

Digital Marketing Content and Purchase Decisions: The Mediating Role of Brand Awareness in the Indonesian Coffee Shop Industry

Edwin Novelino Wonkay¹, Ni Kadek Suryani¹, Anita Heptariza¹

¹Institut Desain dan Bisnis Bali, Bali, Indonesia

Corresponding author e-mail: edwinnovelinoxmm2@gmail.com

Article History: Received on 18 May 2026, Revised on 23 July 2026,
Published on 24 July 2026

Abstract: The increasing reliance on digital marketing has transformed how coffee shop businesses communicate with consumers, yet the mechanism through which digital marketing content influences purchase decisions remains insufficiently understood, particularly through the mediating role of brand awareness. This study examines the influence of digital marketing content on purchase decisions through brand awareness among Janji Jiwa consumers in East Denpasar. A quantitative research design was employed using a survey of 100 consumers selected through purposive sampling. Data were collected using structured questionnaires and analyzed through path analysis and the Sobel test with SPSS. The findings demonstrate that digital marketing content significantly enhances brand awareness, while both digital marketing content and brand awareness positively influence purchase decisions. Moreover, brand awareness significantly mediates the relationship between digital marketing content and purchase decisions, indicating that consumers' purchasing behaviour is shaped not only by direct exposure to digital content but also by the extent to which such content strengthens brand recognition and recall. The novelty of this study lies in integrating digital marketing content, brand awareness, and purchase decisions within a single mediation framework in the context of Indonesia's coffee shop industry. The findings contribute to digital marketing literature by clarifying the psychological mechanism linking content marketing to consumer purchasing behaviour and provide practical insights for coffee shop managers in designing engaging digital content strategies that strengthen brand awareness and encourage sustainable purchase decisions.

Keywords: Brand Awareness, Digital Marketing, Purchase Decision, Social Media

A. Introduction

The rapid advancement of digital technology has significantly transformed the way businesses interact with consumers. The widespread adoption of digital technologies has encouraged companies to shift their promotional activities toward flexible digital channels, enabling them to reach a broader audience more efficiently. This transformation is no longer merely a trend but has become a strategic necessity for businesses, particularly in strengthening customer engagement through relevant and

compelling digital marketing content that can influence purchase decisions in an increasingly competitive marketplace. Previous studies have demonstrated that digital marketing not only enhances brand exposure but also exerts a direct influence on consumers' purchase decisions within the rapidly evolving digital environment (Putra et al., 2026) (Hariyanti et al., 2024).

The coffee shop industry in Indonesia has experienced remarkable growth over the past several years. According to reports published by Toffin Indonesia and MIX Marcomm, the number of coffee shops has continued to increase alongside changing consumer lifestyles, in which coffee consumption has become an integral part of both social interactions and professional activities. Bali, particularly East Denpasar, has likewise witnessed substantial expansion in the coffee industry with the emergence of numerous local and national coffee brands, including Janji Jiwa, Kopi Kenangan, Fore Coffee, and Excelso. The intensifying competition among coffee shop businesses requires companies to implement effective digital marketing strategies to retain customers and encourage purchase decisions. Janji Jiwa was selected as the focus of this study because it is one of Indonesia's leading local coffee chains that actively utilizes social media platforms, particularly Instagram and TikTok, as primary channels for marketing communication and product promotion. Recent studies in the food and beverage industry similarly report that digital engagement through social media has become a decisive factor influencing consumer preferences and competitive advantage among coffee shop brands (Troiville, 2024) (Kamila et al., 2024).

Within the coffee and food-and-beverage industry, digital marketing has become increasingly influential in shaping consumer behavior. As one of the coffee brands actively engaging consumers through digital platforms, Janji Jiwa faces the challenge of not only attracting consumer interest but also transforming its digital content into an effective marketing instrument capable of influencing purchase decisions (Abbasi et al., 2024). Recent studies indicate that effective social media marketing strategies improve consumer engagement, strengthen brand awareness, and positively influence purchase decisions by facilitating interactive communication and enhancing consumers' trust in the brand. These findings demonstrate that digital marketing has evolved beyond a promotional tool and has become an essential mechanism for creating meaningful relationships between brands and consumers in highly competitive markets (Hariyanti et al., 2024).

Digital marketing content has become a central component of contemporary marketing strategies because it shapes consumers' perceptions through the consistent delivery of creative and engaging messages. Previous studies across various business sectors demonstrate that marketer-generated content distributed through digital and social media significantly strengthens consumer engagement, brand awareness, and purchase-related responses. These findings suggest that maintaining an online presence alone is insufficient; rather, organizations must consistently produce valuable digital content capable of strengthening consumer-brand relationships and

encouraging purchasing behavior within increasingly competitive digital environments (Reitsamer et al., 2026) .

