

ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING IN INCREASING BRAND AWARENESS AND CUSTOMER ENGAGEMENT ON PURCHASING DECISIONS IN THE COFFEE SHOP INDUSTRY IN DENPASAR



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Abstract

This study aims to analyze the influence of social media marketing in increasing brand awareness and customer engagement on purchasing decisions in the coffee shop industry in Denpasar City. The development of social media has encouraged business actors to adopt digital marketing strategies to maintain competitiveness, especially in the coffee shop industry which is experiencing rapid growth. This study uses a quantitative approach with a survey method, involving 385 respondents selected through purposive sampling techniques. Data analysis was carried out using multiple linear regression methods and mediation analysis. The results of the study indicate that social media marketing has a positive and significant effect on brand awareness, customer engagement, and purchasing decisions. In addition, brand awareness and customer engagement have been shown to play a mediating role in the relationship between social media marketing and purchasing decisions. Thus, marketing strategies through social media can be an effective tool in increasing brand awareness, and customer engagement, and driving purchasing decisions in the coffee shop industry. These findings provide practical implications for business actors in designing more effective digital marketing strategies to increase competitiveness in the market.

Keywords: Social Media Marketing, Brand Awareness, Customer Engagement, Purchasing Decision, Coffee Shop

INTRODUCTION

The development of social media has become an inseparable part of people's lives, including in the business world. The significant increase in social media users in Indonesia, which reached 191 million people in 2022, makes this platform a strategic tool for business actors in increasing brand awareness and customer engagement (Kotler & Keller, 2016).

One of the rapidly growing industries in Denpasar City is coffee shops. The culture of drinking coffee, which used to be a routine activity, has now transformed into a modern lifestyle that drives the growth of this industry. Data from the Denpasar City Tourism Office shows an increase in the number of cafes from 64 units in 2022 to 168 units in 2023. The tight competition encourages business actors to adopt digital marketing strategies to maintain competitiveness.

Social media marketing is an effective strategy to increase brand awareness and customer engagement, which ultimately influences purchasing decisions (Barhemmati & Ahmad, 2015). Several studies show a positive relationship between social media marketing and brand awareness on purchasing decisions (Salamah et al., 2021; Fajar & Endi, 2020), while other studies have found different results (Ayuningtyas & Sijabat, 2022). Likewise, customer engagement is associated with increased purchasing decisions (Akbar & Magdalena, 2023) but there are still differences in research results (Emini & Zeqiri, 2021).

Based on this phenomenon and the existence of varying research results, this study aims to analyze the influence of social media marketing in increasing brand awareness and customer engagement on purchasing decisions in the coffee shop industry in Denpasar City.

REVIEW OF LITERATURE

This study uses the Theory of Planned Behavior (TPB) developed by Ajzen to refine the Theory of Reasoned Action (TRA). TPB explains that consumer behavior is influenced by attitudes, subjective norms, and perceived behavioral control (PBC), which shape intentions and ultimately behavior (George, 2004). PBC is related to self-efficacy in Social Cognitive Theory.

This theory is the basis for the variables of social media marketing, brand awareness, customer engagement, and purchasing decisions. TPB is widely used in marketing, purchasing behavior, and entrepreneurship studies (Nuary, 2010). In the context of this study, TPB is relevant because potential consumers search for information on social media before purchasing, which increases brand awareness and customer engagement (Raharjo, 2023). Social media facilitates direct interaction between businesses and consumers at a relatively low cost (Kaplan & Haenlein, 2010).

Social Media Marketing

Social media is a digital platform that allows users to interact and share content (Hanafi, 2016). Social media marketing is used to promote products and build relationships with customers (Kotler, 2012). Digital marketing involves using technologies such as the web and social media to create more personal and relevant communications (Chaffey, 2015; Kannan & Li, 2017).

