



## The Effect of Instagram Social Media Marketing on Purchase Decisions at Kopi Kenangan

Alya Salsabila<sup>1</sup>, Budi Astuti<sup>2\*</sup>

<sup>1,2</sup>Department of Management, Universitas Islam Indonesia

Corresponding author-email: [budiastutish@gmail.com](mailto:budiastutish@gmail.com)

### abstract

*The growth of social media provides opportunities for businesses to make marketing tools. Social media marketing makes it easy for businesses to interact with consumers. Instagram is a social media that can be used as a marketing tool. This study aims to determine the effect of Instagram social media marketing on purchasing decisions. The population that will be used is Indonesian people who have bought and know about Kopi Kenangan products through Instagram. The number of respondents in this study were 210 samples. The sampling technique used purposive sampling method. The analysis tool in this study is SEM with PLS version 3.2.9. The results showed that all hypotheses were accepted. Social media marketing, brand equity, and brand awareness have a positive and significant effect on purchase decisions. Social media marketing has a positive effect on brand equity and brand awareness. Social media marketing has a positive and significant effect on purchase decisions through brand awareness.*

**Keywords:** brand awareness, brand equity, purchase decisions, social media marketing.





## 1. INTRODUCTION

As social media grows, businesses have more opportunities to use it as a powerful marketing tool. Instagram is a popular social media platform for marketing purposes. As a location-based image-sharing network, Instagram gives users contextual and mobile access to their own personal visual perception of events, activities, and circumstances. (McCosker et al., 2021). Soebianto (2014) states that in the modern world of marketing, companies that want to survive and move forward to win the competition must understand the condition of their product's brand equity.

Social media marketing also has the ability to increase a company's brand equity (Godey et al., 2016). Knowledge of the elements of brand equity and their measurement is very important for making strategic plans to increase brand existence which can increase the number of consumer purchases (Orth et al., 2005). In addition, according to Hutter et al. (2013) brand awareness is very important for the consumer decision-making process and acts as a guide in making purchases. The likelihood that the brand will be remembered when making a purchase increases as a result of the increasing level of customer brand awareness (Yasin et al., 2007).

Olshavsky & Granbois (1979) state that the different processes that customers take while deciding to make a purchase constitute the consumer decision-making process. Knowing how companies can influence purchasing decisions is very important in the business world (Sari et al., 2016). Based on the description above, this study will examine the effect of Instagram social media marketing on purchasing decisions for Kopi Kenangan products.

## 2. LITERATURE REVIEW

### 2.1 Stimulus-Organism-Response Theory (SOR)

Stimulus-Organism-Response (SOR) theory to explain how organisms mediate the relationship between stimulus and response through various mechanisms that trigger individual cognitive and emotional states. Cognitive concerns the formation of perceptive images due to environmental stimuli, while emotions involve individual feelings triggered





by the external environment, such as pleasure, enthusiasm or dominance. Stimulus refers to the social environment or environmental cues that can evoke responses or psychological changes and individual behavior (Eroglu et al., 2003). Mehrabian & Russell (1974) stated that organism refers to internal processes and structures that intervene between external stimuli and subsequent actions and responses of individuals. In the SOR model, response as a component of consequences, has been conceptualized as an end result and/or consumer decision, originally referred to as consumer "approach or avoidance behavior". The implementation of the SOR theory in this research is that social media marketing acts as an external stimulus (stimulus) which will affect brand equity and brand awareness as an internal stimulus (organism) which will then influence purchasing decisions as a response or final result (response).

## 2.2 Social Media Marketing

Social media marketing is basically an online marketing campaign that promotes brands and facilitates communication for the benefit of society. The best tool for turning customers into marketers is social media because it allows users to create, modify and share online information about associations and companies (Hartmann & Apaolaza-Ibáez, 2012). In modern times, companies use social media to keep customers engaged with their brands (Okazaki et al., 2015). Certain advantages of social media marketing for marketers have been explored in the literature, such as the possibility of two-way communication and reduced information seeking burden (Laroche et al., 2013).

