



## Digital Marketing Strategy and Its Influence on Consumer Purchasing Decisions at Kopi Kenangan Surabaya: The Mediating Role of Brand Awareness

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### Abstract

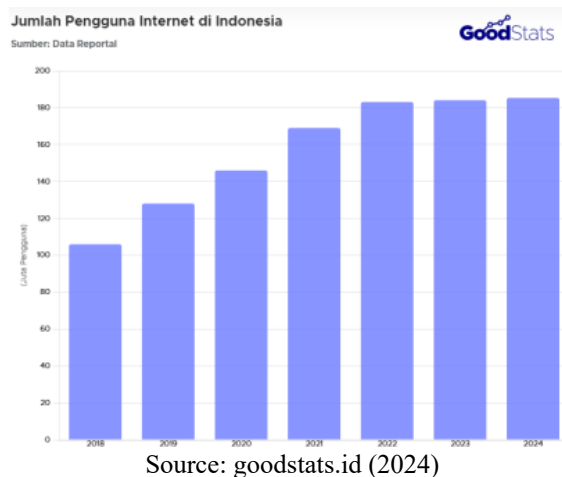
Advances in digital technology have driven significant changes in the way consumers access information and make purchasing decisions. This study aims to examine the influence of digital marketing in purchasing decisions, considering brand awareness as a mediating variable. The research approach used was quantitative with a descriptive associative method. Primary data was collected through questionnaires administered to 110 respondents who met the criteria used in this study was Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 4 software. The results of the analysis indicate that digital marketing has a positive and significant influence on brand awareness and purchasing decisions. Furthermore, brand awareness was also shown to have a significant influence on purchasing decisions and can act as a mediating variable, bridging the relationship between digital marketing and purchasing decisions. These findings indicate that appropriately implemented digital marketing strategies can increase consumer awareness of a brand, ultimately impacting consumer purchasing decisions.

**Keywords:** strategic management, digital marketing, purchase decision, brand awareness

## Introduction

The internet and technology go hand in hand, becoming a key factor in business development. Continuous technological advancements are changing people's lifestyles in a country. Increasingly sophisticated technological advancements are driving the birth of various innovations (Lahus et al., 2023). Increasingly sophisticated technological advancements are driving the birth of various innovations (Arsha & Rihayana, 2022). Figure 1 shows which has increased the number of internet users in Indonesia, which has increased from year to year. The internet has provided significant opportunities for companies to optimize digital marketing within their marketing strategies (Al-Azzam & Al-Mizzed, 2021). The internet and digital platforms provide business opportunities for players in the food and beverage (F&B) sector to expand their business.

The F&B business has a dynamic nature in the market; F&B businesses must have business planning and strategies so that innovation can adapt to technological developments (Naufal & Syaefulloh, 2023). The development of the Food & Beverage business has led entrepreneurs in the food and beverage industry to compete to establish businesses with a cafe concept, each presenting a unique theme to compete in maintaining its image and existence, while remaining relevant to the younger generation segment. The existence of a coffee shop trend (Teguh, 2024).



**Figure 1.** Number of internet users in Indonesia

Kopi Kenangan's progress was one of the reasons the author chose this company as a research object. This progress can be seen in its success in achieving unicorn status, securing \$109 million in Series B funding, and its global expansion to Malaysia (Valerina, 2022). Based on the data, Kopi Kenangan is in third place, below Tuku and Fore (Trilatifah, 2024). This position indicates that although Kopi Kenangan is widely known, there are still other brands capable of attracting greater consumer attention. This condition reflects the importance for Kopi Kenangan to continue to improve its marketing approach and engagement with consumers, especially amidst the increasingly competitive coffee industry. With more choices available to consumers, further understanding is needed regarding how brands like Kopi Kenangan can maintain and expand their market share, especially in areas like Surabaya.

Surabaya was chosen as the location for the survey because of the high public interest and preference for coffee shops. The coffee industry in Surabaya is experiencing rapid growth, driven by the growing public interest in coffee drinking. Many coffee shops have sprung up, both large-scale and independent, and some have become popular among young people (Rohmah & Subari, 2021).