Social media marketing indicators include: consumer relationships, communication between sellers and buyers, post-purchase interactions, and interesting information formats (Salamah et al., 2014). The benefits include increasing business interactions with customers, expanding brand reach, and lower costs compared to conventional marketing (Neti, 2015).

Brand Awareness

Brand is a distinguishing element of a product or service (Keller, 2013). Brand awareness refers to the extent to which consumers recognize and remember a brand (Aaker, 2010). Factors that influence brand awareness include the marketing mix: product, price, distribution, and promotion (Kotler & Armstrong, 2012). Indicators include brand recognition, brand recall, top-of-mind, brand knowledge, and brand opinion (Aaker, 1996; Dhurup et al., 2017). High brand awareness increases consumer confidence in making purchasing decisions (Arianty & Andira, 2021).

Customer Engagement

Customer Engagement is the involvement of consumers in searching, evaluating, and making decisions related to brands (Vivek et al., 2014). This engagement is important for improving business performance, sales, and profits (Poorrezaei, 2016). In addition, customer engagement reflects the emotional connection between companies and customers

through interactions and technology (Rachmadhaniyati & Vivek, 2009). This is manifested through behaviors such as word of mouth, recommendations, reviews, and other digital activities (Hikmah & Riptiono, 2020). In the context of digital marketing, customer engagement is a concern for businesses that utilize social media (Rohadian, 2019).

Factors Affecting Customer Engagement

According to Molinillo et al. (2019), four main factors influence customer engagement in social commerce communities:

1. **Social Support:** Social support from the community increases engagement by providing a sense of care and assistance (Liang et al., 2011; Lin et al., 2018).
2. **Community Drivenness:** The ability of a website or social media to connect consumers with communities that share similar interests (Kim et al., 2010).
3. **Community Identification:** Individual identification with online communities can foster a sense of belonging and attachment (Palmer et al., 2013; Prentice et al., 2019).
4. **Community Trust:** Trust in online communities plays a role in social interactions and transactions (Tsai et al., 2019; Lim et al., 2019).

Customer Engagement Indicators

Marta et al. (2015) identified five indicators of customer engagement:

1. **Enthusiasm:** Customer interest level.
2. **Attention:** Focus attention on the brand.
3. **Absorption:** Deep involvement.
4. **Interaction:** Intensity of interaction with the brand.
5. **Identification:** Sense of oneness with the brand.

Purchasing Decision Concept

Purchasing decisions are the process by which consumers select, use, and purchase products or services to meet their needs (Kotler & Armstrong, 2016). This process is influenced by economic, technological, cultural, and consumer psychology factors (Alma, 2016).

Factors Influencing Purchasing Decisions

Kotler & Armstrong (2016) identified five main factors:

1. **Problem Introduction:** Consumer awareness of needs.

2. **Information Search:** Consumers seek information from personal, commercial, public, and experimental sources.
3. **Alternative Evaluation:** Comparison of options before purchase.
4. **Buying decision:** Product selection based on evaluation.
5. **Post Purchase Behavior:** Satisfaction and likelihood of repeat purchase.