## 2.3 Brand Equity

Consumer perception and familiarity with a brand can be said as brand equity. The net result of the assets and liabilities associated with the brand name and/or symbol is known as brand equity. The product value of a brand is influenced by brand equity (Aaker, 2009). Brand equity is what comes to mind when a consumer thinks of a company as a differentiates that sets it apart from competing companies. As a result, brand equity is a





sociocultural phenomena that transcends simple product names and refers to the symbolic meaning that the brand strives to achieve (Keller, 2003).

#### **2.4 Brand Awareness**

Brand awareness refers to a potential customer's ability to identify or remember that a brand belongs to a particular product category (Aaker, 1991). According to O'Guinn et al. (2009), the ability of customers to recognize or identify a brand in various market conditions is closely correlated with the strength of the brand's presence and imprint in their minds. According to Aaker (1996), brand awareness can be divided into four different categories: dominant brand, top of the mind brand, brand recognition, and brand recall. Brand memory relates to how quickly customers recall a brand when a new product line is introduced.

#### **2.5 Purchase Decision**

The decision to buy is the result of a process by which prospective buyers weigh the pros and drawbacks of one or more options after combining their knowledge of the market (Peter & Oslon, 2013). The decision-making process is essential because it enables customers to learn about a variety of brands or products, assess those brands or products, and even choose from a variety of possibilities before making wise and customer-friendly selections (Siali et al., 2016).

#### **2.6 Social media marketing and brand equity**

The use of social media, according to Ratana (2018), can help businesses see different points of view and track customer sentiment. Using a social media marketing strategy, can provide businesses with information on how to defend against market shifts and build their brand equity. The results of the study show that social media marketing has a significant positive effect on brand equity (Wantini & Yudiana, 2019). This is in line with research by Utami et al. (2022) and Destiana (2022) they claim that interest in brand equity increases as social media marketing usage increases. However, This contradicts earlier studies that have





been done by Ebrahim (2019) and Hafez (2021) which stated that the direct relationship between social media marketing activities and brand equity is not significant.

H1: Social media marketing has a significant positive effect on brand equity.

## 2.7 Social media marketing and brand awareness

Tsimonis and Dimitriadis (2014) state that one of the primary benefits of corporate social media marketing is brand awareness. This is evidenced by Fanion's research (2011), social media is an important instrument for building and increasing brand awareness. The results of Emini & Zeqiri's (2021) study demonstrate that social media marketing and brand awareness are positively and significantly related.. Social media marketing is seen as a trendy communication component that has a significant effect on brand awareness (Seo & Park, 2018). The level of brand awareness increases with improved social media marketing. (Upadana & Pramudana, 2020).

H2: Social media marketing has a significant positive effect on brand awareness.

## 2.8 Social media marketing and purchase decisions

Before making a purchase decision, a person's thinking may be affected by social media marketing done by a business, which may then have an effect on other people's thinking more generally (Gunelius, 2011). Using research by Angelyn & Kodrat (2021) and Diventy et al. (2020) suggests positive effects of social media marketing on purchasing decisions. Consumer purchasing decisions will increase if companies do social media marketing (Putri et al., 2022). Higher levels of purchasing decisions result from stronger social media marketing (Wikantari, 2022). However, it is inversely related to the amount of research done by Dermawan et al. (2022) who have social media marketing results that have no significant effect on purchasing decisions. Research done by Setiawati & Wiwoho (2021) and Verinanda et al. (2021) also shows that purchase decisions are unaffected by social media marketing.

H3: Social media marketing has a significant positive effect on purchase decisions.





## 2.9 Brand equity and purchase decisions

Components of brand equity that can influence customer trust in their purchasing decisions must be identified by the business (Khasanah, 2013). When consumers make purchases, brand equity is a factor that is taken into account (Alfionita et al., 2016). The research results of Gunawan (2020) and Oktarina (2018) prove that the impact of brand equity on purchase decisions decisions is significant. However, research conducted by Yansah et al. (2018) prove that brand equity has no effect on consumer purchasing decisions. The added value of a brand has not been able to drive consumer purchasing decisions. An increase or decrease in brand equity will not significantly affect the increase or decrease in product purchasing decisions (Tawas & Pandensolang, 2015).

H4: Brand equity has a significant positive effect on purchase decisions.

