



Research Article

The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Intention (A Study on Prospective Consumers of Fore Coffee in Denpasar City)

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Abstract. The growing coffee production rate in Indonesia reflects an increasing public interest in coffee consumption. Fore Coffee, a local coffee shop, has taken advantage of this trend since 2018. However, strong competition from other coffee shops has placed Fore Coffee in third place in the Top Brand Award rankings for the past two years, indicating the need for more effective marketing strategies to boost purchase intention among potential consumers. This study aims to analyze the role of brand awareness in mediating the effect of social media marketing on purchase intention among prospective consumers of Fore Coffee in Denpasar City. The research was conducted with a sample of 120 respondents, using surveys with offline and online questionnaires. The sample was selected through a non-probability purposive sampling method. The data analysis was performed using path analysis and the Sobel test with SPSS version 25. The study's results indicate that all hypotheses are supported. Social media marketing positively and significantly affects purchase intention, suggesting that effective social media strategies can directly influence consumers' willingness to purchase. Additionally, social media marketing positively impacts brand awareness, meaning that well-executed social media campaigns help consumers become more familiar with the brand. Furthermore, brand awareness has a significant positive effect on purchase intention, implying that increased awareness of Fore Coffee enhances the likelihood of purchase. The study also found that brand awareness partially mediates the relationship between social media marketing and purchase intention, indicating that social media marketing's impact on purchase intention is stronger when combined with high brand awareness. These findings emphasize the importance of integrating social media marketing with brand awareness strategies to improve consumer purchase intention.

Keywords: Brand Awareness, Consumer Behavior, Marketing Strategy, Purchase Intention, Social Media Marketing.

1. INTRODUCTION

The food and beverage industry in Indonesia has experienced significant growth in recent years. According to the Central Statistics Agency (BPS), the national food and beverage industry's gross domestic product (GDP) at current prices reached IDR 1.12 quadrillion in 2021, an increase of 2.54 percent from IDR 775.1 trillion in 2020 (djkn.kemenkeu.go.id, 2022).

A coffee shop is a business establishment that serves various types of food and beverages, with a primary focus on providing coffee. Typically, coffee shops are identified as venues designed with attractive concepts and offering a variety of coffee options. In addition to being a place to enjoy coffee, they also function as social spaces where visitors can gather, converse, and exchange information (Fauzi et al., 2022).

The growth of the coffee shop business in Indonesia is driven by several factors, including a cultural tendency to gather while enjoying coffee, increased consumer purchasing power, and the dominance of a young population that drives new consumption trends. Additionally, the ease of marketing and promotion through social media has significantly contributed to the development of this industry (Aryani et al., 2022).

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Fore Coffee is one of the coffee shop brands operating in Indonesia. As a start-up, Fore Coffee adopts a business model that offers high-quality coffee for coffee enthusiasts. Established in 2018 by Deputy CEO Elisa Suteja along with Jhoni Kusno and Robin Boe, Fore Coffee has implemented various innovative marketing strategies to increase consumer purchase intention, enhance brand appeal, and expand market reach. One of its main strategies is active promotion through social media. Through attractive promotions such as discounts and buy-one-get-one-free offers, and by maintaining a strong presence across platforms like Instagram, TikTok, Facebook, YouTube, and Twitter, Fore Coffee engages directly with its consumers (bithourproduction.com, 2023).

The presence of Fore Coffee in various regions, including Denpasar City, reflects its business expansion efforts to reach more consumers in Indonesia. However, further analysis is required to assess the level of consumer interest in Fore Coffee products, particularly in Denpasar. A preliminary survey was conducted with 30 respondents in Denpasar who were aware of the Fore Coffee brand and enjoyed consuming coffee but had never purchased its products. The aim of this survey was to gather deeper insights into the purchase intention of Denpasar residents toward Fore Coffee products.

Purchase intention refers to the tendency of an individual to purchase a specific brand based on a process of information gathering and evaluation (Simanjuntak et al., 2021). According to Azzahra et al. (2021), purchase intention arises as a response to certain stimuli, leading to the intention to try and purchase a brand. It is the tendency that emerges in prospective consumers after being exposed to a product, which then stimulates interest and a desire to purchase and own the product (Krisyanti & Rahanatha, 2019).