Marketing through social media advertising builds consumer trust in a company. Product marketing using the internet, also known as e-marketing, is a form of digital global marketing that involves businesses conveying information, promoting, and selling products through online platforms (Mulyansyah & Sulistyowati, 2021). Kopi Kenangan currently allocates its entire marketing budget to online platforms, including advertising on Facebook Ads, Grab Ads, and various other digital channels. Furthermore, digital marketing, such as advertising a company's products, is one method that can be used to generate purchasing decisions (Ashari & Sitorus, 2023).

Digital marketing is a marketing technique that involves social media platforms. As Mustapa et al., (2022) stated, efforts to market products or services by the internet can be referred to as digital marketing, which involves the use of various social media platforms. Digital marketing utilizes electronic devices or the internet to enable consumers to search for product information before purchasing and obtain reviews from other customers about their experiences after using the product (Ardani, 2022). Digital marketing creates a more integrated and interactive strategy, facilitating interaction between producers, distributors, and potential consumers (Budiarti, et al., 2024).

In addition to digital marketing, in this era of business competition, you must pay attention to branding to gain reputation and brand awareness from consumers (Supiyandi, et al., 2022). When someone knows and is aware of a brand, they tend to be interested and want

to try it. Conversely, individuals unfamiliar with the brand are likely to feel hesitant and reluctant to make a purchase (Arianty & Andira, 2021). When consumers already have trust in a brand, they are more likely to make a decision to purchase the company's products or services. Digital marketing can build brand awareness by introducing the benefits of a company's brand and products to consumers (Prananta, et al., 2024).

Against this backdrop, the author felt that this research was crucial because Surabaya, as a major city, boasts numerous modern coffee shops, including Kopi Kenangan, Janji Jiwa, Starbucks, and local coffee shops. In a highly competitive environment, digital marketing strategies are crucial for attracting and retaining customers. So, the results of this study are expected to be able to provide sharper local and also contextual contributions, especially in big cities and to explain how and why digital marketing can influence purchasing decisions.

## **Literature Review and Hypotheses**

### **Digital Marketing**

Digital marketing is a product and service promotion strategy carried out through various digital platforms (Wiliana & Purwaningsih, 2022). Digital marketing can be defined as marketing activities, including branding, that utilize various web-based media. Digital marketing is a method of promoting and selling a business's products or services that utilizes digital technology. Digital marketing is a means of promoting and marketing a business through digital platforms, such as online media or social media. Digital marketing has the following indicators: promotion, search engine optimization, social media, and public relations (Wiranata et al., 2021). A purchase decision is a consumer's response in determining whether or not to purchase a product (Agustina et al., 2023). According to Puspita et al. (2022), decision-making is the result of a cognitive process that culminates in selecting one action from among various available options, with each process always resulting in a final choice.

### **Purchase Decision**

Purchase decisions are factors that influence consumers in determining whether to purchase a product according to their needs (Kumbara, 2021). According to Priyatna et al. (2023), purchasing decisions are the process of selecting one of several available alternatives as a solution to a problem, which is then realized in concrete action. A purchase decision is a consumer's response to determining whether to buy a product (Agustina et al., 2023). According to Puspita et al. (2022), decision-making is the result of a cognitive process that culminates in selecting one action from among various available options, with each process always resulting in a final choice.

A purchasing decision is a series of actions taken by a customer in selecting and purchasing a product (Vincencia & Christiani, 2021). A purchase decision is a pre-purchase process that encompasses various consumer activities that occur before the transaction and product use takes place (Lumanauw & Tampenawas, 2022). A purchasing decision reflects consumer behavior in determining the decision-making process when purchasing a product. A purchasing decision is the stage where consumers definitively choose to purchase one product from among the various available alternatives (Kairupan & Raharusun, 2022). Purchasing decisions have indicators consisting of buying certainty, deciding to buy, buying because it suits needs and desires, buying because of recommendations (Ginting, et al., 2023).

## **Brand Awareness**

Brand awareness is an asset because it can influence consumer perceptions and behavior (Eva & Widya, 2021). Brand awareness is formed through building relationships with customers and efforts to gain trust in a product's brand (Cahyani et al., 2022). According to Harahap et al. (2022), the more consumers recognize or are aware of a brand, the stronger its position (Harahap et al., 2022).

