



## The Role of *Brand Awareness* in Mediating the Influence of Promotion Through Social media On Purchase Intention (Study on Coffee Shops “Sekopi” in Denpasar City)

Ni Wayan Arum Maha Dharmaitreya<sup>1</sup>, Ni Wayan Sri Suprati<sup>2</sup>

<sup>1,2</sup> Management, Udayana University, Indonesia

Author Correspondence: [arummaha08@gmail.com](mailto:arummaha08@gmail.com)

**Abstract** The high consumption of coffee and the phenomenon of changes in people's lifestyles support coffee shop business opportunities. "Sekopi" is one of the well-known coffee shops in Denpasar City. The aim of this research is to explain the influence of promotions via social media on purchase intentions with brand awareness as a mediating variable. Data was collected through a survey of 100 coffee lover respondents in Denpasar City who had never purchased products at the "Sekopi" coffee shop. The analysis techniques used are path analysis and Sobel test. The research results show that promotion via social media has a positive and significant effect on purchase intention; promotion via social media has a positive and significant effect on brand awareness; brand awareness has a positive and significant effect on purchase intention; Brand awareness is able to mediate the influence of promotions via social media on purchase intentions. The results of this research have implications for the management of the "Sekopi" coffee outlet that to increase purchasing intentions, consumer brand awareness should be increased by first increasing promotions via social media.

**Keywords** : Promotion via Social Media, Purchase Intention, Brand Awareness.

### 1. INTRODUCTION

Coffee is one of the drinks that is loved and needed by almost all people in the world today. In Indonesia, sipping a cup of coffee is a tradition or culture when having a family gathering, or when relaxing with relatives. Along with the development of the times, coffee is not only a tradition, but has become a lifestyle Indonesian society. Changes in people's lifestyles are now shown by the increasing number of coffee fans or consumers, from young people to old people.

*Snapcart* survey data in 2023 explains that out of 4,538 respondents, 79 percent of them are coffee lovers. The survey stated that respondents consume at least 1 (one) cup of coffee per day (*Snapcart*, 2023).

The high consumption of coffee and supported by changes in people's lifestyles today is certainly an encouragement for the emergence of coffee shop businesses. in Indonesia, especially in Denpasar City. Coffee shops become one of the businesses that has the potential to gain big profits, considering the very strong coffee drinking culture in Indonesia. This is proven by the increasing number of coffee shops that have emerged. in every corner of the city. The existence of coffee shops in Denpasar City can be found in close proximity . People now tend to choose coffee shops as one of their places from just gathering to becoming a space to work. The types of coffee products offered range from ready-to-drink coffee to coffee bean and ground coffee products. Now the products offered are not only coffee, but also several new

variation menus accompanied by comfortable services and facilities so that they are hunted by consumers.

"Sekopi" is one of the coffee shops that is quite well-known among coffee consumers, especially in Denpasar City. This coffee shop has been established since 2019 and until April 2024 has 2 outlets located on Jalan Tukad Balian and Jalan Bypass Ngurah Rai, Denpasar. The products offered are not only coffee as the main menu, but also several food and beverage products with distinctive characteristics them. "Sekopi" also provides *free wifi facilities* to visitors. The price of the coffee menu offered ranges from IDR 12,000 to IDR 22,000. It is undeniable that this is able to attract the attention and intention of consumers to visit this coffee shop as one of the choices of places to just hang out or even a space to work. This coffee shop is quite well-known among young people and coffee lovers, moreover the "Sekopi" coffee shop has utilized the digital *platform* as a promotional medium, one of which is by utilizing the *Instagram social media* . "Sekopi" introduces products and offers to potential consumers through social media accounts.

The phenomenon of the emergence of coffee shops that is increasing day by day, of course, creates tight competition for business actors. This triggers business actors to carry out promotions that aim to attract the attention and intention of consumers to decide to buy the products offered. One of the efforts made is through promotion through social media. The ease of technology allows anyone to access all information quickly anywhere and anytime. This phenomenon has an impact on companies to be able to develop their businesses dynamically and has an impact on tight competition between businesses. For companies, the use of the internet can help companies exploit marketing opportunities. Utilizing the internet as a digital marketing channel allows a company to introduce their products and services and even reach wider consumers.

Social media is a means for companies to share text, images, audio, and video with others and with the company, and vice versa. Social media allows marketers to build a public voice and presence online . Social media is a medium for companies to carry out other communication activities and encourages a company to innovate and always be relevant (Kotler & Keller, 2021:400).