Purchase Decision Indicators

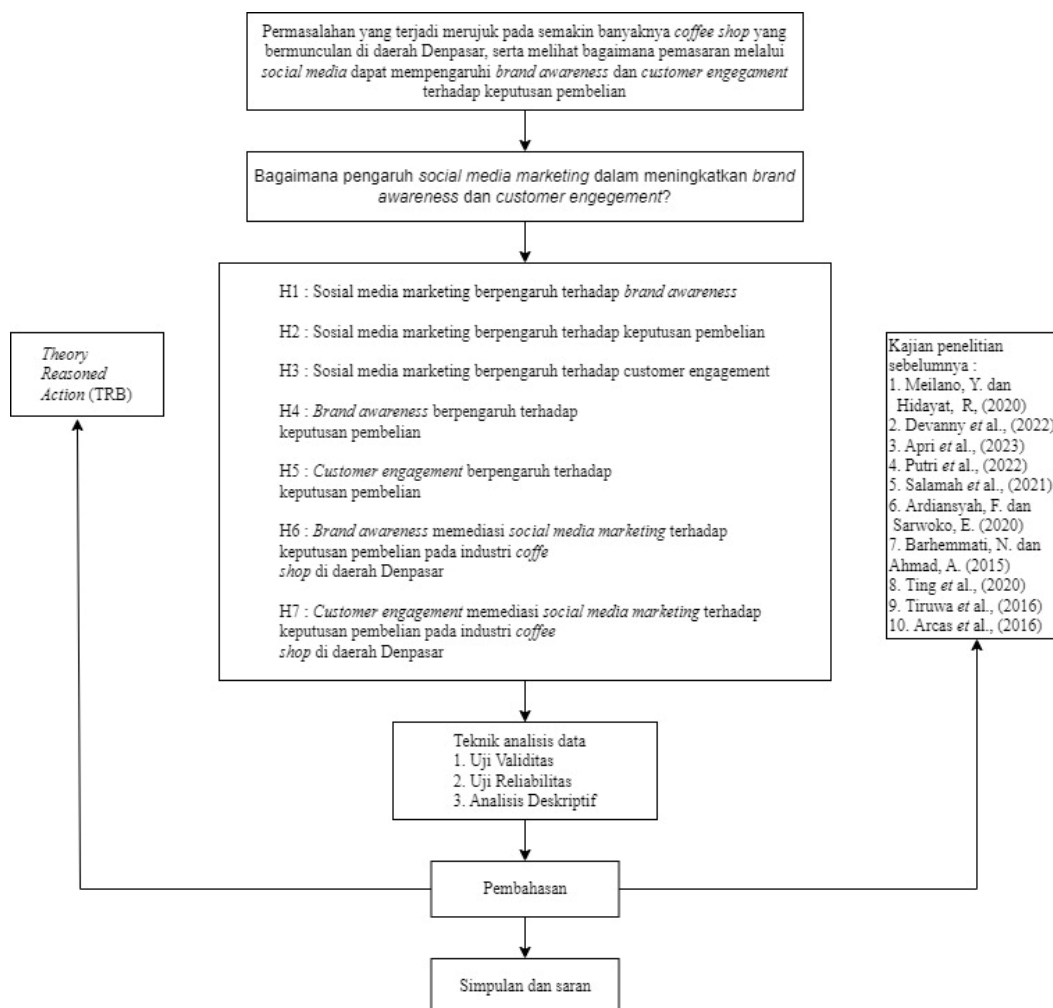
According to Kotler (2015), there are three main indicators of purchasing decisions:

1. **Consistency in product:** Consumers are confident in their product choices.
2. **Recommendations to others:** Willingness to recommend products.
3. **Repurchase:** Desire to repurchase the same product.

Framework of thinking

The framework of thinking explains the relationship between variables based on theory, observation, and literature review as the basis for research. According to Sugiyono (2017), the framework of thinking summarizes the synthesis of variable relationships, helps formulate hypotheses, and explains the relationships studied.

In the coffee shop industry in Denpasar, competition is getting tighter due to the increasing number of business actors, which has an impact on sales fluctuations. To face this challenge, optimization of marketing strategies is needed, one of which is through social media marketing to reach more consumers. Therefore, this study compiles a framework to clarify the analysis flow and the relationship between the variables studied.



