

THE ROLE OF BRAND AWARENESS IN MEDIATING THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AT FORE COFFEE RENON DENPASAR

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Abstract

Competition within the coffee shop industry in Denpasar City has become increasingly intense, with approximately 550 coffee shops currently in operation. This competition is also reflected in the dominance of major brands such as Kopi Kenangan, Fore Coffee, and Janji Jiwa based on the number of outlets. In Denpasar, Fore Coffee ranks below its primary competitors, highlighting the need for more effective marketing strategies, particularly at the Fore Coffee Renon Denpasar branch, to enhance competitiveness and attract consumers. This study was conducted in Denpasar City using a sample of 120 respondents selected through a purposive sampling technique. Data were collected through an online questionnaire and analysed using path analysis and the Sobel test with the assistance of SPSS version 27. The results indicate that all hypotheses were supported. Social media marketing has a positive and significant effect on both purchase intention and brand awareness. Brand awareness also has a positive and significant effect on purchase intention and partially mediates the relationship between social media marketing and purchase intention. The theoretical implication of this study enriches the hierarchy of effect model within the context of the Fore Coffee Renon Denpasar branch. Practically, the findings emphasise the importance of implementing effective social media marketing strategies to enhance brand awareness and encourage consumers' purchase intention.

Keywords: Brand awareness; Purchase intention; Social media marketing

INTRODUCTION

Coffee consumption in Indonesia has increased over the past several years. Changes in people's lifestyles have transformed coffee from merely a beverage that fulfils basic needs into an integral part of work, study, and social activities. This condition has driven increasing demand for coffee products and created opportunities for business actors to develop coffee shop businesses (Saefudin et al., 2020).

The increasing consumption of coffee has stimulated the growth of the coffee shop industry across various regions. Numerous coffee shop brands, both local and national, compete by offering distinctive products, concepts, and customer experiences to attract consumers. Consequently, competition among coffee shops has

become increasingly intense, as consumers have a wide range of alternatives when making purchasing decisions.

Denpasar City serves as the administrative and economic centre of Bali Province, characterised by a high level of community activity. The growth of the trade, service, and tourism sectors has contributed to increasing demand for various culinary businesses, including coffee shops. As a result, the number of coffee shops in Denpasar City continues to increase, encompassing both local brands and national chains. The increasingly competitive market provides consumers with a greater variety of choices when deciding where to purchase coffee.

One of the coffee shops operating in Denpasar City is Fore Coffee, which has one of its outlets located in the Renon area. This outlet occupies a strategic location surrounded by office complexes, educational institutions, sports facilities, and various public amenities. The high level of community mobility in the Renon area makes it one of the city's major activity centres with the potential to attract consumers from diverse backgrounds. In addition to its strategic location, Fore Coffee Renon also faces intense competition. Numerous local coffee shops and national chains operate in the Renon area, offering a variety of products, prices, atmospheres, and promotional programmes. Moreover, Kopi Kenangan, one of Fore Coffee's primary competitors, is located in close proximity to the Fore Coffee Renon outlet. This situation enables consumers to compare various alternatives before making a purchase decision. Therefore, Fore Coffee needs to implement strategies capable of attracting consumer attention and increasing purchase intention amid increasingly competitive market conditions.

Fore Coffee has exhibited relatively slow growth, as reflected in its limited number of outlets and Top Brand Index (TBI) scores that remain considerably lower than those of its main competitors, such as Janji Jiwa and Kopi Kenangan (Top Brand Award, 2022–2026). This relatively low TBI score indicates that although Fore Coffee has expanded throughout Indonesia, its level of brand awareness among consumers remains relatively low. Within the context of marketing research, this issue is particularly important because low brand awareness may limit the effectiveness of marketing strategies, especially when social media marketing activities have already been implemented actively.

This phenomenon illustrates the transformation of consumer behaviour in the digital era. Social media has become one of the primary platforms through which brands interact with customers, build brand image, and influence purchasing decisions. As one of the recognised coffee brands in Denpasar, Fore Coffee has actively implemented social media marketing strategies. However, their effectiveness in enhancing brand awareness and their implications for consumers' purchase intention still require further empirical investigation.