Putra & Aristana (2020) asserted that strong purchase intention can be formed through a company's ability to manage social media marketing effectively. Purchase intention can be used to analyze consumer behavior, as consumers typically seek product information before making a purchase (Ariesi & Suprapti, 2022). It may increase in line with the availability of up-to-date information on social media and the widening scope of online interaction (Sutariningsih & Widagda, 2021). Therefore, social media marketing is considered one of the factors influencing purchase intention.

Social media marketing is a strategy that leverages social media platforms to promote a business's products or services (Martini et al., 2024). According to Muhammad & Setiawan (2021), it is the process of promoting websites, products, or services through online social platforms by utilizing broad communities to enhance marketing effectiveness compared to traditional advertising. Putra & Widagda (2024) describe social media marketing as a strategy that uses digital media such as text, images, videos, and audio to deliver information to customers.

Social media is an effective component of social media marketing for increasing both brand awareness and consumer purchase intention (Dindasari & Sukawati, 2022). Today, it has become an essential tool for business players in product marketing strategies (Wulandari & Respati, 2024). The effective use of social media must be supported by proper strategies to deliver meaningful benefits not only for large companies but also for businesses of all sizes (Aprilianti et al., 2023).

Previous studies (Taufik et al., 2022; Muhammad et al., 2021; Kusherawati et al., 2023; Ngadimen & Widyastuti, 2021; Simorangkir et al., 2022; Sasmita & Kurniawan, 2020; Manzoor et al., 2020) have found that social media marketing has a positive and significant effect on purchase intention. However, inconsistent findings from other studies (Vidyanata, 2022; Hidayati & Priyono, 2024; Satriyo et al., 2021) suggest that it does not significantly affect purchase intention. To address this research gap, it is proposed to include a mediating variable that can serve as a bridge for the independent variable in this study.

In addition to social media marketing, another factor that should be considered in increasing consumer purchase intention is brand awareness (Aprilianti et al., 2023). According to Putra & Aristana (2020), brand awareness is the ability of potential buyers or consumers to recognize or recall a brand under various conditions. Apriany et al. (2022) state that brand awareness is an intangible asset comprising elements that serve as key factors in establishing future competitive advantage. Aaker (2020) defines brand awareness as the extent to which consumers can recognize or recall a brand in relation to a specific product category.

Enhancing consumer brand awareness requires effective social media marketing strategies to embed the product in consumers' memories (Jayadi & Wardana, 2021). When consumers have strong recall of a brand, they are more likely to consider purchasing from it, indicating that brand awareness can drive purchase intention (Bija & Sukawati, 2023). A well-known and memorable brand has greater potential to increase consumer purchase intention (Setiawan & Aksari, 2020). According to Abbas et al. (2021), consumers become aware of a brand when they see it and are exposed to other content about it across social media platforms. The content and information disseminated through social media marketing can stimulate consumers to explore and consider a brand and its products, ultimately leading to purchase decisions (Aprilianti et al., 2023).

Secondary data show that Fore Coffee has yet to surpass the market dominance of Janji Jiwa, another local coffee brand established in the same year, 2018. This is supported by primary data from the preliminary survey of 30 respondents in Denpasar, which revealed a low level of interest in purchasing Fore Coffee products. Therefore, Fore Coffee must focus on evaluating its social media marketing and increasing consumer purchase intention. This study adopts the hierarchy of effects model, which suggests that social media marketing is expected to increase brand awareness, which in turn drives purchase intention among potential consumers.

Based on the aforementioned discussion, this study aims to examine the relationship between social media marketing, brand awareness, and purchase intention among prospective Fore Coffee consumers in Denpasar City, particularly those who intend to make a purchase.

