The Influence of Social Media Marketing and Brand Awareness on Purchasing Decisions with Brand Image as a Mediating Variable in Kopi Kenangan

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ARTICLE INFORMATION	ABSTRACT

This research aims to test the influence of social media marketing and brand awareness on purchasing decisions with brand image as a mediating variable at Kopi Kenangan DP Mall Semarang. The population in this study were consumers who had purchased Kopi Kenangan, DP Mall Semarang. By using a sample of 104 respondents. The analysis method for this research uses outer model and inner model analysis using the SmartPLS (Partial Least Square) Version 4.0 data processing tools. The results of this study indicate, based on hypothesis test, social media marketing variables has a positive and insignificant effect on brand image, brand awareness has a positive and significant effect on brand image, social media marketing has a positive and significant effect on purchasing decisions, brand awareness has a positive and insignificant effect on purchasing decisions, brand image has a negative and insignificant effect on purchasing decisions, and brand image as a mediating variable has no direct effect on social media marketing and brand awareness on purchasing decisions.

Keywords: Social Media Marketing, Brand Awareness, Purchase Decisions, Brand Image

INTRODUCTION

Business growth in Indonesia has experienced significant and diverse developments, for example the coffee business. Indonesia is one of the four largest coffee producing and exporting countries in the world after Brazil, Vietnam and Colombia, according to data published by the United States Department of Agriculture (USDA) in 2020. According to data from the International Coffee Organization (ICO), coffee consumption in Indonesia reaching 5 million bags measuring 60 kilograms in the 2020/2021 period. This number increased by 4.04 percent compared to the previous period which amounted to 4.81 million bags measuring 60 kilograms, which made Indonesia the fifth largest coffee consuming country in the world after Japan (dataindonesia.id, June 2022). Recently coffee brands originating from Indonesia have begun to emerge. One of them is Kopi Kenangan. Memories Coffee is one of the old coffee shop competitors in the Indonesian coffee industry.

Table 1. Brand Index 2020-2023

Brand	TBI 2020	TBI 2021	TBI 2022	TBI 2023
Kopi Kenangan	39,9%	36,7%	42,6%	39,7%
Janji Jiwa	29,8%	39,5%	38,3%	39,5%
Kulo	13,6%	12,4%	10,2%	6,3%
Fore	5,1%	6,4%	6,5%	7,5%

Source : topbrand-award.com, 2024

Based on the data in table 1, in 2020 Kopi Kenangan received first position with a percentage of 39.9 percent compared to Janji Jiwa, Kulo, and Fore. A change in position occurred in 2021 where Kopi Kenangan was in second place with a percentage of 36.7 percent, then in 2022 and 2023 Kopi Kenangan rose again with a percentage of 42.6 percent and 39.7 percent (topbrand-award.com, 2024). The phenomenon of coffee shop brands is diverse, with the variety of menus offered being an important factor in competition to attract the interest of potential customers, thereby influencing their purchasing decisions.

LITERATURE REVIEW

Purchasing Decisions are part of consumer behavior, which involves how individuals, groups and organizations choose, buy and use products, services or services to meet consumer needs and satisfaction (Kotler, 2016). For companies, purchasing decisions are a critical aspect that influences the marketing strategy that will be used next (Pratika Sari and Rahmidani, 2019). The stages of the purchasing decision process include recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior (Kotler, 2016).
Social Media Marketing according to (Elaydi, 2018) is one of the marketing methods used by successful business people to expand their consumer reach on social media. Social media marketing makes it easier for entrepreneurs to communicate with consumers via online media. The expenses required are relatively affordable and without time limits as long as you are connected to the internet.
Brand Awareness is the ability of potential consumers to identify and remember a brand as a component of a certain type of product (Kurniasari and Budiatmo, 2018). When someone has knowledge and awareness of a brand, that person will be interested in buying it. On the other hand, for those who are not aware, doubts about buying and even disinterest in doing so will arise.

Brand Image is an assessment made by customers regarding a brand in the market (Harto et al., 2021). The level of brand identity strength can increase with shopping experience or the accumulation of knowledge regarding the brand, and become more conclusive with the addition of other networks. Therefore, brand image has important significance for consumers in making product purchasing decisions. Nowadays, marketing through online marketing methods, especially social media, can increase sales widely without requiring large capital.