Fore Coffee Renon implements marketing strategies aligned with the company's national business concept by strengthening its brand image through outlet expansion while offering premium products at affordable prices. This strategy supports Fore Coffee's positioning as an affordable premium coffee brand targeting consumers in the Denpasar area. Fore Coffee also considers digital marketing as one of its primary strategies for increasing consumers' purchase intention. The company utilises influencers across various social media platforms, including Instagram, TikTok, YouTube, and Facebook, to establish closer relationships with audiences through visual content, short-form videos, and digital promotional campaigns (JIEAP, 2024).

Purchase intention refers to an individual's desire or tendency to purchase a particular product or service in the future. This concept is frequently employed in marketing and consumer behaviour research as an indicator for predicting the likelihood of a purchase occurring (Dewi dan Giantari, 2023). Purchase intention refers to consumers' tendency to purchase a particular brand after undergoing a process of information search and evaluating the available alternatives (Ramadhani, 2025). According to Sartika, D. (2021), purchase intention represents a form of consumer response arising from specific stimuli, thereby encouraging the intention to purchase and try a particular brand. This finding is consistent with the study conducted by Bahroni & Manggala (2023), which found that purchase intention is a tendency that emerges among prospective consumers after receiving stimuli from the observed product, subsequently encouraging their interest in trying the product and accompanied by the desire to purchase and own it.

However, the study conducted by Delvina Pauline & Keni (2024) found that perceived discount and influencer's credibility do not have a positive effect on purchase intention in the context of e-commerce. These findings indicate that such factors do not necessarily increase consumers' purchase intention directly, suggesting the existence of a gap between digital marketing stimuli and the formation of purchase intention. This inconsistency also indicates the possibility of an indirect pathway involving mediating factors such as brand awareness to explain the underlying mechanism of influence. Therefore, the role of social media marketing becomes increasingly important, considering that digital marketing activities through social media are capable of enhancing brand visibility, expanding information reach, and shaping consumer perceptions more effectively than traditional marketing methods.

According to Chaffey & Ellis-Chadwick (2023), social media marketing is the process of building relationships with audiences, strengthening brands, increasing sales, and directing traffic to websites through strategic content. Zhang et al. (2023) found that consumers' positive emotional engagement through social media can encourage purchase intention. Rasel et al. (2023) also stated that social media marketing can enhance brand image and indirectly influence consumers' purchase

intention. However, Prasetyo & Susanti (2023) offered a different perspective, suggesting that in certain contexts, such as the Shopee marketplace, social media marketing does not necessarily have a significant impact on purchasing decisions. Fore Coffee Renon does not rely solely on its official social media accounts for promotional activities but also collaborates with influencers. The use of influencers is considered more effective because they are able to reach broader audiences and communicate information in a more engaging manner. This approach is expected to increase consumers' purchase intention toward the products offered.

One of the outcomes of a strong marketing strategy is enhanced brand awareness. Brand awareness is a key element that enables consumers to recognise and recall a particular product. According to Fikri, Henny, and Ardian (2024), social media plays a substantial role in building brand awareness, particularly among Millennials and Generation Z, who are highly active on digital platforms. A high level of brand awareness is expected to strengthen positive perceptions of local products and ultimately increase consumers' purchase intention.

According to Anand (2023), brand awareness encompasses consumers' knowledge, familiarity, and recognition of a brand and its associated attributes. It constitutes an essential element in establishing and maintaining a successful brand presence in the marketplace. Brand awareness functions as a mediator between social media marketing and purchase intention (Triaksara et al., 2024), and brand awareness influences purchasing decisions through brand associations. When a product possesses a positive brand image, it facilitates marketing activities (Eliasari & Sukaatmadja, 2017). Recent studies also support the importance of brand awareness in influencing consumer decisions. Rasya and Usman (2023) reported that brand awareness, together with brand image and promotional strategies, has a positive effect on purchase intention, which subsequently influences purchasing decisions, particularly among Generation Z consumers. Similarly, Liu et al. (2023) found that consumers' positive perceptions of cross-border e-commerce platforms, including high levels of brand awareness, significantly increase purchase intention.

Nevertheless, not all studies have produced consistent findings. Prasetyo and Susanti (2023) found that although brand awareness is frequently assumed to exert a substantial influence on purchasing decisions, their findings demonstrated that, within certain contexts, brand awareness does not always have a significant effect. These findings emphasise the importance of considering market context, consumer characteristics, and other marketing elements when developing effective brand awareness strategies.