Brand awareness is the ability of consumers to recall a product that is already embedded in their minds when faced with a specific need (Rahmadani & Roni, 2022). Afandi & Muthohar (2023) state that this memory will shape customers' ability to recognize the brand in various situations. Brand awareness can be considered a challenge related to the extent to which a brand name is embedded in consumers' memories when they think of a product with certain characteristics (Kairupan & Suoth, 2024). They said that to build a brand, companies must implement effective strategies to create a lasting impression in consumers' minds. Brand awareness has the following indicators: known brands, popular brands, and brands that are unique compared to other brands (Upadana & Pramudana, 2020).

Social media that can be accessed in real-time without regional restrictions allows digital marketing to play a role in increasing consumer awareness of a product (brand awareness) (Yanto & Aprilian, 2023). According to in the journal Syam & Mayangsari (2024), this study revealed that marketing through social media platforms such as Instagram and WhatsApp can increase brand awareness among consumers. To introduce a product that is still in the introductory stage, business actors need to make maximum efforts to convince the target market, and with the advancement of networks and the availability of social media that continues to grow every year, the use of digital platforms is the best choice in promoting products to the public (Septira et al., 2023).

Digital marketing and brand awareness are in the very good category with an influence level of 73.5%, while the remaining 26.5% is influenced by other variables (Kinanti & Imran, 2021). Digital marketing through social media is a significant factor in building brand awareness (Kairupan, et al., 2022). This condition aligns with Millennium et al (2021) who found that digital marketing has a significant and positive relationship with increasing brand awareness. Meanwhile, analysis by Farhan et al. (2024) showed that digital marketing was not significant for brand awareness.

***H1: Digital Marketing has a significant and positive influence on Brand Awareness***

Before customers make a purchasing decision, they need to understand the various brands available on the market (Ginting et al., 2023). Brand awareness plays a crucial role in any business, as it not only attracts customers to make their first purchase but also encourages them to continue subscribing and make repeat purchases (Lahus et al., 2023). According to Adi et al. (2022) the stronger brand awareness, the greater the consumer's purchasing interest, and as purchasing interest increases, purchasing decisions also tend to be higher.

Research results presented by Arianty & Andira (2021) indicate that brand awareness partially has a positive and significant influence on purchasing decisions. Research conducted by Wiliana & Purwaningsih (2022) found that brand awareness has a significant influence on purchasing decisions. This aligns with the research findings of Astuti et al. (2021) that brand awareness has a positive and significant impact on purchasing decisions.

***H2: Brand Awareness has a significant and positive influence on Purchasing Decisions***

In this digital era, digital marketing can influence consumer purchasing decisions because it is considered to facilitates the product purchasing process (Ekasari & Mandasari, 2022). According to Trimalika & Iftikad (2023), utilizing digital marketing through social media can

help companies reach their target market and make it easier for consumers to obtain the products they need.

Digital marketing, encompassing various internet applications, social media, mobile applications, and other digital communication channels, has become an integral part of people's daily lives and plays a role in influencing consumer purchasing decisions (Rachman & Rahman, 2022). Based on research conducted by Basuki et al. (2023), the results of this study revealed that digital marketing has a positive and significant impact on purchasing decisions.

According to research presented by Yonada & Indriyani (2023), digital marketing has a significant influence on purchasing decisions, as evidenced by analytical techniques including validity and reliability tests, classical assumptions, hypothesis testing, and simple linear regression. Based on the findings of this study, Fauzi et al. (2023) stated that there is a positive relationship between digital marketing variables and purchasing decisions.