Data recorded by Data Reportal as of January 2023 shows that social media users in Indonesia as of January 2023 were recorded at 167 million people or 60.4 percent of the total population in Indonesia. The data states that social media is one of the tools for people to search and exchange information. The coffee shop "Sekopi" also uses social media as one of the media

in promoting its products. The use of social media by the coffee shop "Sekopi" does not seem to be optimal compared to competitors in similar fields.

The results of promotional observations conducted on social media of several coffee shops in Denpasar City show that the "Sekopi" coffee shop has a less routine habit of uploading content on social media accounts compared to their competitors. The "Sekopi" coffee shop has not been able to gain attention from potential consumers. This is supported by the results of a limited survey of 50 coffee lovers in Denpasar City who have never visited the "Sekopi" coffee shop. The survey was conducted at the end of March 2024 and the results are presented in Table 1.

**Table 1 Limited Survey Results**

No	Question	Respondents' Answers			Percentage (%)	
		Yes	No	Total	Yes	No
1	Do you often see social media promoting coffee shops?	48	2	50	96%	4%
2	Do you often pay attention to promotions carried out by the coffee shop "Sekopi" via social media?	32	16	48	67%	33%
3	Do you know the types of products offered by the "Sekopi" coffee outlet?	12	36	48	25%	75%
4	After knowing about the Sekopi brand coffee shop, do you have any intention to buy products from the Sekopi brand coffee shop?	12	36	48	25%	75%

Source: processed data, 2024

Based on the results of a limited survey in Table 1, it shows that, although most respondents are familiar with the "Sekopi" coffee shop and know about it through promotions carried out on social media, they have not been able to generate an optimal intention to purchase the "Sekopi" coffee shop products.

Kotler & Keller (2016: 198) stated that purchase intention can be interpreted as a consumer's desire to buy a brand or how likely consumers are to switch from one brand to another. One strategy that can be done to generate consumer purchase intention is to conduct marketing communication or promotion through social media. Several studies have shown that promotion through social media has a positive effect on consumer purchase intention (Irharni & Arifin, 2021; Rojikun, 2022; and Octavia, 2022). Conversely, several other studies have shown that promotion through social media does not have a significant effect on purchase intention (Krisdayanti & Fatmayati, 2022; and Utami, et al., 2021). The difference in research results creates a research gap that there is an inconsistency in the influence of promotion

through social media on purchase intention. Based on the gap in previous research, an initiative arose to conduct further research by adding a mediating variable, namely *brand awareness*.

The emergence of many alternatives to the availability of products or services, makes consumers tend to choose products that are better known both in terms of brand name and the quality of the products or services provided. In this case, one important factor that can influence the emergence of consumer purchasing intention is *brand awareness*. Social media is important in broader and more complete sales, service, communication, and marketing strategies and reflects and adapts to the market and the people who respond to it (Upadana & Pramudana, 2020). The increasingly tight business competition, making promotion through social media as one of the marketing strategies implemented must also be attractive and creative in building *brand awareness*. A well-known product brand can make consumers feel safe because they avoid risks that are detrimental to consumers. Companies must approach consumers as an effort to build *brand awareness* in the minds of their consumers, so that consumers can easily recognize a product brand among other brands.

*Brand awareness* reflects the ability of potential consumers to recognize and recall a brand as part of a particular product category (Krisyanti & Rahanatha, 2019). Brands are one of the considerations for potential consumers to meet their needs. Potential consumers tend to choose products with more well-known brands than other brands in similar product categories. The coffee shop "Sekopi" has not been able to build good *brand awareness*. The results of observations of the coffee shop's social media show information that there is an imbalance seen from how consumers give impressions and messages after visiting the coffee shop, both through comments on social media content uploads, to uploading content about the coffee shop.

The results of the study show that promotion through social media has a positive and significant influence on *brand awareness* (Fadhila & Mustikasari, 2020; and Samuel & Setiawan, 2018). In other words, the more promotion through social media increases, the more *brand awareness* among consumers increases. On the other hand, there are research results that show that there is a significant relationship between *brand awareness* and purchase intention (Nikmatulloh & Wijayanto, 2021; Aulia & Aquinia, 2023; Sari, et al. (2021); Banurea & Seminari (2020); and Krisyanti & Rahanatha, 2019). Based on the explanation above, this study discusses the relationship between promotion through social media in an effort to build *brand awareness* and its impact on purchase intention at the "Sekopi" coffee shop.