Despite Janji Jiwa's active utilization of social media platforms such as Instagram and TikTok as promotional channels, challenges remain in maintaining the effectiveness of its digital marketing content in influencing consumer behavior. Competition within the modern coffee shop industry in Denpasar has intensified due to the emergence of numerous local and national coffee brands that also aggressively employ digital marketing strategies. Recent studies have shown that content quality and content frequency significantly strengthen brand awareness, which subsequently improves consumers' purchase decisions in digital marketing environments (Erislan, 2025). Consequently, consumers are exposed to a wide range of products promoted through increasingly similar digital campaigns. Furthermore, the growing selectivity of consumers toward promotional content requires companies not only to maintain an active online presence but also to produce content that is relevant, engaging, interactive, and capable of fostering emotional connections with consumers. When digital marketing content fails to capture consumers' attention or strengthen brand attachment, the likelihood of purchase decisions may decline (Triaksara et al., 2024).

The three variables examined in this study are closely interconnected in shaping consumer behavior in the digital era. Digital marketing content serves as a primary communication medium through which companies deliver promotional information and engage consumers via social media. Its effectiveness, however, should be evaluated not only by engagement metrics but also by its ability to strengthen brand awareness. Previous studies have shown that brand awareness significantly influences purchase decisions and may mediate the relationship between digital marketing content and consumer purchasing behavior (Kurniawan, 2025). A higher level of brand awareness is expected to strengthen consumer trust and ultimately encourage purchase decisions. Therefore, examining the relationships among digital marketing content, brand awareness, and purchase decisions is crucial for understanding the effectiveness of Janji Jiwa's digital marketing strategy. Previous studies have reported inconsistent findings regarding these relationships, indicating that the influence of digital marketing content on consumer purchase decisions may occur either directly or indirectly through psychological mechanisms such as brand awareness. Accordingly, further investigation is required to explain the mediating role of brand awareness in the relationship between digital marketing content and purchase decisions, particularly within the coffee shop industry in East Denpasar (Odoom, 2025).

Brand awareness represents a critical stage in the consumer decision-making process because a higher level of brand recognition strengthens consumers' ability to recognize, recall, and differentiate a brand from its competitors. Recent marketing literature further suggests that digital brand awareness has become one of the principal antecedents of digital brand equity, influencing consumers' evaluation and

subsequent purchasing behaviour in highly competitive digital markets (France et al., 2025). Consistent exposure to relevant digital marketing content enables consumers to become more familiar with a brand, thereby increasing the likelihood that the brand will be considered during the purchase decision process. In highly competitive industries such as food and beverage, strong brand awareness not only enhances consumer confidence but also reinforces brand preference and long-term purchasing behavior. Therefore, examining the mediating role of brand awareness provides a more comprehensive understanding of how digital marketing content influences consumer purchase decisions and explains the underlying psychological mechanism linking marketing communication to purchasing behavior (Odoom, 2025).

This study is primarily grounded in the Hierarchy of Effects (HOE) Theory, which explains that consumers progress through cognitive, affective, and behavioral stages before making purchase decisions. Within this framework, digital marketing content serves as the communication stimulus that initially attracts consumers' attention and enhances brand awareness before influencing purchase decisions. Therefore, brand awareness is conceptualized as the psychological mechanism linking digital marketing content to consumer purchasing behaviour. This theoretical perspective provides the conceptual foundation for examining the mediating role of brand awareness in the proposed research model.

Although previous studies have consistently demonstrated positive relationships among digital marketing, brand awareness, and purchase decisions, several important research gaps remain. First, previous studies have predominantly examined these variables independently rather than integrating them within a comprehensive mediation framework. Second, empirical evidence regarding the mediating role of brand awareness in explaining how digital marketing content influences purchase decisions remains limited, particularly in the coffee shop industry. Third, most existing studies have focused on general social media marketing activities rather than specifically examining digital marketing content as a strategic communication tool. Therefore, further investigation is required to clarify the psychological mechanism through which digital marketing content influences purchase decisions through brand awareness.

Based on the identified research gaps, this study addresses the following research questions: (1) Does digital marketing content influence brand awareness? (2) Does digital marketing content influence purchase decisions? (3) Does brand awareness influence purchase decisions? and (4) Does brand awareness mediate the relationship between digital marketing content and purchase decisions? The novelty of this study lies in integrating the relationships among digital marketing content, brand awareness as a mediating variable, and purchase decisions within the context of the coffee shop industry in East Denpasar. Previous studies have generally examined digital marketing, brand awareness, or purchase decisions independently, whereas limited empirical evidence has simultaneously investigated the mediating role of brand

awareness in explaining how digital marketing content affects consumer purchase decisions within the food and beverage sector. Recent studies have also emphasized that integrating digital marketing capabilities with brand awareness provides a more comprehensive explanation of consumer purchasing behaviour, particularly in highly competitive digital markets (France et al., 2025). By focusing on Janji Jiwa as one of Indonesia's leading coffee brands, this study extends the existing literature by providing empirical evidence from a rapidly growing urban market characterized by intensive social media usage and increasing competition among coffee shop businesses. By focusing on Janji Jiwa in East Denpasar, this study provides empirical evidence regarding the effectiveness of digital marketing content in strengthening brand awareness and influencing consumer purchase decisions. The findings are expected to contribute to the development of digital marketing literature while providing practical insights for business practitioners in designing more effective, engaging, and consumer-oriented digital content strategies. Accordingly, this study specifically aims to examine the direct effect of digital marketing content on purchase decisions, the effect of digital marketing content on brand awareness, the influence of brand awareness on purchase decisions, and the mediating role of brand awareness in the relationship between digital marketing content and purchase decisions.