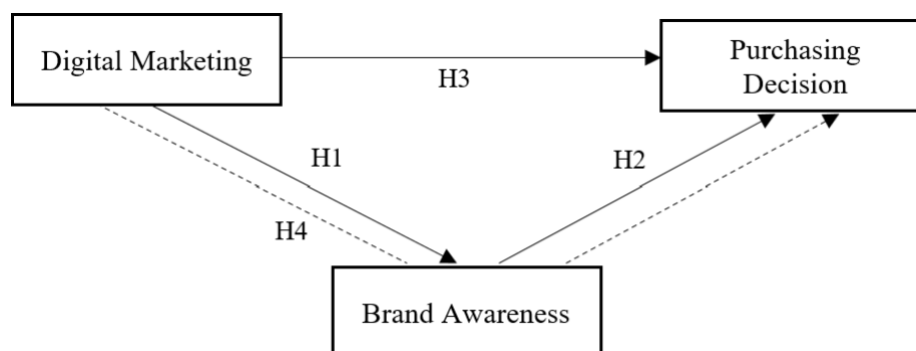
**H3:** *Digital Marketing has a significant and positive influence on Purchasing Decisions*

Digital marketing is a marketing activity, including branding, that utilizes various web-based media, such as blogs, websites, emails, paid advertising, and social media platforms (Satria & Hasmawaty, 2021). When a brand optimally uses digital marketing to promote its products or services, this can increase brand awareness among consumers.

The stronger a consumer's memory of a brand, the more likely the consumer will consider that brand in the selection process, which ultimately increases the opportunity to make a purchasing decision (Abdullah, et al., 2022). Brand awareness refers to the ability of potential consumers to recognize and remember a brand in a particular product category and connect it with existing brands in the minds of potential consumers.

Based on research results from Lombok & Samadi (2022); Jaelani (2024); Famelia et al. (2022), digital marketing has a significant influence on purchasing decisions. Furthermore, research compiled by Setyahardi & Simamora (2023); Maghfiroh & Rahmawati (2024); Nikma & Riofita (2024) found that brand awareness has a positive and significant influence on purchasing decisions.

**H4:** *The Influence of Digital Marketing on Purchasing Decisions is significantly influenced by Brand Awareness as a mediating variable*



**Figure 2.** Research Model

## Research Method

### Subject/Object/Population/Sample

This research was conducted using a quantitative approach. Quantitative methods are research processes that utilize numbers as analytical tools to understand the aspects the author wishes to examine (Millena & Jesi, 2021). The research technique uses purposive sampling. In this study, the population is Surabaya residents who like to go to cafes. The sample used was consumers who had purchased Kopi Kenangan Surabaya. Furthermore, respondents were

selected at least 17 years old, as at that age, individuals generally possess an ID card and are considered sufficiently mature, both cognitively and emotionally, to make rational judgments about their consumption experiences. Furthermore, this age selection also aimed to avoid ethical issues related to collecting data from underage respondents (Angelin & Astono, 2022).

According to Narawati & Rachman (2024), a sample size exceeding 100 is considered optimal, but using samples below 100 is still acceptable, depending on the research context. This study included a total of 11 indicators representing all variables. Therefore, the sample size was determined using the formula  $n = \text{number of indicator} \times 10$ . Based on the results of the formula used, the sample was 110 respondents. This study focused on consumers in the city of Surabaya in general, without limiting product purchases to specific outlets. This was done because the study aimed to measure consumer perceptions and responses to digital marketing strategies broadly, regardless of product purchase location. However, to maintain data diversity, respondents were drawn from various regions in Surabaya (West, East, North, and South) so that the collected perceptions reflected the diverse conditions in the city.

In this quantitative research, the data collected consisted of primary and secondary data. Primary data was obtained directly from the research location through respondents' answers to the questionnaire. Meanwhile, secondary data came from various sources, such as books, journals, and articles related to the research topic (Bougie & Sekaran, 2025). To assess respondents' perceptions and opinions regarding the phenomenon under study, this study employed a likert scale as follows 1 until 5, 1 for strongly disagree until 5 strongly agree.

### **Operational Definition**

Digital marketing is the use of digital technology to build communication channels that can connect with potential consumers, thus enabling business actors to achieve their goals more effectively (Ramadhan, et al., 2021). This variable has indicators, namely promotion, search engine optimization, social media, public relations (Wiranata et al., 2021). The questionnaire for this variable is, 1) learned about Kopi Kenangan products through digital promotions displayed on various online platforms; 2) I found it easy to find Kopi Kenangan through an internet search; 3) I often see promotions for Kopi Kenangan products on social media; 4) The information Kopi Kenangan conveys digitally helps shape my positive perception of the brand.