This study aims to test and explain the influence of promotion through social media and *brand awareness* on purchase intention, promotion through social media on *brand*

*awareness* , and the role of *brand awareness* in mediating promotion through social media and purchase intention. Based on literature searches and previous research results, four hypotheses are formulated, namely: (1) Promotion through social media has a positive and significant effect on purchase intention ; (2) Promotion through social media has a positive and significant effect on *brand awareness* ; (3) *Brand awareness* has a positive and significant effect on purchase intention ; and (4) *Brand awareness* is able to mediate the influence of promotion through social media on purchase intention.

## **2. RESEARCH METHODS**

The research design used in this study is explanatory. The study was conducted in Denpasar City by observing the tendency of people visiting coffee shops to gather or do other activities. This study aims to test and explain the relationship between promotion through social media in an effort to build *brand awareness* and its impact on purchasing intentions at the “Sekopi” coffee shop.

The research variables include independent variables, namely Promotion through social media, dependent variables, namely Purchase intention, and mediating variables, namely *Brand awareness*. Promotion through social media is defined as the assessment of coffee lovers in Denpasar City towards promotional activities carried out by the "Sekopi" coffee shop through its social media. Purchase intention is defined as the behavior of coffee lovers in Denpasar City that appears after receiving stimuli that are seen and arise from the tendency of prospective consumers who have a strong desire to try, buy, and have products from the "Sekopi" coffee shop. *Brand awareness* is defined as the ability of prospective consumers to recognize and recall the "Sekopi" coffee shop brand.

The population in this study were coffee consumers or coffee lovers in Denpasar City, whose number is unknown. The sample was determined purposively with a size of 100 coffee lovers. This sample size has met the maximum number of formulas 5-10 times the number of variable indicators as many as 10 indicators. Data were collected through an *online survey* and then processed using descriptive statistical analysis and inferential statistics in the form of path analysis and sobel test assisted by SPSS software.

## **3. RESULTS AND DISCUSSION**

### **Descriptive Statistical Analysis Results**

The results of the descriptive statistical analysis show that the 100 respondents consisted of: (1) 58 percent male and 42 percent female; (2) dominated by the age range of 20-24 years, followed by respondents aged 15-19 years; (3) Most of them were students; and (4) respondents had incomes dominated in the range of  $\leq$  Rp. 1,000,000. The results of the description of respondents' answers to the research variable indicator items show that Promotion through social media is considered interesting (score 3.98); *Brand awareness* is considered good (score 3.88); and Purchase intention is considered high (score 3.77).

### **Inferential Statistical Analysis Results**

#### **1) Formulating Structural Equations**

Structural equation 1

$$M = \beta_2 X + e_1$$

$$M = 0.618 X + e_1$$

Structural equation 2

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

$$Y = 0.357X + 0.434M + e_2$$

Information:

Y = Purchase intention

X = Promotion through social media

M = *Brand awareness*

**Table 1. Structural Analysis Results 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.026	0.874		5,754	0.000
Promotion through social media	0.416	0.053	0.618	7,791	0.000
<hr/>					
R2 : <sup>0.382</sup>					

Source: Data processed in 2024

**Table 2. Structural Analysis Results 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,270	1,024		1,240	0.218
Promotion through social media	0.272	0.069	0.357	3.945	0.000
<i>Brand awareness</i>	0.491	0.102	0.434	4,791	0.000
R2 : <sup>0.508</sup>					

Source: Data processed in 2024

**2) Performing classical assumption tests**

A regression model is said to be a good model if the model is free from classical statistical assumptions in the form of normality tests, multicollinearity tests and heteroscedasticity tests.

**(1) Normality Test**

Normality testing in this study was conducted using *One-Sample Kolmogorov-Smirnov analysis*, namely by dividing the *Kolmogorov-Smirnov* count with the *Kolmogorov-Smirnov* table. The results of the *One-Sample Kolmogorov-Smirnov test* are shown in Table 3 as follows:

**Table 3. Normality Test ( One-Sample Kolmogorov-Smirnov )**

Equality	<i>Asymp. Sig. (2-tailed)</i> <i>Kolmogorov-Smirnov</i>
Structural 1	0.053
Structural 2	0.200

Source: Processed data, 2024

The results of the normality test as in Table 3 show that the *Asymp.Sig (2-tailed) Kolmogorov-Smirnov results* are greater than the alpha value of 0.05, this indicates that the data used in this study is normally distributed, so it can be concluded that the regression model meets the normality assumption.