RESEARCH METHOD

This research method uses a quantitative approach. The population in this study were consumers who had purchased Kopi Kenangan at DP Mall Semarang. The data collection technique was by distributing questionnaires by filling out an online Google form to 106 respondents. The Likert scale used in this research is 1-5 which is divided into 5, namely (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly Agree. This research uses a non-probability sampling technique, with a purposive sampling method (criteria). The analysis technique used in this research is Structural Equation Modeling (SEM) using the SmartPls 4.0 software program.

RESULTS

Table 2. Respondent Demographic Data

| No	Gender	Total	Percent (%)
1.	Female	77	74
2.	Male	27	26
No	Age	Total	Percent (%)
1.	17 – 20	20	19,2
2.	21 – 25	66	63,5
3.	26 – 30	8	7,7
4.	> 30	10	9,6
No	Job	Total	Percent (%)
1.	Student	14	13,5
2.	College Student	50	48,1
3.	Private Sector Employees	17	16,3
4.	Government Employees	0	0
5.	Self Employees	6	5,8
6.	Other	17	16,3
No	Income	Total	Percent (%)
1.	< 500.000	50	47,1
2.	500.000 – 1.000.000	5	4,8
3.	1.000.000 – 1.500.000	5	4,8
4.	1.500.000 – 2.000.000	2	2,9
5.	> 2.000.000	19	18,3
6.	Other	23	22,1

Source: Primary data processed, 2024
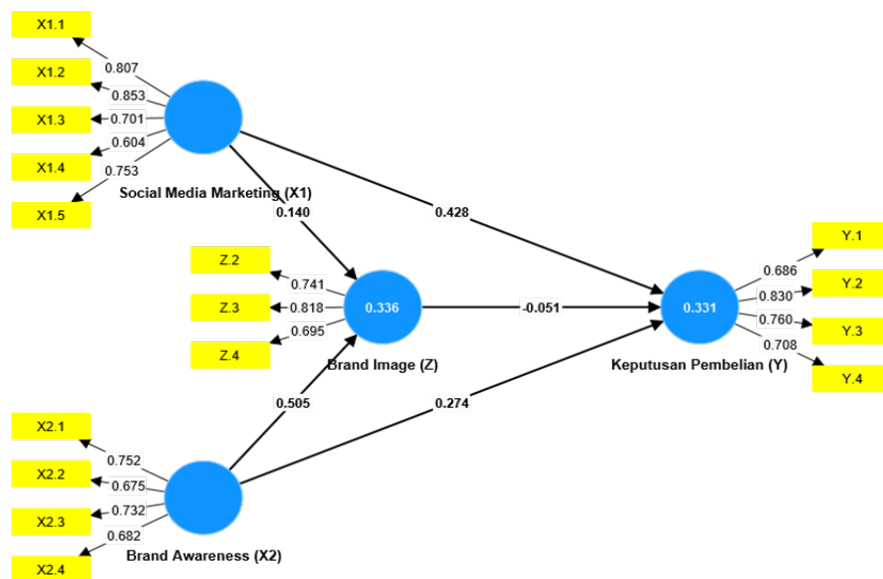
Figure 1. Outer Model
Source: Primary data processed, 2024

The outer model test is used to determine the specifications of the relationship between latent variables and their indicators. This test includes validity and reliability.
The next stage is the convergent validity test. An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.5. The following are the outer loading values for each indicator on the research variables.

Table 3. Outer Loading

	Brand Awareness (X2)	Brand Image (Z)	Purchase Decision (Y)	Social Media Marketing (X1)	Result
X1.1				0,807	Valid
X1.2				0,853	Valid
X1.3				0,701	Valid
X1.4				0,604	Valid
X1.5				0,753	Valid
X2.1	0,752				Valid
X2.2	0,675				Valid
X2.3	0,732				Valid
X2.4	0,682				Valid
Y.1			0,686		Valid
Y.2			0,830		Valid
Y.3			0,760		Valid
Y.4			0,708		Valid
Z.2		0,741			Valid
Z.3		0,818			Valid
Z.4		0,695			Valid

Source: Primary data processed, 2024

Convergent validity can be determined through the Average Variance Extracted (AVE) method, where each indicator must have criteria > 0.5 to be considered valid.