B. Methods

This study employed a quantitative approach using an associative causal research design to examine the influence of digital marketing content on consumer purchase decisions through brand awareness as a mediating variable at Janji Jiwa in East Denpasar. Quantitative research was considered appropriate because it enables the measurement of causal relationships among variables using statistical procedures and hypothesis testing. This approach has been widely applied in recent digital marketing research to examine causal relationships among digital marketing activities, brand awareness, and consumer purchase decisions using statistical modelling techniques (Gilal et al., 2025). This approach has been widely applied in recent digital marketing research to examine causal relationships among digital marketing activities, brand awareness, and consumer purchase decisions using statistical modelling techniques. Data were collected through a structured questionnaire distributed to consumers who had been exposed to Janji Jiwa's digital marketing content and had previously purchased its products ("Issue Information," 2025). East Denpasar was purposively selected as the research location because it represents an urban area characterized by high digital media penetration and a rapidly growing coffee shop industry. The research was conducted from January to March 2026, covering instrument development, data collection, statistical analysis, and report preparation. The research variables consisted of Digital Marketing Content as the independent variable, Brand Awareness as the mediating variable, and Purchase Decision as the dependent variable. Measurement indicators were adapted from established marketing literature and recent empirical studies on digital marketing, brand awareness, and consumer purchase behavior (Abbasi et al., 2024).

The population of this study comprised all Janji Jiwa consumers in East Denpasar. A total of 100 respondents were selected using non-probability sampling with a purposive sampling technique. Respondents were required to meet three criteria: (1) at least 17 years of age, (2) having been exposed to Janji Jiwa's digital marketing content through social media platforms, and (3) having previously purchased Janji Jiwa products. Primary data were collected using a structured questionnaire based on a five-point Likert scale, while secondary data were obtained through books, scientific journal articles, and other relevant academic publications. The purposive sampling approach was considered appropriate because it enabled the selection of respondents with direct experience relevant to the research objectives, thereby improving the accuracy of the empirical findings.

Data analysis was performed using SPSS through several stages, including validity testing, reliability testing, classical assumption testing, and path analysis to examine both direct and indirect relationships among the research variables. The mediating role of Brand Awareness was further evaluated using the Sobel test to determine the significance of the indirect effect of Digital Marketing Content on Purchase Decision. Path analysis was selected because it enables the simultaneous examination of direct and mediated relationships within a causal research model. The combination of path analysis and the Sobel test provides a robust analytical approach for evaluating mediation effects and has been widely applied in marketing and consumer behavior research (Poirier et al., 2024) (Brandić et al., 2023).

C. Results and Discussion

1. Results

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	42	42.0
	Female	58	58.0
Age	17-20	20	20.0
	21-25	42	42.0
Occupation	Student	24	24.0
Purchase Frequency	1-3/month	45	45.0

Source: Processed SPSS Data, 2026

Table 1 presents the demographic characteristics of the respondents. Most respondents were female (58.0%), aged 21-25 years (42.0%), employed in the private sector (49.0%), and purchased Janji Jiwa products one to three times per month (45.0%). These characteristics indicate that the respondents represent active young consumers with frequent purchasing behaviour, making them appropriate for

examining the proposed research model.

Distribution of Respondents' Responses

Overall, respondents expressed favourable perceptions of all research variables, with the mean scores of all indicators exceeding 4.00. For Digital Marketing Content, visual attractiveness recorded the highest mean (4.47), whereas information clarity obtained the lowest (4.17). Similarly, Brand Awareness and Purchase Decision also demonstrated high mean scores, indicating strong brand recognition and positive purchase decision tendencies among respondents.

Research Instrument Testing Results

The pilot test identified several invalid items that were subsequently removed before the main survey. The revised instrument satisfied the validity criterion ($r > 0.1966$), while Cronbach's Alpha values ranged from 0.754 to 0.834, indicating satisfactory internal consistency. Therefore, the measurement instrument was considered valid and reliable for subsequent analyses.

Reliability Test Results

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Decision	
Digital Marketing Content (X)	0.754	Reliable
Brand Awareness (M)	0.770	Reliable
Purchase Decision (Y)	0.834	Reliable

Source: Processed SPSS Data, 2026

As presented in Table 2, all variables achieved Cronbach's Alpha coefficients above the recommended threshold of 0.60, ranging from 0.754 to 0.834. These findings confirm satisfactory internal consistency and indicate that the measurement instrument is reliable for further statistical analyses.

