

The Mediating Role Of Brand Awareness On The Effect Of Social Media Marketing Towards Purchase Decisions At Kopi Kenangan In Pekanbaru

Peran Mediasi Kesadaran Merek Terhadap Pengaruh Pemasaran Media Sosial Terhadap Keputusan Pembelian di Kopi Kenangan di Pekanbaru

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ABSTRACT

This study analyzes the effect of social media marketing on purchase decisions with brand awareness as a mediating variable among Kopi Kenangan consumers in Pekanbaru. Using a quantitative approach with 100 respondents selected through purposive sampling, data were analyzed using validity and reliability tests, path analysis, and Necessary Condition Analysis (NCA). The results indicate that social media marketing has a positive and significant effect on both brand awareness and purchase decisions, brand awareness is proven to mediate the relationship between the two, and both variables are necessary conditions for increasing purchase decisions.

Keywords: Social Media Marketing, Brand Awareness, Purchase Decision, NCA, Kopi Kenangan.

ABSTRAK

Penelitian ini menganalisis pengaruh social media marketing terhadap purchase decision dengan brand awareness sebagai variabel mediasi pada konsumen Kopi Kenangan di Pekanbaru. Menggunakan pendekatan kuantitatif dengan 100 responden melalui purposive sampling, data dianalisis menggunakan uji validitas, reliabilitas, analisis jalur, dan Necessary Condition Analysis (NCA). Hasil menunjukkan bahwa social media marketing berpengaruh positif dan signifikan terhadap brand awareness maupun purchase decision, brand awareness terbukti memediasi hubungan keduanya, serta keduanya merupakan kondisi yang diperlukan dalam meningkatkan purchase decision.

Kata Kunci: Social Media Marketing, Brand Awareness, Purchase Decision, NCA, Kopi Kenangan.

1. Introduction

The rapid development of the internet and digital technology has significantly transformed consumer behavior worldwide. In Indonesia, the number of internet users reached 212 million in January 2025, representing 74.6% of the total population—an increase of 8.7% compared to the previous year (We Are Social & Meltwater, 2025). This digital expansion has accelerated the adoption of social media as a primary platform for marketing communication, particularly in the food and beverage industry.



Figure 1.1: Number of Internet Users in Indonesia in the Last 11 Years.

Source : DataIndonesia.id, 2025

The ready-to-drink coffee segment in Indonesia has become highly competitive, with brands such as Kopi Kenangan, Janji Jiwa, Fore, and KULO competing for consumer attention. Among these, Kopi Kenangan has maintained a consistent mid-tier market position since its founding in 2017, offering grab-and-go coffee at affordable prices. 2025.



Figure 1.2: List of Top Coffee Shop Brands in Indonesia 2021-2025 by Top Brand.

Source: Goodstats.id, 2025

In Pekanbaru, approximately 508,829 residents (43.58% of the population) are active internet users (BPS, 2024), making social media a strategically important channel for reaching potential consumers.

Table 1.1: Number of Internet Users in Pekanbaru City (2024–2025)

Region	Total Population	Internet Users	Percentage
Pekanbaru	1.167.599	508.829	43,58%

Source: BPS (2024) and the processed results of Komdigi Riau.

Social media marketing has emerged as a key tool for companies to build brand awareness and influence purchase decisions. However, research findings have been inconsistent: some studies confirm a significant positive effect of social media marketing on purchase decisions (Mileva & Fauzi, 2018; Upadana & Pramudana, 2020), while others suggest it primarily functions as an information-sharing platform with limited direct influence on buying behavior (Muslim, 2018). This research gap motivates the present study.

A pre-survey of 35 respondents found that 85.7% acknowledged Kopi Kenangan's active social media communication and 77.1% found the brand easy to recall, yet only 42.9% prioritized purchasing from Kopi Kenangan over other brands. This gap underlines the potential mediating role of brand awareness in converting social media exposure into actual purchase decisions.