Table 4. Convergent Validity Metode Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Brand Awareness (X2)	0,505
Brand Image (Z)	0,567
Purchase Decision (Y)	0,559
Social Media Marketing (X1)	0,560

Source: Primary data processed, 2024

Next, assess discriminant validity, namely by examining cross-loading to test discriminant validity by comparing the correlation coefficient between indicators and other constructs (cross-loading). The correlation construct value between the indicator and the construct itself must be greater than with other constructs.

Table 5. Cross Loading

	Brand Awareness (X2)	Brand Image (Z)	Purchase Decision (Y)	Social Media Marketing (X1)
X1.1	0,324	0,239	0,533	**0,807**
X1.2	0,408	0,356	0,464	**0,853**
X1.3	0,296	0,244	0,331	**0,701**
X1.4	0,278	0,240	0,272	**0,604**
X1.5	0,300	0,257	0,309	**0,753**
X2.1	**0,752**	0,476	0,285	0,300
X2.2	**0,675**	0,356	0,386	0,395
X2.3	**0,732**	0,337	0,326	0,323
X2.4	**0,682**	0,430	0,223	0,208
Y.1	0,276	0,131	**0,686**	0,405
Y.2	0,318	0,224	**0,830**	0,482
Y.3	0,397	0,176	**0,760**	0,331
Y.4	0,299	0,241	**0,708**	0,349
Z.2	0,427	**0,741**	0,098	0,227
Z.3	0,494	**0,818**	0,170	0,297
Z.4	0,350	**0,695**	0,310	0,281

Source: Primary data processed, 2024

Next is the reliability test. Reliability testing in this research uses composite reliability and Cronbach's alpha. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7. The following is the composite reliability value of each variable:

Table 6. Composite Reliability

	Composite Reliability
Brand Awareness (X2)	0,803
Brand Image (Z)	0,796
Purchase Decision (Y)	0,835
Social Media Marketing (X1)	0,863

Source: Primary data processed, 2024

Next, the second reliability test is Cronbach's Alpha. A variable is considered reliable if it has a Cronbach's Alpha > 0.6. The following is the Cronbach's Alpha value of each variable:

Table 7. Cronbach's Alpha

	Cronbach's Alpha
Brand Awareness (X2)	0,673
Brand Image (Z)	0,616
Purchase Decision (Y)	0,735
Social Media Marketing (X1)	0,802

Source: Primary data processed, 2024

Next, evaluate the inner model, this model is carried out using R-Square (R2), Predictive Relevance (Q2), Goodness of Fit (GoF), and Hypothesis Testing. The following is the proposed PLS program model scheme:
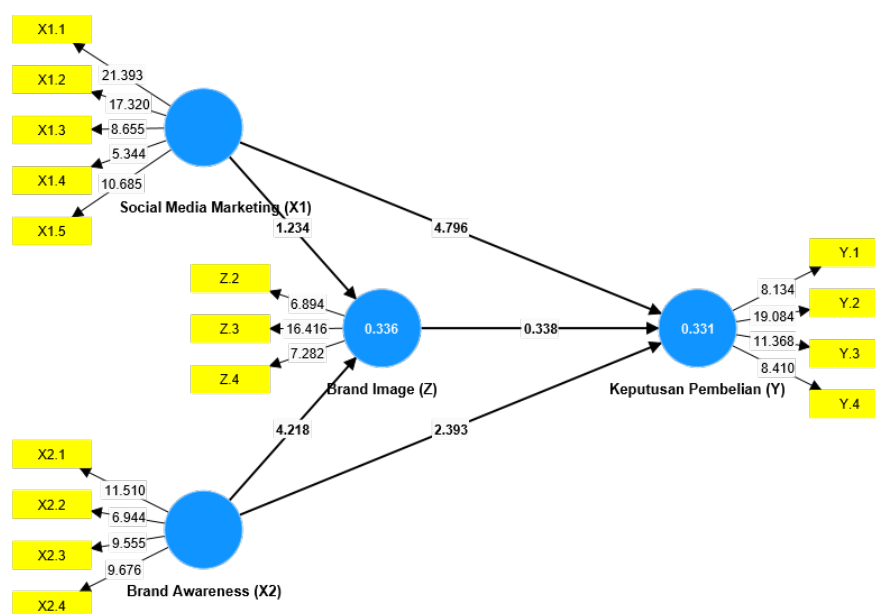