## 2.10 Brand awareness and purchase decisions

Increasing brand awareness can make consumers more likely to think about the brand when making purchasing decisions (Chakravarti & Janiszewski, 2003). Brand awareness influences consumer preferences and purchasing decisions (Barreda et al., 2016). Using research that was done by Angelyn & Kodrat (2021) and Fajri et al (2021) prove that the impact of brand awareness on purchasing decisions is positive and significant. According to Simbolon et al. (2022) consumers are more likely to recognise and remember a brand when there is greater brand awareness. However, research by Ardiansyah & Sarwoko (2020) and Adam et al. (2021) stated that the research conducted failed to prove the relationship between brand awareness and purchasing decisions.

H5: Brand awareness has a significant positive effect on purchase decisions.

## 2.11 Social media marketing, brand awareness, and purchase decisions

Social media marketing is seen as a trendy aspect of communication that significantly influences brand awareness (Seo & Park, 2018). Using research that was done by Angelyn & Kodrat (2021) and Utami et al. (2023) prove that brand awareness mediates how much of an effect social media marketing has on purchase decisions. Brand awareness among



consumers will determine how intense social media marketing interactions are, and this will determine how easily consumers may be persuaded to to make purchases of products (Fajri et al., 2021). However, research conducted by Ardiansyah & Sarwoko (2020) states otherwise. The results of the study stated that brand awareness is not a significant effect in the social media marketing's impact on purchase decisions.

H6: Social media marketing has a significant positive effect on purchase decisions through brand awareness.

### 3. RESEARCH METHOD

#### 3.1 Research Framework

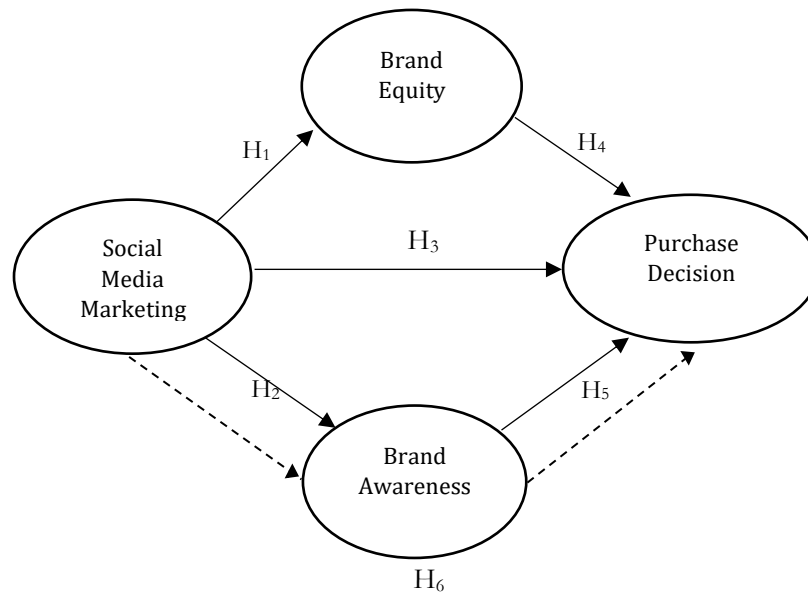


Figure 1. Research Framework

Source: modified from Angelyn & Kodrat (2021); Ebrahim (2019); Gunawan (2020)





### 3.2 RESEARCH DESIGN

This study uses a quantitative approach. This method is referred to as a method that emphasizes the objective measurement aspects of social phenomena. Every social phenomenon is converted into a number of problem components, variables, and indicators in order to be measured. (Siyoto & Sodik, 2015). The information used, known as primary data, was gathered through distributing online surveys through the use of the Google Forms tool and given to respondents via direct messages on personal social media such as WhatsApp, Line, Instagram, and Twitter. Then analyzed with descriptive and inferential approaches, using SmartPLS (Partial Least Square).

### 3.3 Population and Sample

Consumers who have purchased Kopi Kenangan products in Indonesia and are aware of them through Instagram made up the study's population. Purposive sampling was the technique utilised, where the sample was chosen after taking into account specific factors or criteria (Siyoto & Sodik, 2015), with a total sample of 210 respondents.