2. RESEARCH METHOD

This study employs a quantitative approach with an associative-causal design aimed at examining the relationship between social media marketing, brand awareness, and purchase intention among potential consumers of Fore Coffee in Denpasar City. The main instrument for data collection is a structured questionnaire using a Likert scale, with indicator measurements for each variable as follows: content creation, content sharing, connections, and community building for social media marketing; recall, recognition, purchase, and consumption for brand awareness; and exploration, consideration, trial desire, and preferential intention for purchase intention. Data were collected from 120 respondents selected using purposive sampling, with specific criteria including: residing in Denpasar, being over 20 years old, and never having purchased Fore Coffee despite being exposed to its advertisements on social media (Wibisono & Wibowo, 2024; Keller in Winadi, 2017; Saputra & Widagda, 2020; Rahmawati & Dermawan, 2024).

Data collection was conducted both online and offline using a questionnaire that had undergone validity and reliability testing. The validity test results indicated that all items had correlation values above 0.3, while the reliability test showed Cronbach's Alpha values above 0.8 for all variables, confirming that the instrument was appropriate for use. The types of data used in this study include quantitative data in the form of questionnaire scores and qualitative data in the form of respondents' responses to variable indicators. Data sources consist of primary data (respondents' answers) and secondary data (literature, reports, and articles related to the research topic) (Sugiyono, 2022; Wardana, 2021; Amin et al., 2023).

Data analysis was conducted using two approaches: descriptive statistics to describe respondent profiles and response tendencies, and inferential statistics in the form of path analysis to examine direct and indirect relationships between variables. Classical assumption tests (normality, multicollinearity, and heteroscedasticity) were conducted to ensure the reliability of the model. Furthermore, the mediating effect of brand awareness was tested using the Sobel Test and Variance Accounted For (VAF), where the VAF results determine whether brand awareness functions as a full or partial mediator. All analyses were performed using SPSS version 25 to ensure accurate interpretation of the causal relationships between variables (Utama, 2016; Ghozali, 2021).

3. RESULTS AND DISCUSSION

Classical Assumption Tests

a. Normality Test

Table 1. Normality Test Results

Equation	<i>Asymp. Sig. (2-tailed) Kolmogorov-Smirnov</i>
Substructural Model 1	0,200
Substruktural Model 2	0,158

Source: Processed Data, 2025

Based on Table 1, the Asymp. Sig. (2-tailed) value of the Kolmogorov-Smirnov test for Substructural Model 1 is 0.200, and for Substructural Model 2 is 0.158. Since both values exceed the 0.05 significance threshold, it can be concluded that the residuals of both models satisfy the normality assumption. Therefore, the data in both models are suitable for further analysis using parametric statistical methods.

b. Multicollinearity Test

Table 2. Multicollinearity Test – Structural Model 1

Variabel	<i>Tolerance</i>	VIF
<i>Social Media Marketing</i>	1.000	1.000

Source: Processed Data, 2025

Based on Table 2 the tolerance and VIF values for the variable Social Media Marketing in Structural Model 1 are 1.000 and 1.000, respectively. The VIF value is well below the threshold of 10, and the tolerance value exceeds the minimum requirement of 0.10. Therefore, it can be concluded that there is no indication of multicollinearity in this regression model, and the relationship among independent variables does not introduce bias into the analysis.

Table 3. Multicollinearity Test – Structural Model 2

Variabel	<i>Tolerance</i>	VIF
<i>Social Media Marketing</i>	0,220	4,545
<i>Brand Awareness</i>	0,220	4,545

Source: Processed Data, 2025

Table 3 shows that the tolerance and VIF values for both variables in Structural Model 2 Social Media Marketing and Brand Awareness are 0.220 for tolerance and 4.545 for VIF. These values meet the criteria for being free from multicollinearity, where tolerance is above the minimum limit of 0.10 ($0.220 > 0.10$).

and VIF is below the maximum limit of 10 ($4.545 < 10$). Thus, it can be concluded that there is no indication of multicollinearity in this model, and the relationships among the independent variables do not compromise the validity of the regression model.

c. Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Equation	Model	Sig.
Substruktural 1	<i>Social Media Marketing</i>	0,288
Substruktural 2	<i>Social Media Marketing</i>	0,923
	<i>Brand Awareness</i>	0,520

Source: Processed Data, 2025

Table 4 shows that the significance values obtained from the Glejser test are 0.288 for Substructural Model 1 (Social Media Marketing), and 0.923 and 0.520 for Substructural Model 2 (Social Media Marketing and Brand Awareness). All significance values exceed the 0.05 threshold, indicating that there is no significant relationship between the independent variables and the absolute residual values. Therefore, it can be concluded that the regression models in this study do not exhibit signs of heteroscedasticity, meaning the residuals are homogeneously distributed across the dataset.