Table 1.2: Result of the Pre-Survey Questionnaire

No	Statement	Responses		
		Yes	No	Amount
1	Kopi Kenangan builds communication with customers through social media	30 85.7%	5 14.3%	35
2	Kopi Kenangan uses social media to receive customer feedback and suggestions	29 82.9%	6 17.1%	35
3	The Kopi Kenangan brand is easy to remember and sounds appealing	27 77.1%	8 22.9%	35
4	Kopi Kenangan is the first brand that comes to mind when thinking of trendy coffee products	19 54.3%	16 45.7%	35

5	I prioritize purchasing coffee from Kopi Kenangan over other brands	15	42.9%	20	57.1%	35
6	I am willing to sacrifice time or price to purchase Kopi Kenangan products	19	54.3%	16	45.7%	35

Source: Data Processed by Researcher, 2026

This study therefore aims to: (1) analyze the effect of social media marketing on brand awareness; (2) examine the direct effect of social media marketing on purchase decisions; (3) determine the effect of brand awareness on purchase decisions; and (4) test whether brand awareness mediates the relationship between social media marketing and purchase decisions among Kopi Kenangan consumers in Pekanbaru.

Research Question

1. Does social media marketing have a positive and significant effect on brand awareness of Kopi Kenangan consumers in Pekanbaru?
2. Does social media marketing have a positive and significant effect on purchase decisions of Kopi Kenangan in Pekanbaru?
3. Does brand awareness have a positive and significant effect on purchase decisions of Kopi Kenangan consumers in Pekanbaru?
4. Does brand awareness positively and significantly mediate the relationship between social media marketing and purchase decisions of Kopi Kenangan consumers in Pekanbaru?

Research Objectives

Based on the formulation of the problem that has been described earlier, the purpose of this research is to:

1. To analyze whether social media marketing has a positive and significant effect on brand awareness of Kopi Kenangan consumers in Pekanbaru.
2. To analyze whether social media marketing has a positive and significant effect on the purchase decisions of Kopi Kenangan in Pekanbaru.
3. To analyze whether brand awareness has a positive and significant effect on the purchase decisions of Kopi Kenangan consumers in Pekanbaru.
4. To analyze whether brand awareness positively and significantly mediates the relationship between social media marketing and purchase decisions of Kopi Kenangan consumers in Pekanbaru.
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2. Literature Review

2.1 Social Media Marketing

Social media is utilized as a medium for delivering various forms of information, such as text, audio, and video, allowing companies and consumers to communicate and interact even from afar (Kuspriyono & Nurelasari, 2018). In the context of marketing, these platforms play a crucial role in streamlining the promotional process to consumers. According to Poturak and Softić (2019), social media marketing enables brands to broaden their visibility on a global scale, allowing consumers to access more information and engage with brands more extensively than in the past. This study measures social media marketing using five indicators: entertainment, interaction, trendiness, customization, and word of mouth (Godey et al., 2016; Sutariningsih, 2021).

2.2 Brand Awareness

Brand awareness refers to consumers' capability to recall and identify a particular brand or product from their memory (Herdana, 2015). This awareness strengthens when individuals

are repeatedly exposed to the brand and can easily notice, understand, and remember it. Therefore, companies strive to enhance brand awareness by creating distinctive logos, symbols, characters, packaging designs, advertisements, or promotional messages such as memorable slogans that help embed the brand in consumers' minds (Yapa, 2017). Increasing brand awareness becomes an important strategy for companies to present and expand their brand to a broader market audience. Consumers tend to select or use products and services from brands they are already familiar with and feel confident about. This makes brand awareness a crucial foundation in encouraging purchasing decisions and strengthening a brand's competitive position in the market (Sutariningsih, 2021). Brand awareness in this study is measured through three indicators: brand knowledge, well-known, and distinguishable (Upadana & Pramudana, 2020).

2.3 Purchase Decision

Purchase decision refers to the consumer's final decision to purchase a product after evaluating available alternatives based on information, preferences, and perceived value (Sara, 2009). According to Adhawiyah (2019), two main factors can significantly shape the shift from purchase intention toward the final purchasing decision: the influence of other people and situational conditions that may alter consumer choices. In addition, the decision-making process enables consumers to seek information about various brands, assess their value, compare alternatives, and ultimately arrive at a suitable choice (Siali et al., 2016). Purchase decision in this study is measured using four indicators: decision to choose, priority, awareness of sacrifice, and product liking (Upadana & Pramudana, 2020).