### 3.4 Variable Operational Definitions

**Table 1. Variable Operational Definitions**

<p>The indicators for measuring social media marketing variables refer to Angelyn &amp; Kodrat's research (2021):</p> <ol style="list-style-type: none"><li>1. Promotions and content attract consumers.</li><li>2. Consumers understand the promotions and content delivered.</li><li>3. Promotions and content provided are in accordance with consumer expectations.</li><li>4. Consumers are encouraged to buy after seeing promotions and content.</li><li>5. Consumers are encouraged to provide good testimonials.</li></ol>
<p>The indicators for measuring brand equity variables refer to Gunawan's research (2020):</p> <ol style="list-style-type: none"><li>1. Ease of remembering brands.</li><li>2. Strong relationship with the brand.</li></ol>







- 3. Perception of good brand quality.
- 4. Positive attitude towards the brand.

The indicators for measuring brand awareness variables refer to Angelyn & Kodrat's research (2021):

- 1. Consumers know the brand.
- 2. Consumers recognize brand features among other brands.
- 3. Be aware of the existence of the brand.
- 4. Consumers quickly visualize brand features.
- 5. Consumers quickly recognize brand logos or symbols.

The indicators for measuring purchase decision variables refer to Angelyn & Kodrat's research (2021):

- 1. Of the various coffee products available, I decided to choose Kopi Kenangan for coffee products.
- 2. I prioritize buying Kopi Kenangan products over other products.
- 3. I am willing to sacrifice (time, money and energy) to buy Kopi Kenangan products.
- 4. I feel happy after deciding to buy Kopi Kenangan products.

#### 4. RESULT

##### 4.1 Questionnaire Validity Test

Based on the data in Table 2, it represent a coefficient value above 0.361. It follows that all indicators on the variable are valid.

Table 2. Validity Test Results

Variable	Indicator	Corrected Item Total Correlation	Standard/r Table	Conclusion
Social Media Marketing	1	0.777	0.361	Valid
	2	0.806	0.361	Valid
	3	0.816	0.361	Valid





	4	0.803	0.361	Valid
	5	0.612	0.361	Valid
Brand Equity	1	0.557	0.361	Valid
	2	0.850	0.361	Valid
	3	0.745	0.361	Valid
	4	0.757	0.361	Valid
Brand Awareness	1	0.573	0.361	Valid
	2	0.682	0.361	Valid
	3	0.790	0.361	Valid
	4	0.509	0.361	Valid
	5	0.784	0.361	Valid
Purchase Decision	1	0.813	0.361	Valid
	2	0.814	0.361	Valid
	3	0.855	0.361	Valid
	4	0.861	0.361	Valid

Source: Internal data processed, 2023

#### 4.2 Questionnaire Reliability Test

Based on Table 3, the reliability test results from Table 3 indicate that the Cronbach alpha value for each variable is more than 0.6. As a result, it can be said that all of the study's variables are declared reliable.

**Table 3. Reliability Test Results**

Variable	Cronbach Alpha Value	Conclusion
Social Media Marketing	0.820	Reliable
Brand Equity	0.702	Reliable





Brand Awareness	0.677	Reliable
Purchase Decision	0.846	Reliable

Source: Internal data processed, 2023

### 4.3 Descriptive Analysis

The description of the respondents in this study was knowing Kopi Kenangan Instagram accounts, having bought Kopi Kenangan, gender, age, occupation, income per month, and average use of Instagram per day.

Table 4. Characteristics of Respondents

Information	Frequency	Percentage
<i>Gender</i>		
Man	78	37.1%
Woman	132	62.9%
<i>Age</i>		
17-22 years	139	66.2%
23-28 years	60	28.6%
29-34 years	10	4.8%
>34 years	1	0.5%
<i>Work</i>		
Student	151	71.9%
Civil servant	2	1%
Private employees	47	22.4%
Freelancers	9	4.3%
Not working (housewife)	1	0.5%
<i>Income Every Month</i>		
< IDR 1,000,000	40	19%
Rp. 1,000,000-Rp. 2,999,000	93	44.3%





Rp. 3,000,000-Rp. 5,000,000	55	26.2%
>Rp. 5,000,000	22	10.5%
<i>Average Duration of Instagram Usage Per Day</i>		
2 hours	131	62.4%
4 hours	69	32.9%
6 hours	8	3.8%
>6 hours	2	1%

Source: Internal data processed, 2023

Table 4 indicates that the majority of research participants were female in this study with a total of 132 respondents with a percentage rate of 62.9%, aged 17-22 years with jobs as students/students with a total of 151 and monthly income of Rp1.000.000-Rp2.999.000 and the average duration of using Instagram per day is 2 hours, with a total of 131 respondents or with a percentage rate of 62.4%.