Several previous studies cited above indicate that social media marketing has a positive and significant effect on purchase intention, both directly and indirectly through brand awareness as a partial mediating variable. However, these findings cannot yet be generalised to all Fore Coffee outlet locations because of differences in

regional characteristics, consumer behaviour, and branch-level marketing strategies. Therefore, this study was conducted at the Fore Coffee Renon branch in Denpasar to examine the possibility of different findings and provide more specific evidence that reflects the context of the research location.

Based on the phenomenon and research gap described above, an empirical study examining purchase intention in relation to social media marketing and brand awareness at the Fore Coffee Renon branch in Denpasar is considered important. This study represents a replication of previous research conducted on Fore Coffee consumers in Denpasar, with the research context specifically adapted to the Fore Coffee Renon branch in Denpasar City.

RESEARCH METHOD

This study employed a quantitative approach with a causal associative design to analyse the causal relationships among Social Media Marketing, Brand Awareness, and Purchase Intention among potential consumers of the Fore Coffee Renon Denpasar branch. The study was conducted in Denpasar City, Bali, with the research subjects comprising potential consumers residing in Bali who had never purchased products from the Fore Coffee Renon Denpasar branch. The research variables consisted of Social Media Marketing (X) as the independent variable, Brand Awareness (M) as the mediating variable, and Purchase Intention (Y) as the dependent variable. Social Media Marketing was measured using the indicators of Content Creation, Interaction, Trendiness, and Share; Brand Awareness was measured through Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind; while Purchase Intention was measured through interest in seeking information, consideration of purchasing, interest in trying, and preferential interest. (Sugiyono, 2019; Ghozali & Latan, 2021; Taan et al., 2021; Oktirianto et al., 2021; Yohandi et al., 2022; Saputra & Widagda, 2020; Hendayana & Afifah, 2020; Kotler & Keller, 2012).

The study population comprised potential consumers of the Fore Coffee Renon Denpasar branch who resided in Bali Province and had never made a purchase at the outlet. The research sample consisted of 120 respondents selected using a non-probability sampling technique with a purposive sampling method, based on the criteria of residing in Denpasar City, having at least a senior high school/vocational high school or equivalent educational background, having an interest in consuming coffee, having seen advertisements for the Fore Coffee Renon branch on social media, and never having purchased its products. The data used consisted of quantitative and qualitative data obtained from primary data through questionnaires and secondary data from news reports, online websites, and previous studies. Data collection was conducted online using Google Forms with a 1–5 Likert scale. Prior to use, the instrument was tested for validity using the Pearson Product Moment correlation with a coefficient criterion of ≥ 0.30 and for reliability using Cronbach's Alpha with a

criterion of > 0.70. The test results indicated that all indicators were valid and reliable, with Cronbach's Alpha values of 0.923 for Purchase Intention, 0.812 for Social Media Marketing, and 0.861 for Brand Awareness. (Creswell & Creswell, 2018; Sugiyono, 2019, 2022; Rahyuda, 2016; Ghozali, 2021; Hardani et al., 2020).

Data analysis was conducted using descriptive statistics and inferential statistics. Descriptive statistics were used to describe respondent characteristics and response tendencies based on mean scores, percentages, tables, and graphs. Meanwhile, inferential analysis employed Path Analysis to examine the direct and indirect effects among Social Media Marketing, Brand Awareness, and Purchase Intention, as well as the Sobel Test to examine the mediating role of Brand Awareness. Before the path analysis was conducted, the model was tested using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Path analysis was used to examine the effect of Social Media Marketing on Purchase Intention, the effect of Social Media Marketing on Brand Awareness, the effect of Brand Awareness on Purchase Intention, and the indirect effect of Social Media Marketing on Purchase Intention through Brand Awareness. Subsequently, the Sobel Test was used to determine the significance of the mediating effect at a significance level of 5 percent ($\alpha = 0.05$). (Ghozali, 2018, 2021; Sugiyono, 2019; Riduwan & Kuncoro, 2017; Utama, 2016).