Path Analysis

The data processing in this study employed path analysis, an extension of multiple linear regression methods. This approach allows researchers to test causal relationships among several variables, both directly and indirectly, within a single integrated structural model. Path analysis was selected because it offers a more comprehensive illustration of the flow of influence between variables within the predetermined theoretical framework.

A. Formulating hypotheses and structural equations

The initial stage of path analysis involves formulating research model hypotheses based on relevant theoretical foundations, namely:

- (a) Social Media Marketing has a positive and significant effect on Purchase Intention
- (b) Social Media Marketing has a positive and significant effect on Brand Awareness
- (c) Brand Awareness has a positive and significant effect on Purchase Intention
- (d) Brand Awareness is able to mediate the effect of Social Media Marketing on Purchase Intention

Based on these hypotheses, the structural equation for the first model can be written as follows:

$$M = \beta_2 X + e_1$$

Meanwhile, the structural equation for the second model is formulated:

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

The results of data processing and calculation for both structural equations are presented in Table 1.

Table 5. Path Analysis Results – Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,903	,597		3,189	,002
	Social Media Marketing	,802	,039	,883	20,453	,000
R Square : 0.780						
F Statistics : 418,343						
Significant F Test : 0,000						
a. Dependent Variable: Brand Awareness						

Source: Processed data, 2025

Based on the path analysis results presented in Table 5, the structural equation for the first model is:

$$M = \beta X + e_1$$

$$M = 0.883X + e_1$$

This equation indicates that the variable Social Media Marketing (X) has a positive and significant effect on Brand Awareness (M). The standardized coefficient value of 0.883 indicates that every one standard unit increase in social media marketing activity leads to a 0.883 standard unit increase in brand awareness. In other words, the more optimal the promotional strategy executed by Fore Coffee on social media, the higher the level of brand awareness formed in consumers' minds.

The F-test result shows a value of 418.343 with a significance level of 0.000, which is less than 0.05. Therefore, the model is considered valid and suitable for explaining the effect of social media marketing on brand awareness. Additionally, the t-test significance value is also 0.000, confirming that the effect is statistically significant.

The R Square value of 0.780 indicates that 78.0% of the variation in brand awareness can be explained by the social media marketing variable, while the remaining 22.0% is explained by other variables not included in this study. These findings underscore the importance of social media as a primary channel for building brand awareness among Fore Coffee's target consumers.

Table 6. Path Analysis Results – Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,494	,435		-1,136	,258
	Social Media Marketing	,762	,058	,740	13,038	,000
	Brand Awareness	,270	,064	,238	4,198	,000
R Square : 0.917						
F Statistics : 646,040						
Significant F Test : 0,000						
a. Dependent Variable: Purchase Intention						

Source: Processed data, 2025

Based on the path analysis results presented in Table 6, the second structural equation in this study can be formulated as:

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

$$Y = 0.740X + 0.238M + e_2$$

This equation shows that both Social Media Marketing (X) and Brand Awareness (M) have a positive effect on Purchase Intention (Y). In other words, the increase in social media marketing activity as well as brand awareness simultaneously contributes to enhancing the purchase intention of prospective consumers.

The F-test result indicates a regression model value of 646.040 with a significance level of 0.000, which is less than the 0.05 threshold. Thus, the model is considered valid and appropriate for explaining the relationship between Social Media Marketing, Brand Awareness, and Purchase Intention. Furthermore, the t-test results for each variable also show a significance value of 0.000, indicating that both effects are statistically significant.

The standardized coefficient for Social Media Marketing is 0.740, suggesting that promotional strategies via social media have a strong influence on purchase intention. Meanwhile, the coefficient for Brand Awareness is 0.238, indicating that increased brand awareness also contributes positively to the likelihood of someone purchasing Fore Coffee products.