**(2) Multicollinearity Test**

Multicollinearity testing is done by analyzing the *tolerance value* and VIF value. The *tolerance value* and VIF value are used to measure the variability of independent variables or the relationship between independent variables, if the *tolerance value* is less than 0.10 or the VIF value is more than 10, it indicates multicollinearity. The results of this test presented in Table 4 show that there are no variables that have a *tolerance value* of less than 0.10 and a VIF

value of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

**Table 4. Multicollinearity Test ( Tolerance and Variance Inflation Factor )**

Model	Collinearity statistics	
	tolerance	VIF
Structural 2	Promotion through social media	,618
	Brand awareness	,618

Source: Processed data, 2024

(3) Heteroscedasticity Test

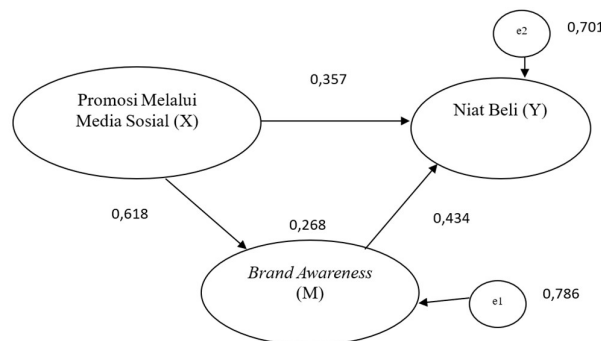
Heteroscedasticity testing is done using the glejser method. If there are independent variables that significantly affect the absolute residual, then heteroscedasticity occurs in this regression model. Table 5 shows that each model has a significant value of more than 0.05, meaning that the independent variables used in this study do not significantly affect the absolute residual, the structural equation is free from heteroscedasticity symptoms.

**Table 5. Heteroscedasticity Test (Glejser Test)**

Equality	Model	t	Sig.
Structural 1	Promotion through social media	-0.769	0.443
Structural 2	Promotion through social media	1,930	0.057
	Brand awareness	-1,605	0.112

Source: Processed data, 2024

3) Path coefficient diagram form



(1) Direct influence

- The influence of promotion through social media on purchase intention by 0.357
- The influence of promotion through social media on *brand awareness* is 0.618
- The influence of *brand awareness* on purchase intention of 0.434.

(2) Indirect influence



Indirect influence occurs when there is another variable that mediates the relationship between the two variables. Indirect influence promotion through social media on Purchase Intention with *Brand Awareness mediation* of  $0.618 \times 0.434 = 0.268$ .

(3) Total influence

To understand the total influence, this can be done by adding the direct influence of promotion via social media on purchase intention. of 0.357 and the indirect influence of promotion through social media on purchase intention through *brand awareness* of 0.268, so the total influence result is  $0.357+0.268=0.625$

**4) Testing the value of the coefficient of determination (R<sup>2</sup>) and the error variable (e)**

In this test, the value of each determination coefficient for structural 1 and structural 2 is seen as well as the value of each error variable in each structural with the aim of compiling the final path diagram model. The following are the results of calculating the error variable value in each structural.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,382} = 0.786$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,508} = 0.701$$

In calculating the influence of error (e), the results obtained for the influence of structural error 1 (e<sub>1</sub>) are 0.786 and the influence of structural error 2 (e<sub>2</sub>) is 0.701. Next, the total determination coefficient will be calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 (e_2)^2 \\ &= 1 - (0.786)^2 (0.701)^2 \\ &= 1 - (0.618) (0.492) \\ &= 1 - 0.304 = 0.696 \end{aligned}$$

The total determination coefficient value obtained was 0.696, meaning that 69.6% of the variation in the purchase intention variable at the "Sekopi" coffee shop in Denpasar City was explained by the promotion variable through social media directly or indirectly through *brand awareness*, while the remaining 30.4% was explained by other factors not included in the research model.

**5) Testing Hypothesis 1 - 3**

Based on the results of data processing in Tables 1 and 2, the following hypothesis test results were obtained.

1) Influence promotion through social media on purchase intention

The results show that the significance coefficient value is 0.000 or  $<0.05$  so it can be concluded that promotion through social media has a significant positive effect on purchase intention . This result means that the more attractive the promotion through social media of the "Sekopi" coffee shop in Denpasar City is, the higher the purchase intention at the "Sekopi" coffee shop in Denpasar City.

