing Hypothesis 2. This suggests that consumers in Gianyar Regency will be more aware of Jolted Coffee Shop & Eatery's products if social media marketing efforts are more successful and include engaging material, current information, regular scheduling, and appealing content.

Previous research by Sari & Hayuningtias (2024), Mahardhika & Tjahyadi (2022), and Arsalani et al. (2021) also shown that social media marketing had a favorable and significant impact on brand awareness, which supports this finding.

#### *The Effect of Brand Awareness on Purchase Intention*

The results of testing Hypothesis 3 show that brand awareness has a positive and significant effect on purchase intention. This means that the higher the level of brand awareness among consumers, the greater their intention to purchase products from Jolted Coffee Shop & Eatery in Gianyar Regency. This is because familiar and well-remembered brands tend to increase consumers' sense of trust and comfort, making them more confident in their purchase decisions.

This finding is consistent with prior research by Pradnyani & Wardana (2024), Wijaya & Bahroni (2023), and Dumatri & Indarwati (2021), all of whom found a positive and significant relationship between brand awareness and purchase intention.

#### *The Mediating Role of Brand Awareness in the Effect of Social Media Marketing on Purchase Intention*

Based on the indirect impact analysis, Hypothesis 4's findings show that brand awareness plays a substantial mediating role in the relationship between social media marketing and purchase intention. This implies that social media marketing can raise brand recognition, which raises the intention to buy. To put it another way, social media marketing that is done with innovative, engaging, trend-relevant, and regularly posted material has the dual effect of directly increasing consumer buy intention and indirectly doing so by boosting brand awareness. According to the complimentary partial mediation found, brand awareness acts as a mediator between social media marketing and purchase intention.

This finding is consistent with earlier research by Dindasari & Sukawati (2022) and Saputra & Wardana (2023), which similarly discovered that brand knowledge acts as a mediator between social media marketing and purchase intention.

## CONCLUSION

The following conclusions can be made in light of the data analysis and hypothesis testing carried out with Smart PLS 4:

1. **Social media marketing has a positive and significant effect on purchase intention.**

This suggests that customers' intentions to buy Jolted Coffee Shop & Eatery's goods in Gianyar Regency are stronger when social media marketing is done well.

2. **Social media marketing has a positive and significant effect on brand awareness.**

This demonstrates how effectively done social media marketing campaigns may raise Jolted Coffee Shop & Eatery's brand awareness.

3. **Brand awareness has a positive and significant effect on purchase intention.**

Strong purchase intentions for Jolted Coffee Shop & Eatery's items are more likely to be displayed by customers who have a high level of brand awareness.

4. **Brand awareness mediates the effect of social media marketing on purchase intention.**

This suggests that by raising brand recognition, successful social media marketing might indirectly increase purchase intention.

## **SUGGESTIONS**

Based on the results obtained in this study, the following suggestions can be made to Jolted Coffee Shop & Eatery:

- Since the purchase intention variable was found to be suboptimal, the company should pay more attention to enhancing social media marketing and brand awareness.
- Based on the lowest descriptive scores within the social media marketing variable, it is recommended to:
  - Create more aesthetically pleasing content designs.
  - Utilize emotional storytelling.
  - Provide clear information about product benefits.
  - Increase social media engagement through interactive features like quizzes, Q&A sessions, stories, and live streams on Instagram.

## **RECOMMENDATIONS**

- Future research is encouraged to expand the model by incorporating additional variables that may influence purchase intention, such as viral marketing and hedonic motivation.
- It is also advised that future studies broaden the research **scope** beyond a single business or geographic area.

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