Purchasing decisions are the selection process carried out by consumers in determining which brand to buy from the various alternatives available (Basuni et al., 2023).

The indicators for this variable consist of: purchase determination; purchase decision; purchase because it meets your wants and needs; and purchase based on recommendations, which refers to purchases made based on suggestions or references from others, such as friends, family, or influencers (Salsabilla & Fasa, 2024). The questionnaire for this variable is, 1) i feel confident when purchasing Kopi Kenangan without any doubt; 2) I often decide to buy Kopi Kenangan even though there are no promotions or discounts; 3) I bought Kopi Kenangan because it suited my taste; 4) I bought Kopi Kenangan because of a recommendation from a friend; 5) I bought Kopi Kenangan because of a recommendation from my family.

Brand awareness is the initial stage in building a product's identity, where the process begins with consumers' ignorance of a brand and progresses to the belief that the brand is the only one in a particular product category (Sitompul & Medan, 2021). The indicators for this variable are well-known brands, popular brands, and brands that are unique compared to other brands (Upadana & Pramudana, 2020). The questionnaire for this variable was as follows: 1) Kopi Kenangan is a brand familiar to me; 2) Kopi Kenangan is a well-known brand; 3) Many people around me know about Kopi Kenangan; 4) I can distinguish Kopi Kenangan products from other coffee brands; 5) The unique menu names at Kopi Kenangan create a different impression compared to other coffee brands.

### Data Collection Technique and Instrument

In this study, primary data was obtained through questionnaires that were compiled and distributed using the Google Form platform. The questionnaire will be distributed via a google form link to Kopi Kenangan consumers. It consists of a series of questions with pre-defined answer choices using a Likert scale. The questionnaire is designed to gather respondents' insights on how perceptions of digital marketing influence purchasing decisions, with brand awareness acting as a mediating variable.

### Data Analysis

This study employed the Structural Equation Model (SEM) method, a data analysis approach that allows for the evaluation of multiple hypotheses and relationship between unmeasured variables. The PLS method was chosen because it aligned with the research objectives, which were to analyze not only the influence of independent variables on the dependent variable but also to examine the role of mediating or intervening variables (Bougie & Sekaran, 2025).

The researchers applied component-based SEM (PLS), an analysis model using the Partial Least Squares (PLS) technique analyzed using SmartPLS.4.1.0.2 software. According in Rahmadi & Mutasowifin (2021), there are two steps in assessing a PLS model: evaluation of the measurement model (Outer Model) and evaluation of the structural model (Inner Model) (Rahmadi & Muwasowifin, 2021).

## Results and Discussion

### Respondent Profile

Table 1 shows that the majority of Kopi Kenangan consumers in Surabaya who participated in this study were male. This difference in numbers indicates that Kopi Kenangan is more popular and consumed by men than women in the Surabaya area. Based on table 1, it can be concluded that most of Kopi Kenangan consumers in Surabaya come from young people, especially in the 17-30 year age range. This study used respondents' income data as an indicator of purchasing power because income tends to be more stable and easier to remember than expenses. Furthermore, income can provide a general overview of a person's financial ability to purchase products like coffee. Meanwhile, expenditure data often fluctuates depending on daily needs and is difficult to measure accurately in a short questionnaire. Therefore, income data was chosen because it was deemed more relevant and practical for measuring consumer tendencies in coffee purchasing decisions, particularly for products like Kopi Kenangan, which is classified as a lifestyle beverage.

**Table 1.** Respondent characteristics

	Respondent characteristics	Amount	Percentage
Gender	Male	77	70%
	Female	33	30%
Age	17-30 tahun	71	64.5%
	31-40 tahun	11	10%
	41-50 Ahun	16	14.5%
	< 51 tahun	12	11%
Income	> Rp 1.000.000.-	11	10%
	Rp 1.000.000.- -Rp 3.000.000.-	36	31.7%
	Rp 3.000.000.- -Rp 5.000.000.-	58	52.7%
	< Rp 5.000.000.-	5	5.6%

The results of the convergent validity assessment indicate that all measurement indicators demonstrate satisfactory factor loadings. The loading factor values for BA, PD, and DM indicators range from 0.791 to 0.866, exceeding the commonly accepted threshold of 0.70. This

suggests that each indicator has a strong correlation with its respective latent construct and is capable of explaining a substantial proportion of variance. Consequently, all indicators are classified as valid and suitable for further analysis. These findings confirm that the measurement model meets the requirements of construct validity and provides a reliable basis for testing the proposed structural relationships in the research model. The criterion used to determine convergent validity is that the loading factor value must exceed 0.70 (Hair et al., 2017). Based on the results shown in table 1, all indicators have values above this threshold. Thus, all indicators in this study are declared valid because they are able to represent and reflect the latent constructs being measured.