2) The influence of promotion through social media on *brand awareness*

The results show that the significance coefficient value is 0.000 or  $<0.05$  so it can be concluded that promotion through social media has a significant positive effect on *brand awareness* . This result means that the more attractive the promotion through social media of the "Sekopi" coffee shop in Denpasar City is, the higher *the brand awareness* of the "Sekopi" coffee shop in Denpasar City.

3) Influence *brand awareness* on purchase intention

The results show that the significance coefficient value is 0.000 or  $<0.05$  so it can be concluded that *brand awareness* has a significant positive influence on purchase intention . This shows that *brand awareness is getting higher* at the "Sekopi" coffee shop, the purchase intention at the "Sekopi" coffee shop in Denpasar City will increase.

6) **Summarizing and Concluding**

Table 6 presents a summary of the direct and indirect influences between research variables.

**Table 6. Direct Influence, Indirect Influence of Promotion through social media (X), towards brand awareness (M) and purchase intention (Y).**

Influence of variables	Direct influence	Indirect influence through M	Total Influence	Std. Error	Sig.	Results
X→Y	0.357	0.268	0.625	0.069	0,000	Significant
X→M	0.618		0.618	0.053	0,000	Significant
M→Y	0.434		0.434	0.102	0,000	Significant

Source: Data processed in 2024

Table 6 shows the summary results of the values of each direct and indirect influence path between variables and the error values in each structural equation. The following describes the meaning of the values in Table 6 .

a) The influence of promotion through social media on purchase intention

The influence of promotion through social media on purchase intention shows a direct influence of 0.357 and a significance of 0.000. This is in accordance with the results of the

hypothesis test that the promotion variable through social media has a significant positive effect on purchase intention.

b) The influence of promotion through social media on *brand awareness*

The influence of promotion through social media on showing a direct influence of 0.618 and a significance of 0.000. This is in accordance with the results of the hypothesis test that the variable of promotion through social media has a positive and significant effect on *brand awareness*.

c) The influence of *brand awareness* on purchase intention

The influence of *brand awareness* on purchase intention shows a direct influence of 0.434 and a significance value of 0.000. This is in accordance with the results of the hypothesis test that the *brand awareness variable* has a positive and significant effect on purchase intention.

d) The role of *brand awareness* in mediating the influence of promotion through social media on purchase intention

The role of *brand awareness* in mediating the influence of promotion through social media on purchase intention shows a result of 0.625.

### 7) Testing Hypothesis 4 with the Sobel Test

The Sobel test is used to test the role of *brand awareness* in mediating the influence of social media promotion on purchase intention. Table 6 presents a summary of the indirect influence of social media promotion (X) on purchase intention (Y) which shows a significant influence. This result is reinforced by the calculation of the Sobel test as follows.

$$Z = \frac{ab}{\sqrt{b^2S_a^2 + a^2S_b^2 + S_a^2S_b^2}}$$

Information :

$$a = 0.618$$

$$S_a = 0.053$$

$$b = 0.434$$

$$S_b = 0.102$$

$$Z = \frac{0,618 \cdot 0,434}{\sqrt{(0,434^2 \cdot 0,053^2) + (0,618^2 \cdot 0,102^2) + (0,053^2 \cdot 0,102^2)}}$$

$$Z = \frac{0,268}{0,067}$$

$$Z = 3.984$$

The mediation hypothesis test based on the results of the Sobel Test obtained a Z coefficient of 3.984, which if the Z coefficient > 1.96 then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This result means that *the brand awareness* variable is a mediating variable of the influence of promotion through social media on purchase intentions at the "Sekopi" coffee shop in Denpasar City, so the fourth hypothesis in this study is accepted.

### **Discussion of Research Results**

#### **The influence of promotion through social media on purchase intention at the "Sekopi" coffee shop in Denpasar City**

The first hypothesis test in this study shows that promotion through social media has a positive and significant effect on purchase intention. This means that the more attractive the promotion through social media carried out by the coffee shop "Sekopi" is, the higher the purchase intention. coffee lovers in Denpasar City will increase. This result is supported by the description of respondents' assessment of the research variables which show that respondents consider promotions carried out through social media to be in the attractive category and the purchase intention of coffee lovers is also in the high category.