Descriptive Statistics

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Digital Marketing Content (X)	100	10.00	35.00	30.1100	3.61784
Brand Awareness (M)	100	12.00	29.00	24.9900	3.71047
Purchase Decision (Y)	100	9.00	35.00	29.6000	4.44268

Source: Processed SPSS Data, 2026

Table 3 presents the descriptive statistics of the research variables. All variables

recorded relatively high mean scores, indicating favourable respondent perceptions. Digital Marketing Content obtained the highest mean (30.11), followed by Purchase Decision (29.60) and Brand Awareness (24.99). Furthermore, the standard deviations were lower than the corresponding mean values, suggesting relatively homogeneous responses and low data dispersion across the sample.

Normality Test Results

Table 4. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.24023437
	Absolute	.067
Most Extreme Differences	Positive	.042
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed SPSS Data, 2026

Based on the results of the One-Sample Kolmogorov-Smirnov normality test, the Asymp. Sig. (2-tailed) value was 0.200, which exceeds the significance level of 0.05 ($0.200 > 0.05$). Therefore, the residuals were normally distributed. These findings indicate that the normality assumption of the regression model was satisfied, allowing the analysis to proceed with the remaining classical assumption tests and subsequent hypothesis testing.

Multicollinearity Test Results

Table 5. Multicollinearity Test Results (Model I)

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Konten Digital Marketing	.790	1.267
	Brand awareness	.790	1.267
a. Dependent Variable: Purchase Decision			

Source: Processed SPSS Data, 2026

Based on the multicollinearity test results for Model I, the Tolerance values for both Digital Marketing Content and Brand Awareness were 0.790, while the corresponding Variance Inflation Factor (VIF) values were 1.267.

Table 6. Multicollinearity Test Results (Model II)

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing Content	1.000	1.000

a. Dependent Variable: Brand awareness

Source: Processed SPSS Data, 2026

For Model II, the Digital Marketing Content variable produced a Tolerance value of 1.000 and a VIF value of 1.000. All Tolerance values exceeded the recommended threshold of 0.10, while all VIF values were substantially below the maximum acceptable value of 10. Accordingly, no multicollinearity was detected among the independent variables. These findings indicate that the regression models satisfy the multicollinearity assumption and are appropriate for further statistical analysis.

Heteroscedasticity Test Results

a. Model I

Table 7. Hasil Uji Heteroskedastisitas Model I

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.349	.874		3.832	.000
	Konten Digital Marketing	-.078	.047	-.185	-1.648	.103
	Brand awareness	-.013	.053	-.027	-.244	.808

a. Dependent Variable: ABS_RESM1

Source: Processed SPSS Data, 2026

Based on the Glejser heteroscedasticity test for Model I, the significance value for Digital Marketing Content was 0.103, whereas Brand Awareness produced a significance value of 0.808. Since both significance values exceed 0.05, the regression model is free from heteroscedasticity. Therefore, the homoscedasticity assumption is satisfied, indicating that the regression model is suitable for subsequent analyses.

b. Model II

Table 8. Heteroscedasticity Test Results (Model II)

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.252	.758		5.613	.000
	Digital Marketing Content	-.146	.046	-.308	-3.201	.018

a. Dependent Variable: ABS_RESM2

Source: Processed SPSS Data, 2026

Based on the Glejser heteroscedasticity test for Model II, the Digital Marketing Content variable yielded a significance value of 0.185, which is greater than the significance threshold of 0.05. Accordingly, no evidence of heteroscedasticity was observed in the regression model. This result indicates that the residual variance is homogeneous (constant), confirming that the homoscedasticity assumption has been satisfied. Therefore, the regression model is considered appropriate for further statistical analyses.

Model I (Effect of Digital Marketing Content on Brand Awareness)

Path analysis in Model I was conducted to examine the effect of Digital Marketing Content (X) on Brand Awareness (M). The first path analysis model in this study is formulated as follows:

$$M = a + bX + e_1$$

where:

- M = Brand Awareness (mediating variable)
- a = Constant
- b = Regression coefficient
- X = Digital Marketing Content (independent variable)
- e_1 = Error term (Model I)

The results of the path analysis for Model I are presented in Table 9.

Table 9. Path Analysis Results: Effect of Digital Marketing Content on Brand Awareness

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9.805	1.336		7.337	.000
	Digital Marketing Content	.410	.080	.459	5.112	.000

a. Dependent Variable: Brand awareness

Source: Processed SPSS Data, 2026.

The constant value of 9.805 indicates that when Digital Marketing Content is assumed to remain constant or equal to zero, the predicted value of Brand Awareness is 9.805 units. The regression coefficient of 0.410 indicates that a one-unit increase in Digital Marketing Content is associated with an increase of 0.410 units in Brand Awareness, assuming that other factors remain constant. The positive regression coefficient demonstrates a positive relationship between Digital Marketing Content and Brand Awareness, indicating that more effective digital marketing content contributes to higher levels of brand awareness.