The R Square value of 0.917 implies that 91.7% of the variation in Purchase Intention can be explained by the combination of Social Media Marketing and Brand Awareness. The remaining 8.3% is explained by variables outside of this model. This finding highlights the importance of digital marketing strategies and strengthening brand awareness in significantly shaping consumer purchase intentions.

B. Path coefficient diagram form

a. Direct Effect

- (a) The direct effect of Social Media Marketing (X) on Purchase Intention (Y) is 0.740
- (b) The direct effect of Social Media Marketing (X) on Brand Awareness (M) is 0.883
- (c) The direct effect of Brand Awareness (M) on Purchase Intention (Y) is 0.238

b. Indirect Effect

The indirect effect of Social Media Marketing (X) on Purchase Intention (Y) through Brand Awareness (M) can be calculated as follows:

$$\begin{aligned} \text{Indirect Effect} &= \beta_2 \times \beta_3 \\ &= 0.883 \times 0.238 \\ &= 0.210 \end{aligned}$$

c. Total effect

The total effect of Social Media Marketing (X) on Purchase Intention (Y), with Brand Awareness (M) as a mediating variable, can be calculated using the following formula:

$$\begin{aligned} \text{Total effect} &= \beta_1 + (\beta_2 \times \beta_3) \\ &= 0.740 + (0.883 \times 0.238) \\ &= 0.740 + 0.210 \\ &= 0.950 \end{aligned}$$

C. Calculating the Coefficient of Determination (R^2) and Error Variables (e)

$$Pe_i \sqrt{1 - R_i}$$

$$Pe_1 \sqrt{1 - R_1} = 0.469 \sqrt{1 - 0.780}$$

$$Pe_2 \sqrt{1 - R_2} = 0.288 \sqrt{1 - 0.917}$$

Based on the calculation of the error effect (Pe_i), the resulting error effects are $Pe_1 = 0.469$ and $Pe_2 = 0.288$. After analyzing e_1 and e_2 , the total coefficient of determination is calculated as follows:

$$\begin{aligned}
 R^2_{m1} &= 1 - (Pe_1)^2 - (Pe_2)^2 \\
 &= 1 - (0.469)^2 - (0.288)^2 \\
 &= 1 - 0.220 - 0.083 \\
 &= 1 - 0.303 \\
 &= 0.697
 \end{aligned}$$

Thus, the total coefficient of determination (R^2_m) of 0.9817 indicates that 98.17% of the variation in the Purchase Intention variable can be explained by the model, through both the direct and indirect effects of Social Media Marketing and Brand Awareness. Meanwhile, the remaining 1.83% is explained by other variables outside the model used in this study.

Based on the structural equations described above, the following section presents the calculation results of the path coefficients, as indicated by the standardized beta coefficients for each relationship between variables. These coefficients illustrate the magnitude of the direct effect exerted by each variable. The detailed path coefficient values for each variable effect are presented as follows.

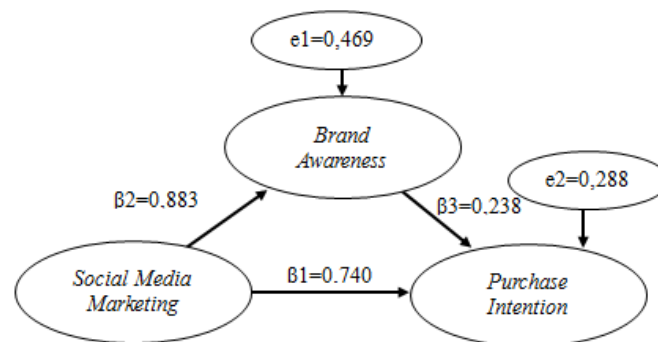


Figure 1. Path Analysis Model

The figure illustrates the magnitude of the effect of the Social Media Marketing variable on both Brand Awareness and Purchase Intention, as well as the effect of Brand Awareness on Purchase Intention. These effect values were obtained based on the standardized beta coefficients resulting from the path analysis. In addition, the figure also displays the error values of each structural equation, which represent the proportion of other variables outside the model that influence the mediating variable and the dependent variable.