RESULT AND DISCUSSION

Respondent Description

Table 1. Respondent Characteristics

Variable	Classification	Number (Persons)	Percentage
Gender	Female	69	57,5
	Male	51	42,5
	Total	120	100
Age	20 – 24 Years	86	61,67
	25 – 29 Years	15	15,83
	30 – 34 Years	17	20,83
	35 - 39 Years	2	1,67
	40-44 Years	0	0
	Total	120	100
Highest Level of Education	Senior High School/Vocational High School or Equivalent	52	43,3
	Diploma	15	12,5
	Bachelor's Degree (S1)	49	40,8
	Postgraduate Degree	4	3,3
	Total	120	100

Occupation	Student/University Student	57	47,5
	Private-Sector Employee	37	30,8
	Entrepreneur	10	8,3
	Civil Servant	16	13,3
	Others	0	0
	Total	120	100
Mean	<1.500.000	39	32,5
Income/allowance	1.500.000-3.000.000	43	35,8
Monthly (Rp)	3.000.000-5.000.000	21	17,5
	>5.000.000	17	14,2
	Total	120	100

Source: Processed Primary Data, 2026

Meanwhile, based on age, respondents were dominated by the 20–24-year age group, which falls within the younger generation category. This phenomenon can be explained by the strategic location of Fore Coffee Renon in the Renon area, which serves as one of the main centres of community activity in Denpasar City. This area is known for its proximity to offices, university campuses, and other public facilities, making it easily accessible to younger consumers, particularly students and university students. In addition to serving beverages, coffee shops also function as places for socialising, studying, working, or simply spending leisure time. This age group is also recognised as a generation that actively uses social media, making them more readily exposed to various forms of digital promotion. This finding reinforces the view that the social media marketing strategy implemented is capable of reaching the appropriate market segment and contributes to building brand awareness and encouraging the emergence of purchase intention among consumers.

Description of Research Variables

Descriptive analysis showed that the Social Media Marketing variable obtained an overall mean score of 3.85 (credible category), indicating that respondents positively perceived Fore Coffee Renon's social media activities. The highest-rated indicator was Content Creation (mean = 3.99), reflecting that the brand's visual content is considered attractive, consistent, and capable of strengthening brand identity. However, the Share indicator received the lowest score (mean = 3.61), suggesting that consumers are not yet highly motivated to share or recommend Fore Coffee's content, indicating the need to optimise engagement strategies. Furthermore, the Brand Awareness variable achieved an overall mean score of 4.16 (credible category), demonstrating that respondents generally have a strong level of awareness of the Fore Coffee brand. Although brand recognition through logos, colours, and brand identity is relatively high, the brand recall indicator recorded the

lowest mean score (3.54), implying that consumers still require stronger exposure to recall the brand spontaneously.

Meanwhile, the Purchase Intention variable obtained an overall mean score of 3.69 (credible category), indicating that respondents have a relatively strong intention to purchase products from Fore Coffee Renon. The highest-rated indicator was respondents' consideration of purchasing Fore Coffee products (mean = 3.75), while the lowest score was found in respondents' interest in seeking further product information (mean = 3.64). In addition, the statement regarding Fore Coffee as the primary choice among competing coffee shops also received a favourable score (mean = 3.70), although it suggests that consumer preference has not yet become fully dominant. Overall, these findings indicate that Fore Coffee Renon has successfully developed positive purchase intention among consumers, while further strengthening social media engagement and brand recall may help reinforce its competitive position.

Classical Assumption Tests

Normality Test

Table 2. Normality Test Results

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

Source: Processed Primary Data, 2026

Based on the results presented in Table 5, the Asymp. Sig. (2-tailed) value of the Kolmogorov–Smirnov test for Substructural Model 1 is 0.200, while Substructural Model 2 also yields an Asymp. Sig. (2-tailed) value of 0.200. Since both values are greater than the significance level of 0.05, it can be concluded that the residuals of each model satisfy the normality assumption. Therefore, the data from both models are appropriate for further analysis using parametric statistical methods.

Multicollinearity Test

Table 3. Results of the Substructural Model 1 Multicollinearity Test

Variable	Tolerance	VIF
Social Media Marketing	1.000	1.000

Source: Processed Primary Data, 2026

Based on Table 3, the VIF value is 1.000, which is below 10, while the tolerance value is above 0.10. This indicates that the regression model does not experience multicollinearity. Therefore, the regression model is declared to have satisfied the multicollinearity assumption test, and the analytical results can be considered free from bias caused by relationships among the independent variables, making the model suitable for further research analysis.