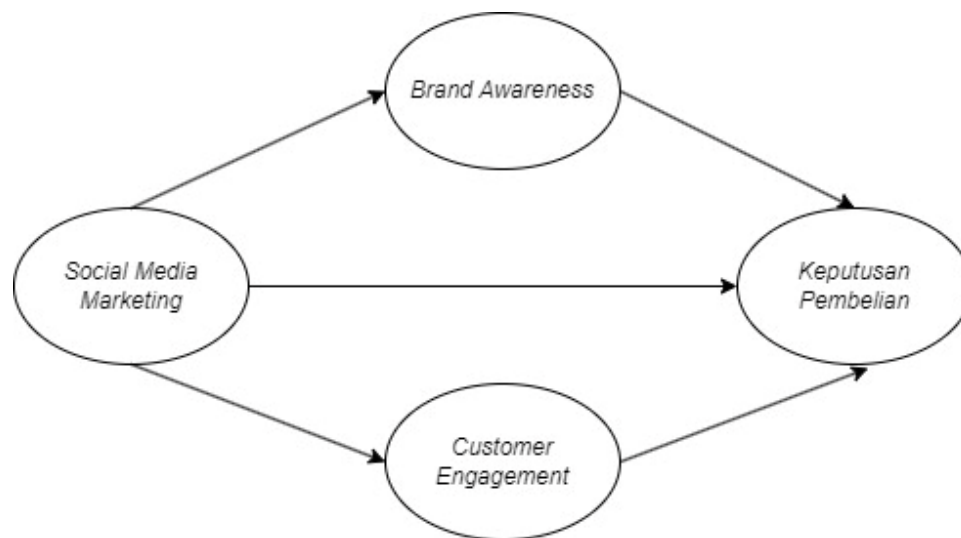
Conceptual Framework

The conceptual framework describes the relationship between variables in the study. In this study, social media marketing acts as an independent variable that can increase brand awareness and customer engagement, which ultimately influences consumer purchasing decisions in the coffee shop industry in Denpasar.

Social media marketing enables product promotion through direct interaction between brands and consumers, building brand awareness and stronger emotional connections. Brand awareness is important because it influences brand recognition in purchasing decisions. Meanwhile, customer engagement acts as a mediating variable, strengthening customer loyalty and increasing marketing effectiveness.

Purchase decision as a dependent variable is influenced by these three factors. This study aims to examine how social media marketing influences brand awareness and

customer engagement in driving purchasing decisions in the coffee shop industry in Denpasar.



Research Hypothesis

H1: The Influence of Social Media Marketing on Brand Awareness

Social media marketing is a marketing strategy that can increase brand awareness through direct interaction with consumers (Kambali & Masitoh, 2021). Previous studies (Salamah et al., 2021; Fajar & Endi, 2020; Maria et al., 2019) showed that social media marketing has a positive and significant effect on brand awareness. Therefore, the hypothesis proposed is:

H1: Social media marketing has an impact on brand awareness.

H2: The Influence of Social Media Marketing on Purchasing Decisions

Social media marketing not only increases brand exposure but also influences consumer purchasing decisions (Kotler & Armstrong, 2012). Previous studies (Prasad et al., 2019; Mulyadi et al., 2022; Gupta, 2016) show that social media marketing has a significant effect on purchasing decisions. Thus, the hypothesis proposed is:

H2: Social media marketing influences purchasing decisions.

H3: The Influence of Social Media Marketing on Customer Engagement

Social media marketing plays a role in building consumer engagement with brands (Giska & Eka, 2020). Previous studies (Sudirjo et al., 2023; Barhemmati & Ahmad, 2015; Hussein & Hassan, 2017) showed a significant influence of social media marketing on customer engagement. Therefore, the hypothesis proposed is:

H3: Social media marketing has an impact on customer engagement.

H4: Influence of Brand Awareness on Purchasing Decisions

Brand awareness is an important factor in purchasing decisions because it increases consumer trust and preference (Samuel & Setiawan, 2018). Previous studies (Arianty & Andira, 2021; Astuti et al., 2021; Sivaram et al., 2019) show that brand awareness has a significant effect on purchasing decisions. Therefore, the hypothesis proposed is:

H4: Brand awareness influences purchasing decisions.