Social media is an important part of a broader and more complete sales, service, communication, and marketing strategy that reflects and adapts to the market and the people who respond to it (Upadana & Pramudana, 2020). The existence of social media utilized by business actors creates many alternatives provided to consumers, thus influencing consumer behavior in generating Purchase Intention. When connected with the *hierarchy-of-effects-model*, then with the existence of social media promotions that can be used to display products or services in an attractive and relevant manner, content that shows the benefits and advantages of the product. This can encourage consumers to find out more about the product and see positive reviews from other users so that it can trigger interest and convince consumers to consider buying the product. The results of this study are in line with research conducted by Irhamni & Arifin (2021); Rojikun (2022); and Octavia (2022) that promotions through social media have a significant positive influence on consumer purchase intentions.

#### **The influence of promotion through social media on *brand awareness* at the "Sekopi" coffee shop in Denpasar City**

The second hypothesis test in this study shows that promotion through social media has a positive and significant influence on *brand awareness*. This means that it is increasingly attractive. Promotion through social media carried out by the coffee shop "Sekopi" has increased *brand awareness* at the "Sekopi" coffee shop in Denpasar City. This result is supported by the description of the respondents' assessment of the research variables which show that respondents consider the promotion carried out through social media to be good and *the brand awareness* of the "Sekopi" coffee shop is also in the good category.

The increasingly tight business competition makes promotion through social media as one of the marketing strategies that must be implemented interesting and creative in building *brand awareness*. Social media can increase brand awareness by reaching a wide audience and targeting certain demographic groups. When associated with the *hierarchy-of-effects-model theory*, the presence of interesting and informative content, such as advertisements, videos, and infographics, can attract consumers' attention and introduce the brand to consumers. Interaction with users through comments and reviews can build relationships and increase brand attachment so that brand awareness owned by consumers will increase. The results of this study are in line with research conducted by Suhada, et al. (2024); Fadhila & Mustikasari (2020); and Samuel & Setiawan (2018) that promotion through social media has a positive and significant influence on *brand awareness*.

### **The influence of *brand awareness* on purchase intention at the "Sekopi" coffee shop in Denpasar City**

Testing the third hypothesis in this study shows that *brand awareness* has a positive and significant influence on purchase intention. This means that if *the brand awareness* of the coffee shop "Sekopi" increases, then the level of purchase intention of coffee lovers in Denpasar City will be higher. This result is supported by the description of the respondents' assessment of the research variables which shows that respondents consider *brand awareness* to be in the high category and the purchase intention of coffee lovers is also in the high category.

*Brand awareness* reflects the ability of potential consumers to recognize and recall a brand as part of a particular product category (Krisyanti & Rahanatha, 2019). One important factor that can influence the emergence of consumer purchasing intentions is *brand awareness*. If it is connected to *the hierarchy-of-effects-model*, then the existence of *brand awareness* ensures that consumers know and remember a product's brand when consumers want to look for the product offered. The higher *the brand awareness*, the more likely consumers are to consider buying the product. The results of this study are in line with research conducted by

Nikmatulloh & Wijayanto (2021), research by Adriano & Cahyaningratri (2022), Sari, et al. (2021), Banurea & Seminari (2020), and research by Krisyanti & Rahanatha (2019) that there is a positive and significant influence of *brand awareness* on purchase intention.

**The role of *brand awareness* in mediating the influence of promotion through social media on purchase intention at the "Sekopi" coffee shop in Denpasar City**

Testing the fourth hypothesis in this study shows that promotion via social media has an effect on purchase intentions. at the coffee shop "Sekopi" in Denpasar City with *brand awareness mediation* . This means that the more attractive the promotion through social media of the coffee shop "Sekopi" in Denpasar City, the higher *the brand awareness will be, and the increase in brand awareness* will create high purchasing intentions among coffee lovers in Denpasar City. This is supported by the description of the respondents' assessment of the promotion variables through social media and *brand awareness* including the high category and the purchasing intentions of coffee lovers which are included in the high category.

Social media is an important part of a broader and more complete sales, service, communication, and marketing strategy that reflects and adapts to the market and the people who respond to it (Upadana & Pramudana, 2020). The increasingly tight business competition makes promotion through social media as one of the marketing strategies that must be implemented and must be attractive and creative in building *brand awareness* . *Brand awareness* reflects the ability of potential consumers to recognize and remember a brand as part of a certain product category (Krisyanti & Rahanatha, 2019). One important factor that can influence the emergence of consumer purchase intention is *brand awareness* . Social media promotion can be an effective tool to increase consumer purchase intention if done with the right strategy. By understanding the hierarchy of effects model and applying it in social media, it can increase brand awareness and build consumer interest, as well as encourage purchasing decisions made by consumers.