Furthermore, the significance value of 0.000, which is below the significance threshold of 0.05, indicates that Digital Marketing Content has a statistically significant effect on

Brand Awareness. In addition, the standardized regression coefficient (Beta) of 0.459 suggests that the effect of Digital Marketing Content on Brand Awareness is moderately strong within the proposed model.

Model II (Effects of Digital Marketing Content and Brand Awareness on Purchase Decision)

Table 10. Path Analysis Results: Effects of Digital Marketing Content and Brand Awareness on Purchase Decision

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	6.132	1.605		3.820
1	Konten Digital Marketing	.169	.087	.182	1.941
	Brand awareness	.487	.097	.467	4.994

a. Dependent Variable: Purchase Decision

Source: Processed SPSS Data, 2026

Based on Table 10, the regression analysis yielded a constant of 6.132, a regression coefficient of 0.169 for Digital Marketing Content, and a regression coefficient of 0.487 for Brand Awareness. Accordingly, the path analysis equation for Model II can be expressed as: $Y = 6,132 + 0,169X + 0,487M + e_2$

The regression results indicate a constant value of 6.132, suggesting that the predicted Purchase Decision score is 6.132 when Digital Marketing Content and Brand Awareness are held constant. The regression coefficients show that a one-unit increase in Digital Marketing Content and Brand Awareness increases Purchase Decision by 0.169 and 0.487 units, respectively, indicating positive relationships between both independent variables and Purchase Decision. Based on the standardized coefficients (Beta), Brand Awareness ($\beta = 0.467$) exerts a stronger influence on Purchase Decision than Digital Marketing Content ($\beta = 0.182$). These findings suggest that strengthening consumers' brand awareness contributes more substantially to improving purchase decisions than relying solely on digital marketing content.

Mediation Analysis Results (Sobel Test)

Based on the results of the Sobel test, the Sobel test statistic was 3.688, with a two-tailed probability of 0.00022599. Since the probability value is lower than the significance level of 0.05, it can be concluded that Brand Awareness significantly mediates the relationship between Digital Marketing Content and Purchase Decision. These findings indicate the presence of significant mediation, suggesting that the influence of Digital Marketing Content on Purchase Decision occurs not only through a direct effect but also indirectly through the enhancement of Brand Awareness as the mediating variable.

Hypothesis Testing Results

Partial t-Test Results

a. Model I

Table 11. Partial t-Test Results (Model I)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	9.805	1.336		7.337	.000
Digital Marketing Content	.410	.080	.459	5.112	.000

a. Dependent Variable: Brand awareness

Source: Processed SPSS Data, 2026

Based on the results of the partial t-test for Model I, Digital Marketing Content produced a t-value of 5.112 with a significance value of 0.000. Since the significance value is below 0.05, Digital Marketing Content has a statistically significant effect on Brand Awareness. This finding indicates that improvements in digital marketing content are associated with higher levels of brand awareness among consumers.

b. Model II

Table 12. Partial t-Test Results (Model II)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	6.132	1.605		3.820	.000
1 Digital Marketing Content	.169	.087	.182	1.941	.006
Brand awareness	.487	.097	.467	4.994	.000

a. Dependent Variable: Purchase Decision

Source: Processed SPSS Data, 2026

The results of the partial t-test for Model II indicate that Digital Marketing Content yielded a t-value of 1.941 with a significance value of 0.006, while Brand Awareness produced a t-value of 4.994 with a significance value of 0.000. Since the significance values for both variables are below 0.05, it can be concluded that both Digital Marketing Content and Brand Awareness have statistically significant effects on Purchase Decision. Furthermore, based on the t-values and standardized coefficients, Brand Awareness exerts a stronger influence on Purchase Decision than Digital Marketing Content. This finding suggests that consumers' purchase decisions are influenced more substantially by the level of brand awareness established than by digital marketing content alone.

Coefficient of Determination (R^2)

a. Model I

Table 13. Coefficient of Determination (R^2) Results (Model I)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 ^a	.210	.202	2.34556
a. Predictors: (Constant), Digital Marketing Content				

Source: Processed SPSS Data, 2026

Based on the coefficient of determination analysis for Model I, the R Square value was 0.210, indicating that Digital Marketing Content explains 21.0% of the variance in Brand Awareness, while the remaining 79.0% is explained by other variables not included in the research model. The Adjusted R Square value of 0.202 indicates that, after adjusting for the number of predictors and sample size, the explanatory power of the model remains within the low-to-moderate range. Therefore, although Digital Marketing Content significantly influences Brand Awareness, other factors outside the proposed model also play an important role in determining consumers' level of brand awareness.

b. Model II

Table 14. Coefficient of Determination (R^2) Results (Model II)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 ^a	.329	.315	2.26321
a. Predictors: (Constant), Brand awareness, Konten Digital Marketing				

Source: Processed SPSS Data, 2026

Based on the coefficient of determination analysis for Model II, the R Square value was 0.329, indicating that Digital Marketing Content and Brand Awareness jointly explain 32.9% of the variance in Purchase Decision, while the remaining 67.1% is attributable to other variables outside the proposed research model. The Adjusted R Square value of 0.315 suggests that, after accounting for the number of predictors and sample size, the explanatory power of the model falls within the moderate category. Accordingly, although the model demonstrates statistically significant explanatory power, a substantial proportion of the variation in Purchase Decision is still explained by other factors that were not included in this study.