H5: Influence of Customer Engagement on Purchasing Decisions

Customer engagement reflects active interaction between consumers and brands that can improve purchasing decisions (The Marketing Science Institute, 2010). Previous studies (Meilano & Hidayat, 2020; Devanny et al., 2022; Ardiansyah & Febrianti, 2022) show that customer engagement has a significant effect on purchasing decisions. Therefore, the hypothesis proposed is:

H5: Customer engagement influences purchasing decisions.

H6: Brand Awareness as a Mediator between Social Media Marketing and Purchasing Decisions

Brand awareness acts as a mediator in the relationship between social media marketing and purchasing decisions (Herdana, 2015). Previous studies (Upadana & Pramudana, 2020; Rahayu & Wijaksono, 2023) show that brand awareness mediates the influence of social media marketing on purchasing decisions. Therefore, the hypothesis proposed is:

H6: Brand awareness mediates social media marketing towards purchasing decisions.

H7: Customer Engagement as a Mediator between Social Media Marketing and Purchasing Decisions

Customer engagement enhances the relationship between social media marketing and purchasing decisions by strengthening consumers' emotional involvement (Kristanti, 2022). Previous studies (Saputro & Hidayat, 2020; Lestari et al., 2023) showed that customer engagement significantly mediates this relationship. Therefore, the proposed hypothesis is:

H7: Customer engagement mediates social media marketing towards purchasing decisions.

RESEARCH METHOD

This research is descriptive with a quantitative approach to test the influence of social media marketing on brand awareness, customer engagement, and purchasing

decisions. Data were collected through a survey with a questionnaire distributed to relevant respondents.

Location and Time of Research The research was conducted in the coffee shop industry in Denpasar, with data collection starting in May 2024.

Scope of the Study This study analyzes the relationship between social media marketing on purchasing decisions, brand awareness, and customer engagement, as well as the mediating role of the last two variables. The object of the study is a coffee shop in Denpasar that has social media, with respondents who have made purchases in the past month.

Population and Sample The population of the study included all coffee shop customers in Denpasar. The sample was taken using a purposive sampling technique, involving 385 respondents who had active Instagram accounts and had made transactions in the past month. The number of samples was calculated using the Lemeshow formula.

Reliability Test was conducted using Cronbach Alpha (>0.60) to ensure the consistency of the questionnaire.

Variables and Indicators

1. Independent Variable (X): Social media marketing (content creation, content sharing, connecting building, community building).
2. Mediating Variables (M1 & M2): Brand awareness (brand recognition, brand recall, top of mind, brand knowledge, brand opinion) and customer engagement (enthusiasm, attention, absorption, interaction, identification).
3. Dependent Variable (Y): Purchase decision (purchase determination, recommendation, repeat purchase).

RESULTS AND DISCUSSION

Variable Description

This study used a questionnaire with a 5-point Likert scale to measure the variables of social media marketing (12 items), brand awareness (18 items), customer engagement (15 items), and purchasing decisions (9 items). The questionnaire was distributed via Google Forms to 385 coffee shop customer respondents in Denpasar, Bali. Descriptive analysis was conducted to describe respondents' responses to the research variables by

calculating the average percentage of answers, where the higher average value indicates a more positive response.

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model is conducted to test the validity and reliability of the indicators against latent variables, namely social media marketing (X), brand awareness (M1), customer engagement (M2), and purchasing decisions (Y). This measurement model uses reflective indicators with convergent validity testing, discriminant validity, and composite reliability.

Convergent Validity

All indicators in the four variables have outer loading values >0.50 and T-statistics >1.96 , indicating that the indicators are valid. The strongest indicators for each variable are Content sharing (X2) on social media marketing (0.788), Brand recognition (M1.1) on brand awareness (0.784), Attention (M2.2) on customer engagement (0.808), and Repeat purchases (Y3) on purchasing decisions (0.850). All constructs have AVE values above 0.5, so they are declared valid.