2.4 Hypothesis Development

H1: Social media marketing has a positive and significant effect on brand awareness. Through features such as interactive content, trend-driven updates, and two-way communication, social media enables companies to convey brand identity consistently and effectively (Kuspriyono & Nurelasari, 2018). Well-designed social media marketing activities can enhance consumers' ability to recognize and recall a brand, thereby strengthening brand awareness (Godey et al., 2016; Sutariningsih, 2021).

H2: Social media marketing has a positive and significant effect on purchase decisions. According to Upadana and Pramudana (2020), social media marketing contributes to shaping consumer perceptions, preferences, and trust toward a brand, which leads to stronger purchase tendencies. Engaging content, promotional messages, user-generated reviews, and interactive features create persuasive cues that increase consumers' willingness to purchase.

H3: Brand awareness in this study is the ability of consumers to remember a brand or advertisement through spontaneous circumstances or after being stimulated by keywords (Upadana & Pramudana, 2020). When consumers can quickly recognize and recall a brand, the brand becomes part of their consideration set, which increases the probability of purchase (Herdana, 2015). A high level of brand awareness reflects consumer familiarity, emotional attachment, and trust toward the brand, which influences their final purchase behavior (Adhawiyah, 2019).

H4: Brand awareness positively and significantly mediates the relationship between social media marketing and purchase decisions. Prior research (Upadana & Pramudana, 2020; Poturak & Softić, 2019) demonstrates that social media marketing activities help shape consumer perceptions and familiarity with a brand, which subsequently leads to increased purchase likelihood. When consumers often encounter branded content on social media, their awareness grows, and this heightened awareness becomes a bridge between marketing exposure and final purchase behavior.

3. Research Methods

The location of the research was Pekanbaru, Riau with the population of this study comprises consumers who have made purchases at Kopi Kenangan outlets in Pekanbaru.

This study employed a quantitative research approach. Data were collected from 100 respondents in Pekanbaru using purposive sampling with criteria: (1) residents of Pekanbaru aged 17 years or older; (2) have purchased Kopi Kenangan products at least once; and (3) have been exposed to Kopi Kenangan's social media marketing prior to making a purchase decision.

This sample size follows Hair et al.'s (2022) guideline of five to ten times the total number of research indicators. In this study, a sample of 100 respondents was selected to achieve a balance between research accuracy and feasibility. The sampling technique employed was non-probability sampling, specifically convenience sampling, in which respondents were chosen based on their accessibility and willingness to participate.

Data were collected through a structured questionnaire distributed online via Google Forms, using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data analysis procedures included: (1) validity testing using Pearson Product Moment correlation (r -table = 0.1966, $n = 100$, $\alpha = 0.05$); (2) reliability testing using Cronbach's Alpha (threshold > 0.60); (3) classical assumption tests (normality via Kolmogorov-Smirnov, multicollinearity via VIF, and heteroscedasticity via Glejser method and scatterplot); (4) path analysis regression to examine direct and indirect effects among variables; and (5) Necessary Condition Analysis (NCA) to identify minimum threshold conditions required to achieve higher levels of purchase decision.

4. Results and Discussion

4.1 Respondent Characteristics

Table 4.1: Respondent Base on Gender

No.	Gender	Number of Respondents	Percentage
1	Female	61	61%
2	Male	39	39%
	Total	100	100%

Of the 100 respondents, 61% were female and 39% male. The dominance of female respondents in this study indicates that women had a higher level of participation in completing the distributed questionnaire. This may be influenced by several factors, such as a greater interest in the research topic, particularly those related to social media activities, brand awareness, and purchase decisions.

Table 4.2: Respondent Base on Age

No	Age Category	Number of Respondents	Percentage
1	< 17 years	0	0%
2	17 – 25 years	92	92%
3	25 – 35 years	7	7%
4	> 35 years	1	1%
	Total	100	100%

Source : Author's Processed Data (2026)

The majority (92%) were in the 17–25 age group, with 7% aged 25–35, and 1% above 35 years. The dominance of respondents aged 17–25 years suggests that this research primarily reflects the perspectives of younger consumers. This age group is generally more active in using social media, more exposed to digital marketing, and more responsive to online promotional

content. As a result, they are more likely to develop brand awareness and make purchase decisions influenced by social media marketing.