**Table 2.** Validity test results

Indicators	Loading Factor	Remarks
BA1	0.866	Valid
BA2	0.856	Valid
BA3	0.844	Valid
BA4	0.841	Valid
BA5	0.825	Valid
PD1	0.835	Valid
PD2	0.829	Valid
PD3	0.829	Valid
PD4	0.808	Valid
PD5	0.813	Valid
DM1	0.863	Valid
DM2	0.813	Valid
DM3	0.820	Valid
DM4	0.791	Valid

**Table 3.** Cross Loading

Indicators	Brand Awareness	Purchasing Decision	Digital Marketing
BA1	<b>0.866</b>	0.357	0.369
BA2	<b>0.856</b>	0.545	0.410
BA3	<b>0.844</b>	0.343	0.330
BA4	<b>0.841</b>	0.472	0.399
BA5	<b>0.825</b>	0.425	0.406
PD1	0.402	<b>0.835</b>	0.409
PD2	0.419	<b>0.829</b>	0.449
PD3	0.371	<b>0.829</b>	0.360
PD4	0.465	<b>0.808</b>	0.486
PD5	0.455	<b>0.813</b>	0.413
DM1	0.376	0.428	<b>0.863</b>
DM2	0.324	0.424	<b>0.813</b>
DM3	0.429	0.472	<b>0.820</b>
DM4	0.362	0.373	<b>0.791</b>

In cross-loading testing, an indicator is considered valid if its correlation value exceeds 0.70. Based on the results presented in table 3, all indicators exhibit cross-loading values above 0.70. Furthermore, the correlation between the indicators and the variables they represent is also higher than their variables. This indicates that each indicator is appropriate and reflects the correct latent construct.

**Table 4.** Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's alpha	Composite reliability
Brand Awareness	0.902	0.927
Purchase Decision	0.881	0.913
Digital Marketing	0.840	0.893

Referring to the test results listed in table 4, all variables demonstrated Cronbach's alpha and composite reliability values above 0.70. Thus, all variables were declared reliable, and each indicator was able to represent the variable it represented.

**Table 5. R-Square Table**

Variable	Adjusted R-Square
Brand Awareness	0.208
Purchase Decision	0.369

Based on table 5, the R-Square value obtained for the Brand Awareness variable is 0.208, which means that 20.8% of the variation in this variable can be explained by the Digital Marketing variable. Similarly, the R-Square value for the Purchase Decision variable is recorded at 0.369, indicating that 36.9% if the variation in the Purchase Decision can be explained by the influence of Digital Marketing.

**Table 6. Path Coefficients Direct Hypothesis**

Variable	t-statistic	t-table	p-value	Results
Digital Marketing → Brand Awareness	4.18	1.96	0.000	H1 Accepted
Brand Awareness → Purchase Decision	3.461	1.96	0.001	H2 Accepted
Digital Marketing → Purchase Decision	3.795	1.96	0.000	H3 Accepted

Based on table 5, the first hypothesis (H1) in this study aims to test whether digital marketing has a positive influence on brand awareness. The analysis results show that digital marketing has a significant impact on increasing brand awareness. This is evidenced by the t-statistic value of 4.18, which is higher than the t-table value of 1.96, and the p-value of 0.000, which is below the significance limit of 0.05. Therefore, the first hypothesis is declared accepted.

The second hypothesis (H2) tests whether brand awareness influences purchasing decisions. These test results show that brand awareness significantly contributes to consumer purchasing decisions, as indicated by a t-statistic of 3.461, which is greater than the t-table value, and a p-value of 0.001, which is still below the significance level. Therefore, the second hypothesis is accepted.