D. Calculating Path Coefficients simultaneously

Hypothesis formulation:

H_0 : Social media marketing and brand awareness do not have a simultaneous effect on purchase intention.

H_1 : Social media marketing and brand awareness have a simultaneous effect on purchase intention.

Based on the results of the SPSS analysis, the F-test significance value in Model 2 is 0.000, which is smaller than the 0.05 significance level. Thus, H_0 is rejected and H_1 is accepted, leading to the conclusion that social media marketing and brand awareness simultaneously have a significant effect on purchase intention. This result affirms that both variables collectively contribute significantly to influencing consumer purchase intention toward Fore Coffee.

E. Calculating path coefficients individually

(a) The Effect of Social Media Marketing on Purchase Intention

H_0 : Social media marketing does not have a positive and significant effect on purchase intention.

H_1 : Social media marketing has a positive and significant effect on purchase intention.

The t-test result in the regression model shows that the significance value for the social media marketing variable is 0.000, which is lower than the 0.05 threshold. Furthermore, the standardized beta value of 0.740 indicates a positive relationship between social media marketing and purchase intention. Therefore, H_0 is rejected and H_1 is accepted, meaning that social media marketing has a positive and significant effect on purchase intention. This finding reinforces the idea that promotional strategies via social media can drive consumer interest in purchasing products.

(b) The Effect of Social Media Marketing on Brand Awareness

H_0 : Social media marketing does not have a positive and significant effect on brand awareness.

H_2 : Social media marketing has a positive and significant effect on brand awareness.

Based on the statistical test results, the significance value is 0.000, which is lower than the 0.05 significance level. In addition, the standardized beta value of 0.883 shows a strong positive relationship between social media marketing and brand awareness. Therefore, H_0 is rejected and H_2 is accepted, indicating that social media marketing has a positive and significant effect on brand awareness. This means that increasing the intensity and quality of marketing content on social media will strengthen brand awareness in consumers' minds.

(c) The Effect of Brand Awareness on Purchase Intention

H_0 : Brand awareness does not have a positive and significant effect on purchase intention.




H_3 : Brand awareness has a positive and significant effect on purchase intention.

Based on the t-test results, the significance value for the brand awareness variable is 0.000, which is far below the 0.05 threshold. The standardized beta value of 0.238 also indicates a positive relationship. Therefore, it can be concluded that H_0 is rejected and H_3 is accepted, meaning that brand awareness has a positive and significant effect on purchase intention. This finding suggests that the higher the consumer's awareness of the brand, the greater their tendency to purchase the offered product.

F. Summarize and concluding

Based on the previous calculations, the magnitude of the direct effect, indirect effect, and total effect between variables is presented in the following table.

Table 7. Direct Effect, Indirect Effect, and Total Effect

Influence Variables		Direct Influence	Indirect Influence ($\beta_2 \times \beta_3$)	Total Influence
X		0.740	0.210	0.950
X		0.883	-	0.883
M		0.238	-	0.238

Source: Processed data, 2025

Table 7 presents a summary of the effects for each path, including both the direct and indirect effects among the variables, as well as the total effect obtained through path analysis for each structural equation. The interpretation of the values listed in Table 7 is elaborated as follows:

G. The Effect of Social Media Marketing on Purchase Intention

The study conducted on potential Fore Coffee consumers in Denpasar City shows that the direct effect of social media marketing on purchase intention is 0.740 or 74.0%. This result illustrates that Fore Coffee's promotional activities and

interactions via social media significantly and directly influence the public's purchase intention.

H. The Effect of Social Media Marketing on Brand Awareness

The results also indicate that social media marketing has a direct effect of 0.883 or 88.3% on brand awareness. This finding demonstrates that Fore Coffee's marketing strategies on social media significantly enhance consumer brand awareness.

I. The Effect of Brand Awareness on Purchase Intention

The brand awareness variable in this study has a direct effect on purchase intention of 0.238 or 23.8%. In other words, the higher the level of consumer awareness of the Fore Coffee brand, the greater the likelihood that they will make a purchase.