Table 4.3: Respondent Base on Occupation

No	Occupation	Number of Respondents	Percentage
1	Student	83	83%
2	Private Employee	8	8%
3	Entrepreneur	4	4%
4	Civil Servant	1	1%
5	Others	4	4%
Total		100	100%

Source : Author's Processed Data (2026)

Students comprised 83% of respondents, followed by private employees (8%), entrepreneurs (4%), civil servants (1%), and others (4%). The dominance of young student respondents is highly relevant, as this group is generally more active in using social media and more exposed to digital marketing strategies, which aligns with Kopi Kenangan's primary target market.

4.2 Descriptive Analysis

In this study, descriptive analysis is applied to provide an overview of respondents' responses to each research variable, namely Social Media Marketing (SMM), Brand Awareness (BA), and Purchase Decision (PD). The analysis is conducted by calculating the mean (average) score of respondents' answers.

Table 4.4: Frequency Distribution of Social Media Marketing (X)

No	Statement	Mean	Std. Deviation	Category
1	Social media of Kopi Kenangan provides interesting image posts	4.16	0.801	High
2	Social media of Kopi Kenangan provides interesting video posts	4.02	0.804	High
3	Social media of Kopi Kenangan provides clear information	4.23	0.750	Very High
4	Social media of Kopi Kenangan provides a platform for feedback (opinions, suggestions, criticism)	3.87	0.872	High
5	Social media of Kopi Kenangan provides content that suits current conditions	4.16	0.748	High
6	Social media of Kopi Kenangan uses language that is easy to understand	4.35	0.744	Very High
7	Social media of Kopi Kenangan provides information search and customer services	4.07	0.820	High
8	Social media of Kopi Kenangan considers customer suggestions for content	3.98	0.864	High
9	I am willing to share information about Kopi Kenangan with others	4.26	0.848	Very High
10	I am willing to upload content related to Kopi Kenangan	3.77	1.072	High
Average (Mean)		4.087		High

Source : Author's Processed Data (2026)

The Social Media Marketing variable obtained an overall mean of 4.087 (High category). The highest-rated item was 'Social media of Kopi Kenangan uses language that is easy to understand' (mean = 4.35, Very High), while the lowest was 'I am willing to upload content related to Kopi Kenangan' (mean = 3.77, High).

Table 4.5: Frequency Distribution of Brand Awareness (Z)

No	Statement	Mean	Std. Deviation	Category
1	I am aware of the existence of Kopi Kenangan because its outlets are easy to find	4.63	0.646	Very High
2	I recognize Kopi Kenangan simply by seeing their products	4.38	0.801	Very High
3	I remember Kopi Kenangan as a coffee shop with a variety of products and services	4.13	0.917	High
4	Kopi Kenangan is the first brand that comes to my mind when I want to drink coffee or hang out at a coffee shop	3.66	1.191	High
5	Kopi Kenangan is a well-known brand in Pekanbaru	3.93	0.977	High
6	I can distinguish Kopi Kenangan products from other brands	4.13	0.861	High
7	Kopi Kenangan products have distinct characteristics compared to other brands	4.07	0.856	High
8	I feel special when purchasing Kopi Kenangan products	3.63	1.051	High
Average (Mean)		4.07		High

Source : Author's Processed Data (2026)

The Brand Awareness variable yielded a mean of 4.07 (High), with the highest item being 'I am aware of Kopi Kenangan because its outlets are easy to find' (mean = 4.63, Very High).

Table 4.6: Frequency Distribution of Purchase Decision (Y)

No	Statement	Mean	Std. Deviation	Category
1	I decided to choose Kopi Kenangan as a place to buy coffee rather than other coffee shops	3.87	1.089	High
2	I decided to choose Kopi Kenangan as a place to drink coffee based on my own desire	4.05	0.947	High
3	I decided to choose Kopi Kenangan as a place to drink coffee after seeing other people's experiences	3.55	1.104	High
4	I prioritize purchasing Kopi Kenangan products over other products	3.65	1.114	High
5	I prioritize purchasing Kopi Kenangan products because of their quality	3.89	0.931	High
6	I am willing to spend time to purchase Kopi Kenangan products	3.71	1.157	High
7	I am willing to remain loyal as a Kopi Kenangan customer	3.82	1.048	High
8	I feel happy or satisfied after deciding to purchase Kopi Kenangan products	3.84	0.907	High
9	I am willing to make repeat purchases at Kopi Kenangan	4.04	1.004	High

10	I will recommend Kopi Kenangan to my friends	4.22	0.799	Very High
Average (Mean)		3.86		High

Source : Author's Processed Data (2026)

The Purchase Decision variable recorded a mean of 3.86 (High), with 'I will recommend Kopi Kenangan to my friends' scoring highest (mean = 4.22, Very High).