The third hypothesis (H3) tested the direct influence of digital marketing in purchasing decisions. Data processing results showed a significant and positive influence, reflected by a t-statistic of 3.795, exceeding 1.96 and a p-value of 0.000. Based on these results, the third hypothesis was accepted.

**Table 7. Indirect Hypothesis Testing**

Variable	t-statistic	t-table	p-value	Results
Digital Marketing → Brand Awareness → Purchase Decision	2.252	1.96	0.024	H4 Accepted

This hypothesis testing was conducted to analyze the role of mediating variables, with the criteria that the t-statistic value must be higher than the t-table (1.96) and the p-value must be less than 0.05 the results of table 6 state that the hypothesis is accepted.

## Discussion

The Digital Marketing variable, which acts as the X variable in this study, shows a T-statistic value that exceeds the T-table value. Based on these results, it can be proven that Digital Marketing has a positive and significant influence on Brand Awareness among Kopi Kenangan

consumers. This finding supports and strengthens the first hypothesis (H1) which states that Digital Marketing has a significant influence on Brand Awareness. This is in line with previous research by Yanto & Aprillian (2023); Millenium et al., (2021); and Octoriansyah (2022) which showed that digital marketing has a positive and significant impact on brand awareness. This indicates that the more intense the implementation of digital marketing perceived by consumers, the higher their level of brand awareness will also be. This finding is in line with first hypothesis in this study, which states that digital marketing has an influence on brand awareness.

Based on the results of the second hypothesis (H2) testing, it was found that brand awareness has a significant influence on purchasing decisions. When consumers have a high level of awareness of Kopi Kenangan products, they tend to be more confident in making purchasing decisions. This high level of brand awareness can be achieved through various strategies such as promotions, discounts, and free shipping. These efforts can create a perception of exclusivity and scarcity, thus encouraging consumers to make a purchase immediately. This is in line with the results of studies conducted by Astri et al. (2024); Hamidy & Hadi (2023); Permatasai & Tjahjaningsih (2022) which stated that brand awareness has a positive and significant influence on consumer decisions in making purchases, when the level of brand recognition by consumers increases, then the purchase decision for that product also tends to increase.

Based on the results of the hypothesis testing, it was found that brand awareness acts as a mediating variable in the relationship between digital marketing and purchasing decisions. When consumers frequently see promotional content or information about Kopi Kenangan products through digital media, this can strengthen their memory and recognition of the brand. This high digital exposure then gives rise to stronger brand awareness, where consumers begin to recognize the uniqueness and value of Kopi Kenangan products. With this established brand awareness, consumers become more confident of the product, ultimately encouraging them to make a purchase. This finding aligns with research by Razak et al. (2024) and Saidi et al. (2023), which states that brand awareness mediates the relationship between digital marketing and purchasing decisions. The results of this study provide evidence that the fourth hypothesis is acceptable, based on the analysis conducted.

## **Conclusion**

The results of this study indicate that digital marketing significantly influences purchasing decisions therefore, Kopi Kenangan can maintain and develop effective digital strategies, such as engaging social media campaigns, in the future. These efforts impact consumer purchasing decisions. Furthermore, the results of this study indicates that brand awareness significantly influences purchasing decisions. Therefore, Kopi Kenangan needs to maintain brand awareness through visual elements such as logos, colors, and packaging, and expand communication channels.

Through the results of this study, researchers hope that findings obtained and be used as input for improvements and development in the future. Besides that, Kopi Kenangan is expected to continue optimizing digital marketing, particularly through social media and ordering apps, as they have been proven to increase brand awareness and purchasing decisions. Strengthening brand awareness can be achieved through consistent visuals, engaging promotions, and campaigns that actively engage consumers. Product innovation also needs to be carried out regularly to keep up with market trends, such as introducing healthy drinks without added sugar or made from natural ingredients.

Furthermore, involvement in social activities and collaboration with local coffee farmers can strengthen brand awareness and have a positive impact on the environment and society. The

company can also utilize digital data from consumer interactions to develop more targeted marketing strategies. Regularly evaluating the effectiveness of digital campaigns is crucial so the company can adjust its approach to meet market needs.

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