Figure 2. Inner Model
Source: Primary data processed, 2024

The coefficient of determination (R-Square) is used as an indicator to evaluate the extent to which the dependent variable is influenced by other variables. From the results of data analysis carried out using smartPLS 4.0, the coefficient of determination (R-Square) results were obtained as follows:

Table 8. R-Square

	R-square	*R-square adjusted*
Brand Image (Z)	0,336	0,323
Purchase Decision (Y)	0,331	0,311

Source: Primary data processed, 2024

Next is the Predictive Relevance (Q-Square) test. From the data analysis that has been carried out using smartPLS 4.0, the Q-Square values are obtained as follows:

Table 9. Q-Square

	SSO	SSE	Q² (=1-SSE/SSO)
Brand Awareness (X2)	416,000	416,000	0,000

Brand Image (Z)	416,000	369,821	0,111
Purchase Decision (Y)	416,000	351,566	0,155
Social Media Marketing (X1)	520,000	520,000	0,000

Source: Primary data processed, 2024

Next, test the Goodness of Fit (GoF). The goodness of fit assessment can be seen from the Q-Square value. The following are the results of data processing that has been carried out using smartPLS 4.0, the GoF values are obtained as follows:

Table 10. Goodness of Fit

	Saturated model	*Estimated model*
SRMR	0,091	0,091
d_ULS	1,119	1,119
d_G	0,314	0,314
Chi-square	185,890	185,890
NFI	0,663	0,663

Source: Primary data processed, 2024

Next, test the path coefficient using the bootstrapping process to see the t statistic or p values and the original sample obtained from this process. The hypothesis is considered accepted if the P Value <0.05. The results of hypothesis testing in the smartPLS program can be seen using the Path Coefficient Bootstrapping technique as follows:

Table 11. Path Coefficient Hypothesis

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	P values
Brand Awareness (X2) -> *Brand Image* (Z)	0,505	0,526	0,120	4,218	0,000
Brand Awareness (X2) -> Purchase Decision (Y)	0,274	0,277	0,114	2,393	0,017
Brand Image (Z) -> Purchase Decision (Y)	-0,051	-0,045	0,152	0,338	0,735
Social Media Marketing (X1) -> *Brand Image* (Z)	0,140	0,135	0,114	1,234	0,217
Social Media Marketing (X1) -> Purchase Decision (Y)	0,428	0,437	0,089	4,796	0,000

Source: Primary data processed, 2024

The next step is indirect testing (indirect effect) which can be seen from the results of the specific indirect effect. To find out the mediation function, researchers used the bootstrapping method of specific indirect effects tables, the results of which are listed in table 11 with the condition that if the t-statistic value is > 1.65, it is stated that there is a mediation effect and the p-value < 0.05 is stated to be a positive effect. The following are the specific indirect effect values:

Table 12. Specific Indirect Effects Hypothesis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness (X2) *-> Brand Image* (Z) *->* Purchase Decision (Y)	-0,026	-0,028	0,085	0,306	0,760
Social Media Marketing (X1) *-> Brand Image* (Z) *->* Purchase Decision (Y)	-0,007	-0,004	0,028	0,260	0,795

Source: Primary data processed, 2024

DISCUSSION

The Influence of Social Media Marketing on Brand Image
The analysis results show that social media marketing has a positive and insignificant effect on brand image. Because the t-statistical hypothesis testing results are smaller than the t-table (1.96), namely 1.234 and p-values > 0.05, 0.217. This means that social media marketing does not influence consumers' views regarding the brand image of a product being marketed. So these results are in accordance with research conducted by (Hidayatullah, 2021) which shows that the results of social media marketing cannot influence brand image, but this research is not in accordance with the results of research conducted by (Naraya & Rahanatha, 2020) which shows that social media marketing has a positive and significant effect on brand image.

The Influence of Brand Awareness on Brand Image
The analysis results show that the influence of brand awareness on brand image is positive and significant. Because the t-statistical hypothesis testing results are greater than the t-table (1.96), namely 4.218 and p-values < 0.05, equal to 0.000. This means that the higher the level of consumer awareness of a brand, the more it affects the brand image of a product. So these results are in accordance with research conducted by (Mulyani & Hermina, 2023) which shows that brand awareness has a positive and significant effect on brand image.