Table 4. Results of the Substructural Model 2 Multicollinearity Test

Variable	Tolerance	VIF
Social Media Marketing	0,603	1.660
Brand Awareness	0,603	1.660

Source: Processed Primary Data (Appendix 8), 2026

Table 4 shows that the tolerance and VIF values for the two variables in Structural Regression Model 2, namely Social Media Marketing and Brand Awareness, are 0.603 for tolerance and 1.660 for VIF, respectively. Both values satisfy the criteria for the absence of multicollinearity, as the tolerance value is above the minimum threshold of 0.10 ($0.603 > 0.10$), while the VIF value remains below the maximum threshold of 10 ($1.660 < 10$). Thus, it can be concluded that there is no indication of multicollinearity in this model, and the relationships between the independent variables do not impair the suitability of the regression model used.

Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Equation	Model	Sig
Substructural I 1	Social Media Marketing	0,181
Substructural 2	Social Media Marketing	0,249
	Brand Awareness	0,339

Source: Processed Primary Data, 2026

Table 5 shows that the significance values obtained from the Glejser test for each regression model are 0.181 for Substructural Model 1 (Social Media Marketing), and 0.249 and 0.339 for Substructural Model 2 (Social Media Marketing and Brand Awareness). All significance values are greater than the threshold of 0.05, indicating that there is no significant relationship between the independent variables and the absolute residual values. Thus, it can be concluded that the regression models in this study do not exhibit symptoms of heteroscedasticity; in other words, the residuals are homogeneously distributed.

Path Analysis

Data processing in this study was conducted using path analysis, which is an extension of the multiple linear regression method. This approach enables researchers to analyse causal relationships among variables, both direct and indirect, within an integrated structural model. Path analysis was selected because it is capable of providing a more comprehensive description of the relationship patterns and flows of influence among variables based on the theoretical framework that has been formulated.

- 1) Formulating the hypotheses and structural equations

- (a) Social Media Marketing has a positive and significant effect on Purchase Intention
- (b) Social Media Marketing has a positive and significant effect on Brand Awareness
- (c) Brand Awareness has a positive and significant effect on Purchase Intention
- (d) Brand Awareness is able to significantly mediate the effect of Social Media Marketing on Purchase Intention

Based on the hypotheses formulated, the equation for the first structural model can be written as follows: $M = \beta_2 X + e_1$

Meanwhile, the equation for the second structural model is formulated as follows:

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

The results of the data processing and calculations for the two structural equations are presented in Table 6.

Table 6. Results of the Substructural Model 1 Path Analysis

Model	Variabel	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
1	(Constant)	4,977	1,083	–	4,594	<0,001
1	Social Media Marketing	0,596	0,068	0,630	8,823	<0,001
Statistik		Nilai				
R Square		0,392				
F Statistic		77,839				
Significance of F		<0,001				
Dependent Variabel		Brand Awareness				

Source: Processed Primary Data, 2026

Based on the path analysis results presented in Table 6, the structural equation formed for the first model is as follows:

$$M = \beta X + e_1$$

$$M = 0,883X + e_1$$

The equation indicates that the Social Media Marketing variable (X) has a positive and significant effect on Brand Awareness (M). The beta coefficient value of 0.630 indicates that Social Media Marketing has a relatively strong positive effect on Brand Awareness. Thus, an increase in marketing activities through social media tends to be followed by an increase in Brand Awareness. Therefore, the more effective the promotional strategy implemented by Fore Coffee on social media, the higher the level of brand awareness formed in consumers' minds.

The F-test results show that the model obtained a value of 77.839 with a significance level of 0.001. This value is lower than 0.005, indicating that the model is valid and suitable for explaining the effect of Social Media Marketing on Brand

Awareness. In addition, the significance value of the t-test is 0.001, further confirming that the effect is statistically significant.

The R-Square value of 0.392 indicates that 39.2 percent of the variation in Brand Awareness can be explained by the Social Media Marketing variable, while the remaining 60.8 percent is influenced by other variables outside this research model.

The contribution of Social Media Marketing to increasing Brand Awareness can be explained through the indicators used, namely Content Creation, Interaction, Trendiness, and Share. Engaging Content Creation activities enable consumers to recognise the brand more easily (Brand Recognition), while intensive Interaction between the brand and consumers can strengthen consumers' memory of the brand (Brand Recall). In addition, content that follows current trends (Trendiness) has the potential to increase brand exposure, making the brand easier to remember and even allowing it to achieve a Top of Mind position. The Share indicator also plays a role in expanding the reach of information, thereby helping to reduce Unaware of Brand conditions among consumers.

Thus, although the influence of Social Media Marketing is considered sufficient in shaping Brand Awareness, these results also indicate that other factors exist beyond these indicators.