Discriminant Validity

The test results show that all constructs have cross-loading values above 0.7, the square root of AVE is greater than the correlation between other variables, and the HTMT value is below 0.9. This confirms that there is no discriminant validity problem.

Reliability

All variables have a composite reliability value above 0.6 and Cronbach Alpha above 0.7, so it can be concluded that all variables are reliable.

Structural Model Evaluation (Inner Model)

The evaluation of the structural model is done by looking at the Q2 value of the predictive relevance model and hypothesis testing. The Q2 value of 0.927 indicates that the model has good goodness-of-fit, with 92.7% of the information in the data can be explained by the model.

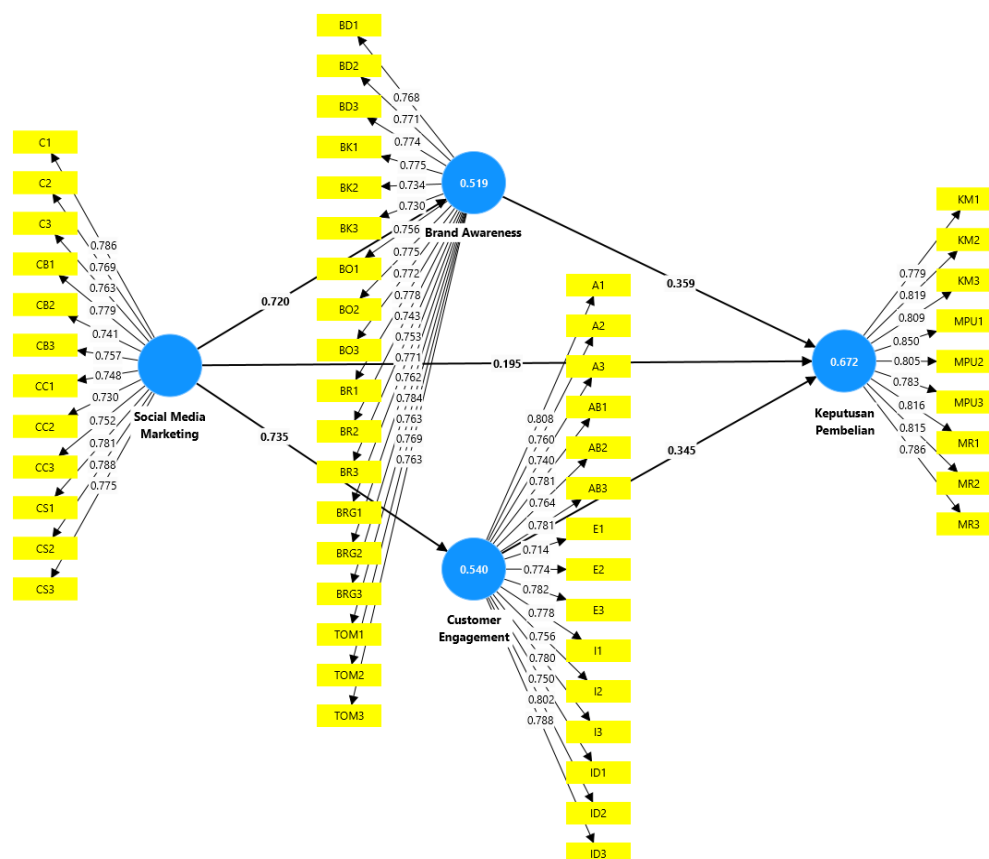
Hypothesis Testing

1. **H1:** Social media marketing has a positive and significant effect on brand awareness (T-statistic = 18.285; P-value = 0.000).

2. **H2**: Social media marketing has a positive and significant influence on purchasing decisions (T-statistic = 3.743; P-value = 0.000).
3. **H3**: Social media marketing has a positive and significant effect on customer engagement (T-statistic = 19.375; P-value = 0.000).
4. **H4**: Brand awareness has a positive and significant effect on purchasing decisions (T-statistic = 5.593; P-value = 0.000).
5. **H5**: Customer engagement has a positive and significant effect on purchasing decisions (T-statistic = 5.593; P-value = 0.000).