4.3 Validity and Reliability

The validity test in this study was conducted using the Pearson Product Moment Correlation method. This test aims to determine whether each item in the questionnaire is capable of accurately measuring the variables of Social Media Marketing, Brand Awareness, and Purchase Decision. In this method, the correlation value of each item (r-count) is compared with the critical value (r-table). All questionnaire items were valid, with r-count values exceeding the r-table value of 0.1966. Social Media Marketing items ranged from 0.659 to 0.815, Brand Awareness items from 0.624 to 0.799, and Purchase Decision items from 0.601 to 0.922.

To ensure the consistency and reliability of the research instrument, a reliability test was conducted using the Cronbach's Alpha method. This test aims to evaluate the internal consistency of the questionnaire items in measuring each variable. A variable is considered reliable if the Cronbach's Alpha value is greater than the minimum threshold of 0.60. Reliability tests confirmed all variables as reliable: Social Media Marketing ($\alpha = 0.907$), Brand Awareness ($\alpha = 0.864$), and Purchase Decision ($\alpha = 0.940$), all exceeding the threshold of 0.60.

Table 4.7: Validity Test Results

No	Variabel	Item	r count	r table (0.1966)	Remarks
1	Social Media Marketing	SMM1	0.728	0.1966	Valid
2	Social Media Marketing	SMM2	0.790	0.1966	Valid
3	Social Media Marketing	SMM3	0.698	0.1966	Valid
4	Social Media Marketing	SMM4	0.713	0.1966	Valid
5	Social Media Marketing	SMM5	0.776	0.1966	Valid
6	Social Media Marketing	SMM6	0.795	0.1966	Valid
7	Social Media Marketing	SMM7	0.754	0.1966	Valid
8	Social Media Marketing	SMM8	0.815	0.1966	Valid
9	Social Media Marketing	SMM9	0.720	0.1966	Valid
10	Social Media Marketing	SMM10	0.659	0.1966	Valid
11	Brand Awareness	BA1	0.624	0.1966	Valid
12	Brand Awareness	BA2	0.703	0.1966	Valid
13	Brand Awareness	BA3	0.687	0.1966	Valid
14	Brand Awareness	BA4	0.792	0.1966	Valid
15	Brand Awareness	BA5	0.739	0.1966	Valid
16	Brand Awareness	BA6	0.743	0.1966	Valid
17	Brand Awareness	BA7	0.799	0.1966	Valid
18	Brand Awareness	BA8	0.681	0.1966	Valid
19	Purchase Decision	PD1	0.862	0.1966	Valid
20	Purchase Decision	PD2	0.725	0.1966	Valid
21	Purchase Decision	PD3	0.601	0.1966	Valid

22	Purchase Decision	PD4	0.862	0.1966	Valid
23	Purchase Decision	PD5	0.878	0.1966	Valid
24	Purchase Decision	PD6	0.886	0.1966	Valid
25	Purchase Decision	PD7	0.922	0.1966	Valid
26	Purchase Decision	PD8	0.801	0.1966	Valid
27	Purchase Decision	PD9	0.785	0.1966	Valid
28	Purchase Decision	PD10	0.760	0.1966	Valid

Source : Author's Processed Data Using SPSS (2026)

Table 4.8: Reliability Test Results

No	Variabel	Number of Items	Cronbach's Alpha	Criteria	Remarks
1	Social Media Marketing	10	0.907	> 0.60	Reliabel
2	Brand Awareness	8	0.864	> 0.60	Reliabel
3	Purchase Decision	10	0.940	> 0.60	Reliabel

Source : Author's Processed Data Using SPSS (2026)

4.4 Classical Assumption Tests

The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov Test. This test aims to determine whether the data are normally distributed. A dataset is considered normally distributed if the significance value (Asymp. Sig.) is greater than 0.05. Normality was confirmed for both structural models: Structure 1 (Asymp. Sig. = 0.079 > 0.05) and Structure 2 (Asymp. Sig. = 0.200 > 0.05).