Subsequently, the study proceeded by examining the effect of Social Media Marketing (X) and Brand Awareness (M) on Purchase Intention (Y), as presented in Table 7.

Table 7. Results of the Substructural Model 2 Path Analysis

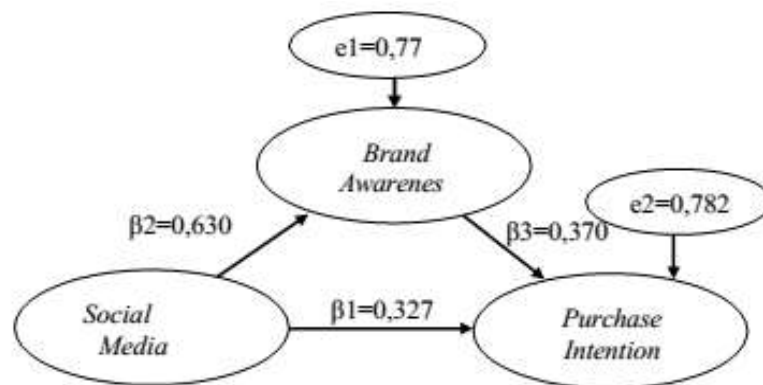
Model	Variabel	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
1	(Constant)	4,719	1,167	–	4,045	<0,001
1	Social Media Marketing	0,305	0,086	0,327	3,539	<0,001
1	Brand Awareness	0,365	0,091	0,370	4,000	<0,001
Statistic		Value				
R Square		0,387				
F Statistik		38,487				
Significance of F		<0,001				
Dependent Variable		Purchase Intention				

Source: Processed Primary Data, 2026

Based on the path analysis, the second structural equation is $Y = 0.327X + 0.370M + e$, indicating that Social Media Marketing and Brand Awareness both have positive and significant effects on Purchase Intention. The regression model is

considered fit ($F = 38.487$; $p = 0.001$), with both independent variables also showing significant partial effects ($p = 0.001$). Social Media Marketing directly influences Purchase Intention ($\beta = 0.327$) and Brand Awareness ($\beta = 0.630$), while Brand Awareness directly affects Purchase Intention ($\beta = 0.370$). In addition, Brand Awareness partially mediates the relationship between Social Media Marketing and Purchase Intention, as indicated by an indirect effect of 0.2331 and a total effect of 0.5601. The coefficient of determination ($R^2 = 0.387$) shows that 38.7% of the variation in Purchase Intention is explained by Social Media Marketing and Brand Awareness, while the total determination coefficient ($R^2_m = 0.6289$) indicates that the overall model explains 62.89% of the variation in Purchase Intention through both direct and indirect effects, with the remaining 37.11% influenced by other factors outside the research model.

Figure 1. Path Coefficient Analysis Model



Source: Processed Primary Data, 2026

The path analysis results indicate that Social Media Marketing has a positive effect on Brand Awareness ($\beta = 0.630$) and Purchase Intention ($\beta = 0.327$), while Brand Awareness also positively influences Purchase Intention ($\beta = 0.370$). The model is statistically significant (F-test $p = 0.001$), indicating that Social Media Marketing and Brand Awareness simultaneously affect Purchase Intention. The individual hypothesis tests also show that all direct relationships are positive and significant ($p = 0.001$), confirming that improved social media marketing enhances brand awareness and purchase intention, while stronger brand awareness further increases consumers' intention to purchase. In addition, the error values ($e_1 = 0.779$; $e_2 = 0.782$) indicate that other factors outside the model also contribute to the endogenous variables. Overall, these findings demonstrate that Brand Awareness serves as an important mediating variable in strengthening the influence of Social Media Marketing on consumers' Purchase Intention, as reflected in the direct, indirect, and total effects presented in the path analysis.

Table 8. Direct Effects, Indirect Effects, and Total Effects

Variable Relationship	Direct Effect	Indirect Effect ($\beta_2 \times \beta_3$)	Total Effect
X → Y	0.327	0.2331	0.5601
X → M	0.630	–	0.630
M → Y	0.370	–	0.370

Source: Processed Primary Data, 2026

Table 8 presents a summary of the results for each path, including the direct and indirect effects among variables, as well as the total effects obtained through path analysis for each structural equation. An explanation of the meaning of the values presented in Table 8 is provided in the following section:

1) Effect of Social Media Marketing on Purchase Intention

The study conducted on potential Fore Coffee consumers in Denpasar City shows that the Social Media Marketing variable has a direct effect on Purchase Intention of 0.327, or equivalent to 32.7 percent. This result illustrates that the promotional and interaction activities conducted by Fore Coffee through social media directly increase consumers' purchase intention.