2. Discussion

The findings of this study indicate that the digital marketing strategy implemented by Janji Jiwa through social media platforms is perceived as effective by consumers, as reflected in the high evaluations of visual attractiveness, clarity of information, content consistency, and interactivity. Among these dimensions, visual attractiveness emerged as the most influential indicator, suggesting that visually appealing content is particularly effective in attracting consumers' attention. Clear product information,

consistent content uploads, and interactive features involving likes, comments, and shares also strengthen communication between Janji Jiwa and its consumers. These findings demonstrate that the effectiveness of digital marketing content is determined not merely by publication frequency but also by the relevance, informational value, visual quality, and interactivity of the content presented to consumers.

From the perspective of the Hierarchy of Effects (HOE) Theory, digital marketing content functions as an initial communication stimulus that attracts consumers' attention and facilitates their progression through cognitive, affective, and behavioral stages. Visually attractive and informative content initially develops consumers' cognitive recognition of the brand. Continued exposure may subsequently generate favorable attitudes and preferences before eventually encouraging purchase decisions. Therefore, the findings support the sequential mechanism proposed by the HOE Theory, in which marketing communication first influences consumer awareness before producing behavioral responses. The prominence of visual attractiveness in this study is particularly relevant because product images, short-form videos, visual storytelling, and other creative elements can make marketing messages easier to notice, understand, and remember.

The experiential, image-oriented, and interactive social media content was associated with stronger consumer engagement (Ashley & Tuten, 2015). The present findings also correspond who demonstrated that social media marketing activities contribute to brand-related responses and subsequent consumer behavior. These similarities indicate that consumers are more likely to respond positively when digital content provides not only promotional information but also visual, experiential, and relational value (Godey et al., 2016).

The importance of content quality and interactivity is also supported, the reported that high-quality social media content and brand-consumer interaction strengthened engagement, brand awareness, and purchase intention (Dabbous & Barakat, 2020). Furthermore, recent experimental evidence indicates that the congruent presentation of visual and textual product information can increase consumers' hedonic browsing experiences and purchase intention. These previous findings help explain why visual attractiveness received the highest evaluation in the present study. In the coffee shop context, consumers frequently encounter products through photographs, promotional videos, menu displays, and lifestyle-oriented content. Visually appealing content may therefore create an immediate impression of product quality and consumption experience before consumers visit an outlet or make a purchase.

The results further indicate that digital content must be consistently relevant to the consumer journey. The effectiveness of digital content is influenced by whether the content is delivered at an appropriate stage of the customer journey, with relevant and timely content producing stronger engagement and sales-related outcomes. In the context of Janji Jiwa, informative menu content may be more useful during the

evaluation stage, whereas limited-time promotions, product launches, and location-based offers may be more effective when consumers are close to making a purchase. Consequently, content consistency should not be understood simply as frequent posting but as the regular delivery of messages that correspond to consumers' informational and purchasing needs (Salonen et al., 2024).

Furthermore, this study confirms that Brand Awareness functions as a mediating variable in the relationship between Digital Marketing Content and Purchase Decision. This finding indicates that the influence of digital marketing content on consumers' purchase decisions occurs not only through a direct effect but also indirectly through the development of brand awareness. Attractive and consistently delivered digital content enables consumers to recognize, remember, and distinguish Janji Jiwa from competing coffee brands more easily. Stronger brand recognition subsequently reduces consumers' uncertainty and increases their confidence when selecting and purchasing Janji Jiwa products.

This mediating relationship systematically reinforces the HOE Theory. Digital marketing content represents the marketing stimulus, brand awareness reflects the cognitive response, and purchase decisions constitute the behavioral outcome. Thus, consumers do not necessarily make purchases immediately after seeing promotional content. Instead, repeated exposure to distinctive and relevant content first builds recognition and recall, which then places Janji Jiwa within the consumers' consideration set. Once the brand becomes familiar and easily recalled, consumers are more likely to choose it when deciding among competing coffee shop alternatives. Brand awareness therefore represents the psychological mechanism that translates digital marketing communication into purchasing behavior.