The results of this study are in line with research conducted by Samuel & Setiawan (2018) that promotion through social media has a positive and significant influence on purchase intention , and *brand awareness* from consumers can generate consumer purchase intention. The mediating role of *brand awareness* means that good promotion through social media carried out by the "Sekopi" coffee shop can directly cause purchase intention of coffee lovers in Denpasar City and at the same time good promotion through social media first causes good *brand awareness* so that in the end it can increase consumer purchase intention towards the "Sekopi" coffee shop.

#### 4. CONCLUSION AND SUGGESTIONS

Based on the results of the research discussion obtained, it can be concluded that: (1) Promotion through social media has a positive and significant effect on purchasing intentions, meaning that the more attractive the promotion via social media carried out by the "Sekopi" coffee shop, the higher the purchasing intentions of coffee-loving consumers in Denpasar City towards the products offered by the coffee shop; (2) Promotion via social media *has a* positive and significant influence on *brand awareness*, meaning that the more attractive the promotion via social media carried out by the "Sekopi" coffee shop, the higher *the brand awareness* of the coffee shop; (3) *Brand awareness* has a positive and significant effect on purchase intention, meaning that the higher *the brand awareness* at the "Sekopi" coffee outlet in Denpasar City, the higher the purchase intention of coffee-loving consumers in Denpasar City at the coffee outlet; and (4) *Brand awareness* is a partial mediation variable in this study, meaning that if promotions through social media are more attractive, *brand awareness* will increase and then increase purchase intention at the "Sekopi" coffee outlet in Denpasar City.

It is suggested to the management that if they want to increase purchase intention, they should pay more attention to promotion through social media and *brand awareness*. For the next researchers, it is suggested to examine other variables that can affect purchase intention and expand the scope of the research.

#### 5. BIBLIOGRAPHY

- Adriano, KE, & Cahyaningratri. (2022). The influence of brand awareness and perceived quality on brand image and its impact on purchasing interest (Study on consumers of Bata shoe products). *Diponegoro Journal of Management*, 11 (3), 1-10.
- Ansari, S., Ansari, G., Ghorri, M.U., & Kazi, A.G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decisions. *Journal of Public Value and Administrative Insight*, 2 (2), 5-10.
- Arimbawa, IK, Satriawan, IK, & Triani, IG (2023). Analysis of the influence of social media marketing through Instagram on brand awareness of Fish Sambal. *Scientific Journal of Agricultural Technology*, 8 (2).
- Asnan, N., & Yuniarinto, A. (2022). The influence of social media marketing on purchase intention with brand awareness as a mediating variable (Case study on Kirin Kimbap Instagram followers). *FEB Student Scientific Journal*, 10 (1), 1-14.
- Aulia, H., & Aquinia, A. (2023). The influence of social media marketing, brand awareness and electronic word of mouth on purchase intention. *Journal of Business and Management*, 3 (1), 136-142.

- Banurea, AS, & Seminari, NK (2020). The role of brand awareness in mediating celebrity endorser credibility towards purchase intention. *E-Journal of Management*, 9 (8), 3125-3144.
- Cleo, & Sopiah. (2021). The influence of social media marketing activities on purchase intention through brand awareness. *International Research Conference on Economics and Business* , 220-238.
- Dindasari, MA, & Sukawati, TG (2022). The role of brand awareness in mediating social media marketing on purchasing intention of Nike shoes in Denpasar City. *E-Journal of Management*, 11 (10), 1792-1812.
- Fadhila, A., & Mustikasari, A. (2020). The influence of Instagram social media promotion on brand awareness (Case Study: PT. Rapid Teknologi Indonesia in 2020). *e-Proceeding of Applied Science*, 6 (2), 1358-1365.
- Hartono, H. (2020). Analysis of the influence of social media marketing on brand awareness of Co.White. *Journal of Management and Business Start-Up*, 4 (6), 871-881.
- Hikmareta, A., & Zuliestiana, DA (2020). The influence of social media marketing on Instagram on purchase intention through brand awareness as a mediating variable. *e-Proceeding of Management*, 7 (2), 2485-2492.
- Irhamni, M., & Arifin, J. (2021). The influence of promotion through Instagram social media on interest in purchasing office stationery and photography services at the Aneka Foto Studio Tamiang Layang Store. *Journal of Public Administration & Business Administration*, 4 (1), 241-257.
- Jackie, J., Siahaan, RF, Anggraini, D., Chandra, W., & Hutabarat, FA (2022). The influence of social media marketing on purchase intention at Teko Healthy Resto Medan. *SOSMANIORA: Journal of Social Sciences and Humanities*, 1 (2), 167-175.
- Kalbuadi, A., Saputra, AM, & Hermanto, A. (2022). The role of social media marketing on brand awareness and brand commitment (Study at Mataram University of Technology in Mataram City). *Solid Journal*, 12 (1), 8-16.
- Nikmatulloh, AA, & Wijayanto, A. (2021). The influence of brand awareness, trust, and price on online purchasing interest in the Bukalapak marketplace. *Journal of Business Administration*, 10 (10), 837-848.
- Octavia, YF (2022). The influence of social media promotion on consumer purchasing interest in Ayam Square culinary (Study of Instagram & Tiktok users in Mataram City). *Indonesian Journal of Business Economics and Management*, 2 (1), 16-22.
- Priyono, D. (2008). *Quantitative research methods* . Zifatama Publishing.