2) Effect of Social Media Marketing on Brand Awareness

The results also show that Social Media Marketing has a direct effect on Brand Awareness of 0.630, or 63 percent. This indicates that social media marketing strategies, such as the use of influencers for promotions implemented by the Fore Coffee Renon Denpasar branch, are capable of significantly increasing brand awareness in consumers' minds.

3) Effect of Brand Awareness on Purchase Intention

The Brand Awareness variable in this study was proven to have a direct effect on Purchase Intention of 0.370, or 37 percent. This value indicates a moderate effect, meaning that the higher consumers' level of awareness of the Fore Coffee brand, the greater their tendency to make a purchase, although other factors also influence this decision.

4) The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Intention

In the mediation context, the indirect effect of Social Media Marketing on Purchase Intention through Brand Awareness is 0.2331 (obtained from 0.630×0.370), or equivalent to 23.3 percent. When combined with the direct effect of 0.327, the total effect of Social Media Marketing on Purchase Intention becomes 0.5601, or 56 percent. These results indicate that Brand Awareness serves as a mediating variable in the relationship between Social Media Marketing and Purchase Intention. Nevertheless, the largest contribution still originates from the direct effect; therefore, the mediation role can be categorised as partial mediation.

Sobel Test

The Sobel test was conducted to examine the significance of the indirect effect of Brand Awareness in mediating the relationship between Social Media Marketing and Purchase Intention by comparing the calculated Z-value with the critical value of 1.96 at a 5% significance level. The results showed a calculated Z-value of 2.538, which exceeds 1.96, indicating that the indirect effect is statistically significant. Thus, Brand Awareness positively and significantly mediates the relationship between Social Media Marketing and Purchase Intention. These findings confirm that strengthening brand awareness enhances the effectiveness of social media marketing in increasing consumers' purchase intention.

Discussion and Results

The Effect of Social Media Marketing on Purchase Intention

The hypothesis testing results in this study indicate that Social Media Marketing has a positive and significant effect on Purchase Intention. This demonstrates that the better a company manages content creation, builds interaction with consumers, follows trendiness, and encourages sharing on social media, the greater the tendency of consumers to seek product information, consider making a purchase, try the product, and develop preferential interest. Thus, social media serves not only as a promotional medium but also as an effective instrument for shaping perceptions and gradually encouraging consumers' purchasing decisions.

Strategically implemented social media marketing through engaging content, consumer-involving interactions, and influencer support can strengthen emotional closeness, reinforce brand image, and ultimately encourage consumers' purchase intention. This finding is consistent with the Hierarchy of Effects theory proposed by Belch & Belch (2018), which explains that consumer responses are formed through three main stages. At the cognitive stage, consumers acquire information and knowledge about a product through content presented on social media. Subsequently, at the affective stage, consumers begin to experience interest, positive emotions, and a sense of closeness to the brand as a result of the interactions and messages conveyed. The final stage, namely the conative stage, is characterised by the emergence of an impulse or intention to make a purchase as a result of the understanding and interest established in the preceding stages. Thus, social media marketing functions not only as a means of conveying information but also as an effective tool for guiding consumers towards the purchasing decision stage.

This finding is consistent with the view of Chaffey & Ellis-Chadwick (2023), who emphasised that social media marketing plays a role in building relationships with audiences and strengthening brands through strategic content. In addition, the findings of Zhang et al. (2023) and Rasel et al. (2023) also demonstrate that emotional engagement and improved brand image through social media can encourage

consumers' purchase intention. Nevertheless, these findings differ from those of Prasetyo & Susanti (2023), who stated that under certain conditions, social media marketing does not always exert a significant effect on purchasing decisions. Thus, it can be concluded that social media marketing contributes to increasing purchase intention, particularly when supported by engaging content, effective interaction, and the use of influencers who can expand reach and strengthen the appeal of marketing messages.