This result is consistent with Hutter et al. (2013), who found that user interactions with branded social media activities positively influenced brand awareness and purchase intention. It also supports the findings of Barreda et al. (2020), who identified brand awareness as an important mechanism connecting social media content quality with purchase intention. Similarly, Pratama et al. (2023) demonstrated that awareness-related cognitive processes can influence purchase intention through an intervening psychological response. Although their study was conducted in a halal product context, the findings similarly suggest that awareness alone becomes more behaviorally meaningful when it shapes consumers' subsequent evaluations and attitudes.

Additional evidence is provided by studies examining other mediating mechanisms in digital communication. Dadvari et al. (2023) found that influencer endorsement affected Indonesian consumers' purchase intention through brand credibility and brand attitude, while Chaihanchai et al. (2024) demonstrated that source credibility mediated the relationship between digital influencer communication and purchase intention. Although these studies employed different mediators, they

support the broader theoretical proposition that digital communication frequently influences purchasing behavior through intermediate cognitive or affective mechanisms rather than exclusively through a direct pathway. The present study extends this evidence by demonstrating the specific mediating function of brand awareness in the coffee shop industry.

The explanatory power of the model should nevertheless be interpreted carefully. Although the reported R^2 values demonstrate that Digital Marketing Content and Brand Awareness explain a meaningful proportion of the variance in the endogenous variables, the model does not explain consumer behavior in its entirety. The remaining variance may be associated with product quality, taste, price fairness, store atmosphere, service quality, promotional incentives, electronic word-of-mouth, brand trust, accessibility, and customer satisfaction. The relatively focused model is useful for identifying the communication mechanism connecting digital content, awareness, and purchasing decisions, but it cannot represent all situational, economic, and psychological factors affecting coffee shop consumption. Future research should therefore extend the model by including additional variables and examining whether the relationships differ across consumer segments, geographic areas, coffee brands, and digital platforms.

From a practical perspective, Janji Jiwa should prioritize the production of distinctive visual content, including high-quality product photography, short-form videos, menu demonstrations, behind-the-scenes content, and consumer-oriented storytelling on Instagram and TikTok. Because visual attractiveness received the strongest evaluation, each post should apply recognizable brand elements such as consistent colors, typography, packaging, logos, and product presentation to improve immediate brand recognition. However, visual appeal should be accompanied by clear information regarding product variants, ingredients, prices, outlet locations, promotional periods, and purchasing procedures.

Janji Jiwa should also strengthen interactivity by incorporating polls, questions, consumer reviews, user-generated content, and responses to comments. Interactive campaigns can encourage consumers to participate rather than passively receive promotional messages. The company may additionally use platform analytics to determine which content formats, publication times, and messages generate the highest levels of reach, saves, shares, and purchase-related actions. Campaign effectiveness should therefore be evaluated not only through likes and views but also through brand recall, promotional code usage, online orders, outlet visits, and repeat purchases. By integrating visual quality, informational clarity, consistency, and consumer participation, Janji Jiwa can use digital marketing content to build stronger brand awareness and convert that awareness into sustainable purchase decisions.

D. Conclusions

This study demonstrates that Digital Marketing Content plays a significant role in influencing consumers' purchase decisions, both directly and indirectly through Brand Awareness among Janji Jiwa consumers in East Denpasar. The findings confirm that attractive, informative, consistent, and interactive digital content effectively enhances consumers' recognition and recall of the brand, thereby increasing their confidence in making purchase decisions. Furthermore, Brand Awareness was found to function as a significant mediating variable, indicating that the effectiveness of digital marketing communication is strengthened when consumers first develop familiarity and positive cognitive evaluations toward the brand before making purchasing decisions. These findings support the Hierarchy of Effects (HOE) Theory, which explains that consumers progress through cognitive, affective, and behavioral stages in response to marketing communication.

From a practical perspective, the findings suggest that Janji Jiwa should prioritize the development of visually appealing, informative, and interactive digital marketing content across social media platforms such as Instagram and TikTok. The company should consistently produce high-quality visual content, short-form videos, storytelling-based campaigns, and user-generated content to strengthen brand awareness and maintain consumer engagement. In addition, the effectiveness of digital marketing activities should be evaluated not only through social media engagement metrics, such as likes and views, but also through brand recall, repeat purchases, promotional campaign responses, and long-term customer relationships. These strategies may help Janji Jiwa strengthen its competitive position within Indonesia's increasingly competitive coffee shop industry.

Although the proposed model explains the relationships among Digital Marketing Content, Brand Awareness, and Purchase Decision, consumer purchasing behavior is also influenced by numerous other factors beyond the scope of this study. Therefore, future research is recommended to incorporate additional variables, such as Brand Trust, Customer Satisfaction, Electronic Word-of-Mouth, Perceived Value, Service Quality, and Customer Experience, to provide a more comprehensive understanding of consumer behavior. Future studies may also compare different coffee shop brands, geographical regions, or digital platforms and employ longitudinal or experimental research designs to examine changes in consumer responses over time and establish stronger causal relationships.

E. Acknowledgement

We thank all parties who helped us in this project.