J. The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Intention

In terms of mediation, the indirect effect of social media marketing on purchase intention through brand awareness is 0.210 (derived from 0.883×0.238), or 21.0%. When combined with the direct effect of 0.740, the total effect of social media marketing on purchase intention reaches 0.950 or 95.0%. This finding confirms that brand awareness serves a mediating role in strengthening the relationship between social media marketing strategies and consumer purchase intention, although the dominant influence still stems from the direct effect.

Sobel test

The Sobel test was conducted using a specific formula and calculated with the aid of Microsoft Excel. If the resulting z-value exceeds 1.96 at the 95% confidence level, the mediating variable is considered to have a significant role in bridging the relationship between the independent and dependent variables. The standard error of the indirect effect (S_{ab}) can be calculated using the following formula:

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

$$S_{ab} = \sqrt{(0,270^2 \cdot 0,039^2) + (0,802^2 \cdot 0,064^2) + (0,039^2 \cdot 0,064^2)}$$

$$S_{ab} = \sqrt{0,000111 + 0,002636 + 0,000006}$$

$$= \sqrt{0,0027532}$$

$$S_{ab} = 0,0525$$

To test the significance of the indirect effect, the z-value of the product of coefficients (ab) is calculated as follows:

$$Z = \frac{a \cdot b}{S_{ab}}$$

$$Z = \frac{0,802 \times 0,270}{0,0525} = \frac{0,2165}{0,0525} = 4,120$$

Based on the Sobel test result, the computed z-value is 4.120, which exceeds the critical value of ± 1.96 at a 5% level of significance. This finding indicates that the mediating variable, Brand Awareness, significantly and positively mediates the relationship between Social Media Marketing and Purchase Intention. Thus, it can be concluded that brand awareness acts as a mediator that strengthens the influence of social media marketing strategies on consumers' purchase intentions.

Variance Accounted For (VAF) Test

The Variance Accounted For (VAF) test was calculated using the following formula.

$$VAF = \frac{\text{Indirect Effect}}{\text{Total Effect}} \times 100\% = \frac{0,210}{0,950} = 0,2210$$

Based on this calculation, the VAF value is 22.1%, which falls within the range of 20% to 80%, indicating partial mediation. This means that in addition to its direct effect, social media marketing also has a significant indirect path through the enhancement of brand awareness. Therefore, brand awareness partially mediates the relationship between social media marketing and purchase intention.

Discussion and Results

A. The Effect of Social Media Marketing on Purchase Intention

The hypothesis testing in this study indicates that social media marketing has a positive and significant effect on purchase intention. This finding suggests that the more effectively a business utilizes social media as a marketing channel, the more likely consumers are to develop an intention to purchase its products. Social media allows companies to deliver engaging, targeted, and accessible promotional messages, thereby directly influencing consumer perceptions and decision-making.

Social media marketing, implemented through informative visual content, interactive promotions, and consistent brand presence on digital platforms, increases consumer familiarity and interest in trying the product. In the framework of the Hierarchy of Effects theory (Belch & Belch, 2018), social media marketing influences purchase intention through three attitudinal stages: cognitive (awareness), affective (interest), and conative (desire to act). At the cognitive stage, consumers are introduced to product information; at the affective stage, interest in the product arises; and at the conative stage, a strong drive to purchase is formed.

This finding is consistent with prior research by Taufik et al. (2022) and Putra & Aristana (2020), who stated that social media marketing plays a significant role in driving consumer purchase intention. Simorangkir et al. (2022) also found that interactive digital strategies and engaging content can accelerate consumer decision-making processes. Thus, it can be concluded that social media marketing significantly contributes to shaping purchase intention by building consumer awareness, interest, and trust.

B. The Effect of Social Media Marketing on Brand Awareness

The hypothesis testing also shows that social media marketing has a positive and significant effect on brand awareness. This implies that social media-based marketing strategies effectively enhance consumers' ability to recognize and recall a brand. Social media enables brands to build visibility consistently through accessible, engaging, and easily shareable content.

In the context of the Hierarchy of Effects theory, the initial stage that must be established before purchase intention arises is brand awareness at the cognitive level. Consistent social media marketing helps consumers recognize the brand name, logo, and values offered. When consumers repeatedly encounter the brand through social media, memory and recognition are strengthened, laying the foundation for interest and preference in the next stages.