Table 4.9: Normality Test Results

Model	Variabel	Asymp. Sig. (2-tailed)	Kriteria	Keterangan
Structure 1	Social Media Marketing → Brand Awareness	0.079	> 0.05	Normal
Structure 2	Social Media Marketing & Brand Awareness → Purchase Decision	0.200	> 0.05	Normal

Source : Author's Processed Data Using SPSS (2026)

The multicollinearity test was conducted to examine whether there is a high correlation between independent variables in the regression model. This test uses the Tolerance and Variance Inflation Factor (VIF) values. No multicollinearity was detected, as VIF values remained below 10 (Model 2: VIF = 1.559).

Table 4.10: Multicollinearity Test Results

Equation	Model	Tolerance	VIF	Description
Model 1	Social Media Marketing	1.000	1.000	No Multicollinearity
Model 2	Social Media Marketing & Brand Awareness	0.642	1.559	No Multicollinearity

Source : Author's Processed Data Using SPSS (2026)

The heteroscedasticity test aims to determine whether there is an inequality of variance in the residuals of the regression model.

Table 4.11: Heteroscedasticity Structure 1 Test Results

Variabel	Sig.	Criteria	Remarks
Social Media Marketing	0.930	> 0.05	Heteroscedasticity does not occur

Source : Author's Processed Data Using SPSS (2026)

For Structure 1, the significance value of the Social Media Marketing variable is 0.930, which is greater than 0.05. This indicates that there is no heteroscedasticity problem in the model. Therefore, the residual variance is constant (homoscedastic), and the model meets the assumption.

Table 4.12: Heteroscedasticity Structure 2 Test Results

Variabel	Sig.	Criteria	Remarks
Social Media Marketing	0.066	> 0.05	Heteroscedasticity does not occur
Brand Awareness	0.000	< 0.05	Heteroscedasticity occurs

Source : Author's Processed Data Using SPSS (2026)

For Structure 2, the Social Media Marketing variable has a significance value of 0.066, which is greater than 0.05, indicating no heteroscedasticity issue. However, the Brand Awareness variable has a significance value of 0.000, which is less than 0.05, indicating the presence of heteroscedasticity.

To ensure that there were no observations exerting extreme influence on the regression model, additional outlier testing was conducted using Mahalanobis Distance, Cook's Distance, and Leverage Value analysis. Leverage points are observations that have independent variable values far from the data center so that they have the potential to affect the estimation of regression models.

Table 4.13: Additional Outlier Test Results

Residual Test Analysis	Maximum Value	Standard/Cut-Off Value	Result
Mahalanobis Distance	12.237	< 13.82	Safe / No Multivariate Outlier
Cook's Distance	0.148	< 1.00	Safe / No Influential Outlier
Centered Leverage Value	0.124	< 0.06	Relatively High, but Still Acceptable
Standardized Residual	2.017	Between -3 and +3	Normal / Acceptable

Source : Author's Processed Data Using SPSS (2026)

Although the Glejser test detected heteroscedasticity in Brand Awareness (Sig. = 0.000), an outlier analysis was done with the result (Cook's Distance = 0.148 < 1; Mahalanobis Distance = 12.237 < 13.82) confirmed the data remained appropriate for further analysis.

4.5 Path Analysis Results

Path analysis in this study was conducted to examine both the direct and indirect effects among variables, namely Social Media Marketing, Brand Awareness, and Purchase Decision.

Table 4.14: Path Analysis Results

Path	Beta (β)	t-value	Sig.	Result
SMM → Brand Awareness (H1)	0.599	7.365	< 0.001	Significant
SMM → Purchase Decision (H2)	0.183	2.491	0.014	Significant
Brand Awareness → Purchase Decision (H3)	0.691	9.379	< 0.001	Significant

Source : Author's Processed Data Using SPSS (2026)

Table 4.15: Indirect Effect (Mediation)

Effect Type	Coefficient
Direct Effect (SMM → Purchase Decision)	0.183
Indirect Effect (SMM → Brand Awareness → Purchase Decision)	0.414
Total Effect	0.597

Source : Author's Processed Data (2026)

H1 is accepted: Social Media Marketing has a positive and significant effect on Brand Awareness ($\beta = 0.599$, $p < 0.001$). This finding confirms that consistent and engaging social media activities by Kopi Kenangan strengthen consumer brand recognition and recall, in line with Kuspriyono and Nurelasari (2018) and Godey et al. (2016). The result also supports previous studies by Jaya and Setiawan (2025) and Ayu et al. (2025).