The Effect of Social Media Marketing on Brand Awareness

The hypothesis testing in this study demonstrates that Social Media Marketing has a positive and significant effect on Brand Awareness. This indicates that the more optimally a company carries out content creation, builds interaction, follows trendiness, and encourages sharing on social media, the greater consumers' ability to recognise the brand (brand recognition), recall the brand (brand recall), and position the brand as their primary choice (top of mind), while reducing the condition of being unaware of the brand. Thus, social media plays an important role in increasing brand visibility and consumers' ability to remember a brand through engaging, easily accessible, and rapidly disseminated content.

Within the framework of the Hierarchy of Effects theory, the initial stage that must be established before purchase intention emerges is brand awareness at the cognitive level. Social media marketing implemented through engaging content creation, active interaction, trendiness, and encouragement to share can help consumers move from being unaware of the brand to being able to recognise the brand (brand recognition) and recall the brand (brand recall). Consistent exposure on social media causes the brand to become increasingly embedded in consumers' memories until it reaches a top-of-mind position, thereby forming a strong foundation for the emergence of interest and preference at the subsequent stage.

This finding is consistent with the study conducted by Anand (2023), which stated that brand awareness is an important element in building brand presence through consumers' knowledge, familiarity, and recognition. In addition, the studies of Triaksara et al. (2024) and Eliasari and Sukaatmadja (2017) also demonstrate that brand awareness serves as a mediator linking social media marketing to purchase intention through the formation of positive brand associations and brand image. The studies conducted by Rasya and Usman (2023) and Liu et al. (2023) further reinforce the finding that a high level of brand awareness can significantly increase consumers' purchase intention. Thus, brand awareness functions not only as brand recognition but also as a key factor influencing consumers' purchasing decisions.

The Effect of Brand Awareness on Purchase Intention

The hypothesis testing results demonstrate that Brand Awareness has a positive and significant effect on Purchase Intention. This means that the higher consumers' level of awareness of a brand, ranging from being unaware of the brand to

reaching a top-of-mind position, the greater their tendency to seek information, consider, try, and develop purchase intention. This relationship occurs because brand awareness represents the initial stage in consumers' decision-making process. A brand that is increasingly recognised and remembered can more easily foster familiarity, trust, and positive perceptions of value, thereby encouraging consumers to proceed to the purchase intention stage. Therefore, increasing brand awareness plays an important role in strengthening consumers' purchase intention.

From the perspective of the Hierarchy of Effects theory, the formation of purchase intention occurs through sequential stages beginning with the cognitive aspect (awareness and knowledge), followed by the affective aspect (liking and preference), and ultimately reaching the conative aspect (conviction and purchase). At the initial stage, brand awareness plays an important role as a cognitive foundation through which consumers begin to recognise and recall a particular brand. This stage serves as the basis for forming positive emotional responses, which subsequently encourage the desire to make a purchase.

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

The hypothesis testing results demonstrate that Brand Awareness serves as a positive and significant mediator in the relationship between Social Media Marketing and Purchase Intention. This indicates that the effect of social media marketing on purchase intention occurs not only directly but also through an initial increase in brand awareness. The more effective and intensive the marketing activities conducted on social media, the higher the level of brand awareness formed, which subsequently encourages an increase in consumers' purchase intention.

Within the framework of the Hierarchy of Effects theory, this phenomenon indicates that social media marketing influences consumers through sequential stages, beginning with the formation of awareness at the cognitive stage, developing into interest at the affective stage, and ultimately encouraging purchase intention at the conative stage. In this process, brand awareness functions as a connecting mechanism that bridges the effect of social media marketing activities on the emergence of purchase intention, because brand awareness forms the basis for the development of consumers' subsequent responses.

This finding is supported by the study conducted by Hanif and Bayu (2023), which demonstrated that social media marketing can increase brand awareness while simultaneously encouraging consumers' purchase intention. Similar findings were also reported by Mikhael & Susan (2022) and Sutariningsih & Widagda (2021), who stated that Brand Awareness is capable of mediating the effect of Social Media Marketing on Purchase Intention. Thus, brand awareness plays an important role as a link between social media marketing activities and the formation of consumers' purchase intention.

CONCLUSION

Based on the results of the data analysis, the conclusions of this study can be formulated as follows:

- 1) Social Media Marketing has a positive and significant effect on Purchase Intention.
- 2) Social Media Marketing has a positive and significant effect on Brand Awareness.
- 3) Brand Awareness has a positive and significant effect on Purchase Intention.
- 4) Brand Awareness is able to mediate

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