These results indicate that the implementation of good social media marketing in the coffee shop industry in Denpasar can increase brand awareness, customer engagement, and consumer purchasing decisions.

To clarify the presentation of the results of the hypothesis testing above, it can be presented in full model. The results of the SEM-PLS analysis are presented in the following figure.



Indirect Effect Hypothesis Test

The results of the indirect influence test show that social media marketing (X) has a positive and significant influence on purchasing decisions (Y) through brand awareness (M1) and customer engagement (M2). The test was conducted by looking at the T-statistic value (>1.96) and P-values (<0.05), which confirmed the acceptance of the related hypothesis.

1. **Hypothesis H6:** Social media marketing influences purchasing decisions through brand awareness. The results of the analysis show a T-statistic value of 4.983 and a P-value of 0.000, with an indirect path coefficient of 0.258. This shows that brand awareness mediates the influence of social media marketing on purchasing decisions partially.
2. **Hypothesis H7:** Social media marketing influences purchasing decisions through customer engagement. The results of the analysis show a T-statistic value of 5.406 and a P-value of 0.000, with an indirect path coefficient of 0.254. This shows that customer engagement also partially mediates the influence of social media marketing on purchasing decisions.

Mediation Effect Analysis

- The coefficient of social media marketing path to purchasing decisions is 0.195.
- The indirect effect through brand awareness is greater (0.258) than the direct effect (0.195), with a total effect of 0.453.
- The indirect effect through customer engagement is greater (0.254) than the direct effect (0.195), with a total effect of 0.449.
- The total effect through brand awareness is greater (0.453) than through customer engagement (0.449), indicating that increasing brand awareness is more effective in strengthening the influence of social media marketing on purchasing decisions.

Social Media Marketing and Brand Awareness

Social media marketing has a positive and significant impact on brand awareness. Through content sharing, brands can be better known by consumers, increasing their awareness and recall of the brand. The results of this study are in line with the results of research conducted by (Salamah et al., 2021) which states that social media marketing has a significant effect on brand awareness variables. In addition, research conducted by (Fajar

and Endi, 2020) states that social media marketing has a positive and significant effect on brand awareness, which means that the more marketing activities that occur on social media and are held by a business, the higher the level of brand awareness. In addition, research conducted by (Maria et al., 2019), (Ardiansyah and Sarwoko, 2020), (Triatama and Tarigan, 2016), and (Arsalani et al., 2021) states that social media marketing has a positive impact and a significant effect on brand awareness.

Social Media Marketing and Purchasing Decisions

Social media marketing contributes significantly to purchasing decisions. Content sharing plays an important role in spreading information that can influence consumer purchasing interest. The results of this study are in line with the results of research conducted by (Prasad et al., 2019) stating that the use of social media has a positive and significant impact directly on purchasing interest. This is also in line with research conducted by (Ardiansyah and Sarwoko, 2020) which states that social media marketing has a positive and significant influence on purchasing decisions. Research conducted by (Mulyadi et al., 2022), (Gupta, 2016), and (Sudirjo et al., 2023) also states that social media marketing is very important in determining purchasing decisions.

Social Media Marketing and Customer Engagement

Social media marketing also has a positive impact on customer engagement. The higher the interaction between brands and consumers on social media, the greater their engagement and loyalty. The results of this study are in line with the results of research conducted by (Sudirjo et al., 2023) stating that social media marketing has a significant effect on customer engagement, where in this study advertising on social media was able to increase interaction between companies and their consumers. (Barhemmati and Ahmad, 2015) stated that social media marketing has a positive and significant effect on customer engagement, where in this case the more marketing is done through social media, the more interaction will be between sellers and buyers. The results found by (Muscardie et al., 2016), (Hussein and Hassan, 2017 and (Mishra, 2019) do not show that social media marketing has an important effect in involving interaction between companies and their consumers.