This finding is consistent with studies by Fatmawati & Zuliastiana (2022) and Abdullah et al. (2022), which assert that social media marketing plays a crucial role in developing brand awareness. Research by Martini et al. (2024) and Abiemanyoe & Depari (2021) also supports the idea that consumer engagement on social media enhances brand recall. Thus, social media marketing functions not only as a promotional tool but also as a means to establish the brand's presence in the minds of consumers—an essential first step in the purchasing decision process.

C. The Effect of Brand Awareness on Purchase Intention

Hypothesis testing in this study shows that brand awareness has a positive and significant effect on purchase intention. This finding indicates that consumers with high brand awareness are more likely to purchase that brand's products.

Brands that are well-known and frequently present in consumers' lives provide a sense of familiarity, trust, and a higher perception of value, thus strengthening purchase intention.

In the context of theory Hierarchy of Effects Brand awareness is the result of a cognitive stage that forms the basis for affective and conative responses. When consumers recognize a brand and have a positive perception, they are more open to further information, develop an emotional attachment, and ultimately become compelled to purchase the product. This confirms that purchase intention doesn't form spontaneously, but rather through a process of brand recognition and understanding.

This finding is consistent with research conducted by Salsabiel et al (2022) and Setiawan & Aksari (2020) stated that brand awareness plays a crucial role in increasing purchase intention. This finding is also supported by Mikhael & Susan (2022) and Bija & Sukawati (2023), who found that consumers are more likely to choose products from brands they know and trust. Therefore, it can be concluded that brand awareness is a crucial element in shaping purchase intention, as brand familiarity increases consumer comfort and confidence in product quality.

D. The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Intention

The hypothesis testing in this study also shows that brand awareness positively and significantly mediates the effect of social media marketing on purchase intention. This means that social media marketing impacts purchase intention not only directly but also indirectly through enhanced brand awareness. The more intense and effective the social media promotion, the stronger the brand awareness formed, which ultimately increases the consumer's intention to purchase the product.

Within the Hierarchy of Effects framework, this condition illustrates a layered process whereby social media marketing begins with creating awareness (cognitive), followed by generating interest (affective), and finally leading to purchase behavior (conative). Brand awareness acts as a bridge between the external stimulus (social media marketing) and the consumer response (purchase intention).

This finding is supported by previous studies by Mahardika & Santika (2021) and Aprilianti et al. (2023), which indicated that brand awareness can mediate the effect of social media marketing on purchase intention. Similar results were also reported by Dindasari & Sukawati (2022) and Sutariningsih & Widagda (2021). Therefore, brand awareness plays a central role in connecting digital marketing strategies with consumer purchasing behavior. Enhancing brand awareness is a vital step in optimizing the effectiveness of social media campaigns in driving purchase decisions.

4. CONCLUSION

Based on the results of data analysis, the conclusions of this study can be formulated as follows:

a Social Media Marketing has a positive and significant effect on Purchase Intention.

Marketing activities through social media can drive consumers to develop an intention to purchase Fore's products. This suggests that social media marketing not only builds awareness but also plays a direct role in generating consumer interest and purchase motivation, especially among young audiences.

b Social Media Marketing has a positive and significant effect on Brand Awareness.

The more intense and targeted the marketing activities through social media, the higher the level of brand awareness formed in the minds of consumers. This demonstrates that activities such as quality content, audience interaction, and consistent digital promotions can increase awareness of Fore as a coffee shop in Denpasar City.

c Brand Awareness has a positive and significant effect on Purchase Intention.

Consumers with high brand awareness of Fore tend to have stronger purchase intentions. The better the consumer's perception of Fore's image and presence on social media, the more likely they are to make a purchase, either directly or through online services.

d Brand Awareness partially mediates the effect of Social Media Marketing on Purchase Intention.

Brand awareness acts as a partial mediator that strengthens the relationship between social media marketing and purchase intention. This means that Fore's promotional strategies via social media influence consumer purchase intention both directly and indirectly through increased brand awareness.

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