H2 is accepted: Social Media Marketing has a positive and significant direct effect on Purchase Decision ($\beta = 0.183$, $p = 0.014$). Interactive and trendy content on social media motivates consumers to make purchasing choices, consistent with findings by Upadana and Pramudana (2020) and Sem and Nurbasari (2023).

H3 is accepted: Brand Awareness has the strongest direct effect on Purchase Decision ($\beta = 0.691$, $p < 0.001$). This underscores that consumer familiarity with the Kopi Kenangan brand is the most powerful driver of purchasing behavior, aligning with Herdana (2015) and Adhawiyah (2019). The result supports findings by Sudirjo et al. (2023), Siali et al. (2016) and Upadana and Pramudana (2020).

H4 is accepted: Brand Awareness significantly mediates the relationship between Social Media Marketing and Purchase Decision. The indirect effect (0.414) substantially exceeds the direct effect (0.183), demonstrating that social media marketing primarily influences purchase decisions through the mechanism of brand awareness formation. This finding is consistent with Ardiansyah and Sarwoko (2020), Fajri et al. (2021), Upadana and Pramudana (2020), Sukardi Kodrat (2021), and Kurniasari and Budiarmo (n.d.).

4.6 Necessary Condition Analysis (NCA)

Table 4.16: NCA Effect Size Results

Variable	Effect Size	95% CI	p-value	Result
Brand Awareness → Purchase Decision	0.315	0.112	0.000	Necessary Condition
SMM → Purchase Decision	0.359	0.175	0.000	Necessary Condition
SMM → Brand Awareness	0.379	0.164	0.000	Necessary Condition

Source : Author's Processed Data Using SmartPLS 4 (2026)

NCA results confirm that both Social Media Marketing (effect size = 0.359, $p = 0.000$) and Brand Awareness (effect size = 0.315, $p = 0.000$) are necessary conditions for achieving higher levels of Purchase Decision. Additionally, Social Media Marketing (effect size = 0.379, $p = 0.000$) is a necessary condition for Brand Awareness. All effect sizes are categorized as large, indicating these variables are indispensable prerequisites.

Bottleneck analysis revealed that to achieve a 100% level of Purchase Decision, a minimum Brand Awareness value of 36 and Social Media Marketing value of 39 are required. To achieve a 50% level, minimum values of 25 (Brand Awareness) and 31 (Social Media Marketing)

are needed. These thresholds provide practical guidance: failure to meet minimum levels of either variable will limit purchase decision outcomes regardless of other marketing efforts.

5. Conclusion

This study demonstrates that social media marketing plays a pivotal role in building brand awareness, which subsequently strengthens purchase decisions among Kopi Kenangan consumers in Pekanbaru. All four hypotheses were accepted: (H1) social media marketing positively influences brand awareness ($\beta = 0.599$); (H2) social media marketing directly influences purchase decision ($\beta = 0.183$); (H3) brand awareness strongly influences purchase decision ($\beta = 0.691$); and (H4) brand awareness significantly mediates the relationship between social media marketing and purchase decision, with the indirect effect (0.414) exceeding the direct effect (0.183).

The NCA results further establish that social media marketing and brand awareness are necessary conditions—not merely influential factors—for achieving higher purchase decision outcomes. Without adequate levels of both variables, higher purchase decisions cannot be attained.

For practitioners, Kopi Kenangan is recommended to maintain consistent, engaging, and informative social media content—especially through Instagram and WhatsApp communities—while strengthening brand identity through influencer collaborations, trending campaigns, and clear visual branding. Future research may expand this model by incorporating variables such as brand trust, customer satisfaction, electronic word-of-mouth (e-WOM), or product quality, and may explore broader geographic contexts or larger sample sizes.

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