#### 4.4 Convergent Validity Test

**Table 5. Outer Loading Factor and AVE Convergent Validity**

Variable	Indicator	Loading Factor	AVE
Social Media Marketing	PMS1	0.737	0.583
	PMS2	0.748	0.583
	PMS3	0.805	0.583
	PMS4	0.798	0.583
	PMS5	0.726	0.583
Brand Equity	EM1	0.719	0.594
	EM2	0.798	0.594
	EM3	0.802	0.594
	EM4	0.761	0.594





Brand Awareness	KM1	0.717	0.545
	KM2	0.724	0.545
	KM3	0.787	0.545
	KM4	0.715	0.545
	KM5	0.745	0.545
Purchase Decision	KP1	0.867	0.668
	KP2	0.867	0.668
	KP3	0.774	0.668
	KP4	0.775	0.668

Source: Internal data processed, 2023

The findings in Table 5 shows that all indicators in this study have an outer loading factor value of more than 0.7 and the AVE value shows a value of more than or above 0.5. This means that the convergent validity test was passed by all indicators' items.

#### 4.5 Discriminant Validity Test

Discriminant validity test determines how strong the relationship between one variable is to another variable.

**Table 6. Discriminant Validity (Fornell-Larcker Criterion)**

Variable	Brand Equity	Purchase Decision	Brand Awareness	Social Media Marketing
Brand Equity	0.771			
Purchase Decision	0.442	0.817		
Brand Awareness	0.482	0.424	0.738	
Social Media	0.526	0.441	0.311	0.763





Marketing				
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Source: Internal data processed, 2023

Based on Table 6, all indicator items have discriminant validity results or the AVE square root is greater than 0.7. Therefore, it can be said that all indicators of each variable have good validity or it is proven that all indicators are valid.

#### 4.6 Reliability Test

In this research, cronbach's alpha and composite reliability were utilised as the reliability test. The bottom limit of a construct's reliability value is measured by cronbach's alpha. Additionally, composite reliability assesses the true reliability of a construct. Ghozali (2018) stated that in the basic reliability test the Cronbach's alpha value was  $> 0.6$ . While the basic value of composite reliability  $> 0.7$ .

**Table 7. Cronbach Alpha and Composite Reliability**

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Brand Equity	0.771	0.770	0.854	0.594
Purchase Decision	0.834	0.851	0.889	0.668
Brand Awareness	0.792	0.796	0.857	0.545
Social Media Marketing	0.823	0.835	0.875	0.583

Source: Internal data processed, 2023

From Table 7, it can be seen that the values for all variables in this reliability test had composite reliability values greater than 0.7 and cronbach's alpha values greater than 0.6. As a result, it can be said that all of the variables tested are valid and reliable.



#### 4.7 R-Square ( $R^2$ )

R-Square ( $R^2$ ) is the approach used to quantify the impact of the independent variables on the dependent variable in the evaluation of the inner model. The value generated by  $R^2$  can vary from 0 to 1 (Hair et al., 2014). The higher the value of  $R^2$ , the greater the influence of the independent variables on the dependent variable.

**Table 8. Value of Dependent Variables**

Variable	R-Square	R-Square adjusted
Brand Equity	0.277	0.273
Purchase Decision	0.305	0.295
Brand Awareness	0.097	0.093

Source: Internal data processed, 2023

Based on Table 8, the brand equity variable has an  $R^2$  value of 0.277. This show how 27.7% of the brand equity variable can be described by social media marketing variables, while the remaining 72.3% is explained by other variables that were not included in this study.