Brand Awareness and Purchase Decisions

Brand awareness has a positive effect on purchasing decisions. Consumers tend to choose products with brands that are already known and remembered compared to those that are not familiar. The results of this study are in line with research conducted by (Arianty and Andira, 2021) which states that there is a significant influence of brand awareness on purchasing decisions. Research conducted by (Nggilu et al., 2019) also states that brand awareness has a positive and significant influence on purchasing decisions for Geprek Bensu Manado. In addition, research conducted by (Astuti et al., 2021), (Sivaram et al., 2019) also shows that brand awareness has a significant influence on purchasing decisions

Customer Engagement and Purchase Decisions

Customer engagement plays a vital role in influencing purchasing decisions. The level of attention and interaction customers have with a brand increases their likelihood of purchasing a product. The results of this study are in line with research conducted by (Meilano and Hidayat, 2020) which states that customer engagement has a significant influence on purchasing decisions for Skind Aesthetic products. Research conducted by (Devanny et al., 2022) states that customer engagement influences purchasing decisions for Zisallection MSMEs. This is also in line with research conducted by (Akbardan Magdalena, 2023), (Barhemmati and Ahmad, 2015), and (Ardiansyah and Febrianti, 2022).

Mediating Role of Brand Awareness

Brand awareness has been shown to mediate the relationship between social media marketing and purchase decisions. Higher brand awareness strengthens the impact of social media marketing on consumer decisions. The results of this study are in line with and reinforced by research conducted by Herdana (2015) which states that consumers will tend to make purchases of a product with a brand that they already know or remember before, compared to products that are still foreign to their ears. Brand awareness is a method formed by one of the famous coffee shops, namely Starbucks Coffee, where it is a coffee shop that has a fairly high ranking that has succeeded in making consumers loyal in using its products, even though they have to spend more money to enjoy it. Then the results of research conducted by (Upadana and Pramudana, 2020) stated that brand awareness mediates the influence of social media marketing and has a significant impact on purchasing decisions if mediated by brand awareness. Where in this case it means that

purchasing decisions depend on brand awareness and the level of social media marketing. In addition, research conducted by (Dindasari and Sukmawati, 2022), (Rahayu and Wijaksono, 2023), and (Ayuningtyas and Sijabat, 2022) also stated that brand awareness positively mediates social media marketing on purchasing decisions.

Mediating Role of Customer Engagement

Customer engagement also acts as a mediator between social media marketing and purchasing decisions. The higher the customer engagement, the greater the influence of digital marketing on their decisions. The results of this study are in line with and reinforced by research conducted by (Saputro and Hidayat, 2020) which states that before customers make a purchasing decision, they will go through the purchase intention stage, where in this case customer engagement positively mediates social media marketing towards product purchase intentions. Customer engagement positively mediates social media marketing towards product purchasing decisions, consumers consider that by providing high-quality and relevant content and having an emotional attachment to their consumers, they will be able to build close and strong relationships with consumers. So that with this strong relationship, it can help increase purchasing decisions based on previously created loyalty (Lestari et al., 2023)

The results of this study are in line with various previous studies which show that digital marketing through social media is very effective in increasing brand awareness, customer engagement, and driving purchasing decisions.

CONCLUSION

Based on the results of the study, it can be concluded that social media marketing has a positive and significant influence on brand awareness, purchasing decisions, and customer engagement in the coffee shop industry in Denpasar City. In addition, brand awareness has also been shown to play a role in increasing purchasing decisions, while customer engagement also has a significant influence on consumer purchasing decisions. Furthermore, this study confirms that brand awareness and customer engagement act as mediating variables that strengthen the relationship between social media marketing and purchasing decisions. These findings emphasize the importance of social media marketing

strategies in building brand awareness, increasing customer engagement, and driving purchasing decisions in the coffee shop industry.

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