- Putra, ID, & Aristana, MD (2020). The influence of social media marketing on brand awareness and purchase intention. *E-Journal of Economics and Business, Udayana University*, 1035-1044.
- Rojikun, A. (2022). The impact of promotions on social media on customer engagement and purchase interest in micro, medium and small businesses. *JAMAN: Journal of Accounting and Business Management*, 2 (1), 96-103.
- Salamah, NH, Triwardhani, D., & Nastiti, H. (2021). The influence of social media marketing on brand awareness in e-commerce Hijup. *Journal*, 2, 249-269.
- Saputra, IG, & Wardana, IM (2023). The role of brand awareness mediating the influence of social media marketing on purchase intention. *International Journal of Asian Business and Management*, 2 (4), 559-576.
- Sari, LG, Suprapti, NW, & Suparna, G. (2021). The role of brand awareness in mediating the influence of advertising appeal on purchase intention of Toyota brand cars. *Bulletin of Economic Studies*, 26 (1).
- Satriyo, B., Indriana, Y., & Ridlo, M. (2021). The influence of social media marketing, e-service quality, and review content on purchasing interest in organic product MSMEs. *Journal of Management Science*, 9 (4), 1563-1571.
- Semuel, H., & Setiawan, KY (2018). Promotion through social media, brand awareness, purchase intention on sports shoe products. *Journal of Marketing Management*, 12 (1), 47-52.
- Sholawati, RL, & Tiarawati, M. (2022). The influence of social media marketing and brand awareness on product purchase intentions in fast food restaurants. *Journal of Management Science*, 10 (4), 1098-1108.
- Snapcart. (2023, October 2). Indonesia's coffee consumption trends in 2023. Retrieved from <https://snapcart.global/indonesias-coffee-consumption-trends-in-2023/>
- Suhada, K., Putri, AA, & Bahri, AS (2024). Analysis of the influence of social media marketing on brand awareness of Grand Sentraland Karawang using explanatory methods. *Intercom Journal: Journal of Scientific Publication in the Field of Information and Communication Technology*, 18 (4), 32-41.
- Suparnoto, RF, & Setiobudi, A. (2020). The influence of Instagram social media promotion on purchasing interest in Haver mood products. *PERFORMA: Journal of Management and Business Start-Up*, 5 (5), 404-412.
- Sutariningsih, NM, & Widagda, IG (2021). The role of brand awareness in mediating the influence of social media marketing on purchase intention. *E-Journal of Management*, 10 (2), 145-164.

- Triatmaja, IN, & Ekawati, NW (2023). The effect of product quality, price, and brand image on purchase intention of Oppo smartphones. *e-Journal of Management*, 12 (4), 412-434.
- Upadana, MW, & Pramudana, KA (2020). Brand awareness mediates the influence of social media marketing on purchasing decisions. *E-Journal of Management, Udayana University*, 9 (5), 1921-1941.
- Utama, MS (2016). *Application of quantitative analysis* . Sastra Utama.
- Utami, FZ, Suryadi, A., & Widiarti, A. (2021). The effect of using social media promotion and price on consumer purchasing interest in Cafe Hazey products. *Journal of Business Education and Social* , 36-49.
- Yunikartika, L., & Harti. (2022). The influence of social media marketing and electronic word of mouth (E-WOM) on culinary purchasing interest through trust as an intervening variable on the Instagram account @carubanmangan. *Jurnal E-Bis*, 6 (1), 212-230.