The purchase decision variable has an  $R^2$  value of 0.305. This show how 30.5% of the purchase decision variable can be described by social media marketing variables, while the remaining 69.5% is explained by other variables that were not included in this study.

The brand awareness variables has an  $R^2$  value is 0.097. This explains why 9.7% of the brand awareness variable can be described by social media marketing variables, while the remaining 90.3% is explained by other variables that were not included in this study.

#### 4.8 Path Coefficients (Hypothesis Test)

Testing the path coefficient can be done with a bootstrapping analysis technique or approach. Testing the path coefficient (path coefficient) can be done for testing hypotheses which have the aim of testing the significance or analyzing how strong the independent variable affects the dependent variable.



**Table 9. Direct Effect**

Variable	Original Sample (O)	T-Statistics	P-Values	Conclusion
SMM → BE	0.526	10.167	0.000	H1: Significant
SMM → BA	0.311	4,700	0.000	H2: Significant
SMM → PD	0.268	3,816	0.000	H3: Significant
BE → PD	0.178	2,223	0.027	H4: Significant
BA → PD	0.255	3,549	0.000	H5: Significant

Source: Internal data processed, 2023

Based on table 9, it is known that all t-statistics values are greater than t-table 1.96 and p-values are less than 0.05. This value indicates that all hypotheses have positive and significant results.

**Table 10. Indirect Effect**

Variable	Original Sample (O)	T-Statistics	P-Values	Conclusion
SMM → BA → PD	0.079	2,861	0.004	Significant

Source: Internal data processed, 2023

Based on table 10, it is known that the t-statistics value is greater than the t-table of 1.96 and the p-value is less than 0.05. This value indicates that the hypothesis has positive and significant result.

## 5. DISCUSSION

### 5.1 The Effect of Social Media Marketing on Brand Equity

In testing the first hypothesis, the t-statistics value is 10.167 and the p-value is 0.000. The t-statistics value of 10.167 is higher than the t-table of 1.96 and the p-value of 0.000 is less than 0.05. This value indicates that social media marketing has a positive and significant





effect to brand equity. It follows that social media marketing has a positive effect on the brand equity received. The results of this study are in line with research conducted by Angkie & Tanoto (2019), Wulandari & Yuliaty (2022), and Qahfi & Sisilia (2023) stated that brand equity is positively and significantly impacted by social media marketing. Managerial implications for the Kopi Kenangan company are to continue to improve and market their products through Instagram social media. Brand equity that is embedded in the minds of consumers is influenced by marketing on the Kopi Kenangan instagram account. Good management of Kopi Kenangan instagram accounts can maintain the brand so that Kopi Kenangan can compete in the market and can increase consumer preference for Kopi Kenangan.

## 5.2 The Effect of Social Media Marketing on Brand Awareness

In testing the second hypothesis, the t-statistics value is 4.700 and the p-value is 0.000. The t-statistics value of 4.700 is greater than the t-table of 1.96 and the p-value of 0.000 is less than 0.05. This value indicates that social media marketing has a positive and significant relationship to brand awareness. It follows that social media marketing has a positive effect on brand awareness received. The results of this study are in line with research conducted by Maria et al. (2019), Bilgin (2018), Utami et al. (2023), and Adhawiyah et al. (2019) stated that brand awareness positively and significantly impacted by social media marketing. Managerial implications for the Kopi Kenangan company are to continue to improve and market their products through Instagram social media. By promoting Kopi Kenangan's Instagram account, it can increase consumers' ability to be aware of Kopi Kenangan's existence. Brand awareness of Kopi Kenangan will encourage consumers to choose Kopi Kenangan. If the Kopi Kenangan brand becomes the first brand that comes to the minds of consumers, it will make the Kopi Kenangan company profitable.