The Influence of Social Media Marketing on Purchasing Decisions
The results of the analysis show that the influence of social media marketing on purchasing decisions is positive and significant. Because the t-statistical hypothesis testing results are greater than the t-table (1.96), namely 4.796 and p-values < 0.05, equal to 0.000. This means that the more effective Memories Coffee is in promoting its products on social media, the greater its influence on consumer purchasing decisions and the increase in the number of consumers purchasing this product. So this research is in accordance with the results of research conducted by (Novendra, 2023) which shows that social media marketing has a positive and significant effect on purchasing decisions.

The Influence of Brand Awareness on Purchasing Decisions
The results of the analysis show that the influence of brand awareness on purchasing decisions is positive and significant. Because the t-statistical hypothesis testing results are greater than the t-table (1.96), namely 2.393 and p-values < 0.05, amounting to 0.017. This means that the higher the brand awareness that consumers have, the greater the influence on consumer purchasing decisions and the increase in the number of consumers purchasing these products. These results are in accordance with research

conducted by (Mulyani & Hermina, 2023) which shows that brand awareness has a positive and significant effect on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions
The results of the analysis show that brand image has a negative and insignificant effect on purchasing decisions. Because the t-statistical hypothesis testing results are smaller than the t-table (1.96) of 0.338 and p-values > 0.05 of 0.735. This means that the brand image of a product built by a company is not necessarily a benchmark for consumers in determining purchasing decisions. So these results are in accordance with research conducted by (Saidi, 2023) which shows that brand image cannot influence purchasing decisions. However, the results of this research are not in accordance with research conducted by (Naraya & Rahanatha, 2020) which shows that brand image has a positive and significant effect on purchasing decisions.

The Influence of Brand Image on Brand Awareness and Purchasing Decisions
The results of the analysis show that brand image does not negatively mediate the relationship between brand awareness and purchasing decisions. Due to the test results using bootstrapping, the t-statistic value is smaller than the t-table (1.65) at 0.306 and the p-value is greater than 0.05 at 0.760. This means that even though a company or brand has a good image and is remembered among consumers, it is not necessarily a benchmark for consumers in determining purchasing decisions. So these results are in accordance with research conducted by (Suariedewi & Wulandari, 2023) which shows the results that brand image does not mediate the relationship between brand awareness and purchasing decisions. However, the results of this research are not in accordance with research conducted by (Mulyani & Hermina, 2023) which shows that brand image can mediate the relationship between brand awareness and purchasing decisions.

The Influence of Brand Image on Social Media Marketing and Purchasing Decisions
The results of the analysis show that brand image does not negatively mediate the relationship between social media marketing and purchasing decisions. Due to the test results using bootstrapping, the t-statistic value is smaller than the t-table (1.65) at 0.260 and the p-value is greater than 0.05 at 0.795. This means that social media marketing is not always a benchmark for consumers in assessing a product and there are other factors that play a role in the consumer purchasing decision making process. So these results are in accordance with research conducted by (Hidayatullah, 2021) which shows that brand image does not mediate the relationship between social media marketing and purchasing decisions. However, this research does not match the results of research conducted by (Novendra, 2023) which shows that brand image can mediate the relationship between social media marketing and purchasing decisions.

CONCLUSION

Based on the analysis and discussion that has been presented, the conclusions and research results obtained are:
1. Social media marketing has been proven to have a positive and insignificant effect on the brand image of Kopi Kenangan DP Mall Semarang.
2. Brand awareness is proven to have a positive and significant influence on the brand image of Kopi Kenangan DP Mall Semarang.
3. Social media marketing has been proven to have a positive and significant influence on purchasing decisions at Kopi Kenangan DP Mall Semarang.
4. Brand awareness is proven to have a positive and significant influence on purchasing decisions at Kopi Kenangan DP Mall Semarang.

5. Brand image is proven to have a negative and insignificant effect on purchasing decisions at Kopi Kenangan DP Mall Semarang.
6. Brand image is proven not to mediate the relationship between brand awareness and purchasing decisions at Kopi Kenangan DP Mall Semarang.
7. Brand image is proven not to mediate the relationship between social media marketing and purchasing decisions at Kopi Kenangan DP Mall Semarang.

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