References

- Abbasi, A. Z., Qummar, H., Bashir, S., Aziz, S., & Ting, D. H. (2024a). Customer engagement in Saudi food delivery apps through social media marketing: Examining the antecedents and consequences using PLS-SEM and NCA. *Journal of Retailing and Consumer Services*, 81, 104001. <https://doi.org/10.1016/j.jretconser.2024.104001>
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Brandić, I., Pezo, L., Bilandžija, N., Peter, A., Šurić, J., & Voća, N. (2023). Comparison of Different Machine Learning Models for Modelling the Higher Heating Value of Biomass. *Mathematics*, 11(9), 2098. <https://doi.org/10.3390/math11092098>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Eriskan, E. (2025). The Influence of Content Frequency and Content Quality on Purchase Decision through Brand Awareness. *Jurnal Ilmiah Manajemen Kesatuan*, 13(4), 3313–3318. <https://doi.org/10.37641/jimkes.v13i4.3648>
- France, S. L., Davcik, N. S., & Kazandjian, B. J. (2025). Digital brand equity: The concept, antecedents, measurement, and future development. *Journal of Business Research*, 192, 115273. <https://doi.org/10.1016/j.jbusres.2025.115273>
- Gilal, F. G., Zhang, J., Arijo, S. H., Gilal, R. G., & Chen, C. (2025). Psychological needs, brand attachment, and passion for themed-restaurant brands: A generational perspective. *Journal of Retailing and Consumer Services*, 83, 104155. <https://doi.org/10.1016/j.jretconser.2024.104155>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hariyanti, T., Mulyono, M., Setiawati, E., Leila, G., Purnomo, H., Albart, N., Makbul, Y., & Indarti, I. (2024a). Investigation of the role of internet marketing, word of mouth communication and brand awareness on purchasing decisions: An empirical study in online stores. *International Journal of Data and Network Science*, 8(4), 2713–2722. <https://doi.org/10.5267/j.ijdns.2024.4.008>
- Issue Information. (2025). *Journal of Consumer Behaviour*, 24(5), 2165–2166. <https://doi.org/10.1002/cb.2358>
- Kamila, I. R., Pudjoprastyono, H., & Azhar, R. M. (2024). The Impact of Store Atmosphere, Service Quality, and Social Media Marketing on Purchase Decisions: Insight from the Coffee Shop Market (Case Study at Kedai Kopi Distrik Metropolitan Surabaya). *International Journal of Economics (IJEK)*, 3(2), 1370–1379. <https://doi.org/10.55299/ijec.v3i2.1064>

- Kurniawan, B. (2025). Influence of Brand Awareness, Brand Ambassador, on Purchase Decision Supported By Trust As The Intervening Variable on Shopee Marketplace. *Jurnal Aplikasi Bisnis Dan Manajemen*, 11(2), 525–525. <https://doi.org/10.17358/jabm.11.2.525>
- Odoom, R. (2025). Digital content marketing and consumer brand engagement on social media- do influencers' brand content moderate the relationship? *Journal of Marketing Communications*, 31(4), 491–514. <https://doi.org/10.1080/13527266.2023.2249013>
- Poirier, S.-M., Cosby, S., Sénécal, S., Coursaris, C. K., Fredette, M., & Léger, P.-M. (2024). The impact of social presence cues in social media product photos on consumers' purchase intentions. *Journal of Business Research*, 185, 114932. <https://doi.org/10.1016/j.jbusres.2024.114932>
- Putra, N., Kumbara, V. B., & Putri, D. A. (2026). The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions Through Trust Mediation. *Journal of Digital Economics and Business*, 3(3), 1581–1587. <https://doi.org/10.62379/jebd.v3i3.4215>
- Reitsamer, B. F., Stokburger-Sauer, N. E., Giertz, J. N., & Nocker, J. S. (2026). Marketer-generated content in digital social touchpoints: A systematic literature review and research agenda. *Journal of Business Research*, 205, 115883. <https://doi.org/10.1016/j.jbusres.2025.115883>
- Salonen, A., Mero, J., Munnukka, J., Zimmer, M., & Karjaluo, H. (2024). Digital content marketing on social media along the B2B customer journey: The effect of timely content delivery on customer engagement. *Industrial Marketing Management*, 118, 12–26. <https://doi.org/10.1016/j.indmarman.2024.02.002>
- Triaksara, K. B. C., Ekawati, N. W., & Rastini, N. M. (2024). The Role of Brand Awareness in Mediating the Influence of Social Media Marketing on Purchase Intention (A Study of Potential Consumers of Bron Cafe in Denpasar City). *Buletin Studi Ekonomi*, 145–160. <https://doi.org/10.24843/BSE.2024.v29.i02.p04>
- Troiville, J. (2024). Connecting the dots between brand equity and brand loyalty for retailers: The mediating roles of brand attitudes and word-of-mouth communication. *Journal of Business Research*, 177, 114650. <https://doi.org/10.1016/j.jbusres.2024.114650>