## 5.3 The Effect of Social Media Marketing on Purchase Decisions

The third hypothesis has a 3.816 t-statistics value, and its p-value is 0.000. The p-value is 0.000, which is lower than 0.05, and the t-statistics value is 3.816, which is greater





than the t-table value of 1.96. This value indicates that social media marketing has a positive and significant relationship to purchasing decisions. Therefore, It follows that social media marketing has a positive effect on purchasing decisions received. The findings of this study are consistent with studies done by Utami et al. (2023), Adhawiyah et al. (2019), and Wikantari (2022) state that purchase decisions positively and significantly impacted by social media marketing. Managerial implications for the Kopi Kenangan company are to continue to improve and market their products through Instagram social media. With the right Instagram social media marketing management strategy, you can reach a wider target market. The marketing features found on Instagram can be used by Kopi Kenangan to carry out promotions so that they become more effective and efficient. Kopi Kenangan Company can also create attractive promotional content so that it can influence purchasing decisions by consumers

#### 5.4 The Effect of Brand Equity on Purchase Decisions

The t-statistics value for testing the fourth hypothesis is 2.223, and the p-value is 0.027. The p-value of 0.027 is less than 0.05 and the t-statistics value of 2.223 is higher than the t-table value of 1.96. This value indicates that brand equity has a positive and significant effect to purchase decisions. It follows that brand equity has a positive effect on purchasing decisions of accepted brands. The results of this study are in line with research conducted by Badjamal (2019), Adhawiyah et al. (2019), Wiastuti & Kimberlee (2018), and Marlius & Darma (2023) state that purchase decisions positively and significantly impacted by brand equity. Managerial implications for Kopi Kenangan companies are increasing brand equity to consumers and maintaining Kopi Kenangan brand equity. By strengthening the Kopi Kenangan brand in the market, consumers will always remember the brand. The values felt by consumers will influence consumers to make purchasing decisions.

#### 5.5 The Effect of Brand Awareness on Purchase Decisions

The t-statistics value for testing the fifth hypothesis is 3.549, and the p-value is 0.000. The p-value is 0.000, which is less than 0.05, and the t-statistics value is 3.549, which is





higher than the t-table value of 1.96. This value indicates that brand awareness has a positive and significant relationship to purchasing decisions. It follows that brand awareness has a positive effect on acceptable purchasing decisions. The findings of this study are consistent with studies done by Dewi et al. (2020), Badjamal (2019), Ameliawaty & Halilah (2018), and Sivaram et al. (2019) stated that purchase decisions positively and significantly impacted by brand awareness. The managerial implication for the Kopi Kenangan company is to increase the awareness of the Kopi Kenangan brand to consumers. Brand awareness to consumers can be done by doing promotions. Promotions that are carried out effectively and efficiently can reach a wide range of consumers. By being aware of the existence of Kopi Kenangan, it can be one of the steps consumers take to make a purchasing decision.

#### **5.6 The Effect of Social Media Marketing on Purchase Decisions through Brand Awareness**

The t-statistics value for the sixth hypothesis is 2.861, and the p-value is 0.004. The p-value of 0.004 is less than 0.05 and the t-statistics value of 2.861 is higher than the t-table value of 1.96. This value indicates that social media marketing has a positive and significant relationship to purchasing decisions through brand awareness. It follows that social media marketing has a positive effect on purchasing decisions through acceptable brand awareness. The findings of this study are consistent with studies done by Clarissa & Bernarto (2022), Fajri et al. (2021), Utami et al. (2023), and Adhawiyah et al. (2019) stated that positively and significantly, brand awareness mediates the effect between social media marketing and purchase decisions. Managerial implications for the Kopi Kenangan company are to further improve brand awareness through Instagram social media. By communicating and promoting on Instagram accounts, Kopi Kenangan can increase consumers' ability to be aware of Kopi Kenangan's existence. The stronger consumer brand awareness of Kopi Kenangan will have an impact on the intensity of social media marketing interactions so that consumers can be influenced to make purchases at Kopi Kenangan.





## 6. CONCLUSION

The results showed that all hypotheses were accepted. Social media marketing, brand equity, and brand awareness have a positive and significant effect on purchase decisions. Social media marketing has a positive effect on brand equity and brand awareness. Social media marketing has a positive and significant effect on purchase decisions through brand awareness.

This study has limitations on the geographic coverage of the respondents studied. The use of social media is also limited to one platform. In addition, the focus of this research object is on one Kopi Kenangan brand without comparing it with other coffee products. Researchers provide recommendations for future research to determine research locations in certain areas with more specific characteristics. In addition, researchers also provide suggestions for choosing social media objects other than Instagram to expand research results.

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