
The Influence of Social Media Marketing, Word of Mouth, Brand Awareness on Purchase Decision through Consumer Satisfaction at Bursa Coffee Sleman

Verdi Herkamilan¹, Heru Tri Sutiono², Danang Yudhiantoro³

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Abstract

This research aims to explore the direct and indirect effects of social media marketing, word of mouth, and brand awareness on purchase decisions through consumer satisfaction at Bursa Coffee in Sleman city. The study employs a quantitative approach with the population being all Bursa Coffee consumers in Sleman. The sample collected in the Sleman area was 163 respondents. A questionnaire was utilized to collect data from 163 respondents aged 20-25, encompassing both genders and educational backgrounds from high school to postgraduate levels. Also work backgrounds. Monthly expenditures ranged from Rp100,000 to Rp500,000, and monthly visits varied from 1 to more than 3 times. The data analysis technique employed in this research is Partial Least Square (PLS). Results reveal that social media marketing, word of mouth, and brand awareness significantly and positively influence purchase decisions. Additionally, these factors positively impact consumer satisfaction, and consumer satisfaction, in turn, positively affects purchase decisions. The study indicates that social media marketing, word of mouth, and brand awareness collectively influence purchase decisions through the mediator of consumer satisfaction.

Keywords: Brand Awareness, Consumer Satisfaction, Purchase Decision, Social Media Marketing, Word Of Mouth

1. Introduction

Beverages made from coffee are widely popular among various segments of society, both in urban and rural areas, thus becoming a lifestyle trend nowadays. In its early stages, people were more familiar with coffee through sachet or instant coffee.

Data from the Central Bureau of Statistics (BPS) indicates that coffee production in Indonesia shows an increasing trend, reaching 794.5 thousand tons in 2022, a 1.1% increase. Processed coffee beverages have become a lifestyle among the community, especially with the development of coffee shops evolving from sachet coffee to modern coffee shops. One example is Bursa Coffee in Yogyakarta, particularly Sleman, which opened in early 2022, offering a modern and minimalist atmosphere.

Although the coffee industry in Indonesia is gaining popularity, data from Hirschmann (2020) shows the dominance of local brands such as Janji Jiwa, Kulo, J.co, Kopi Kenangan, and Kopi Soe in the coffee market. Foreign brands such as Dunkin Donuts and Starbucks are also

¹ UPN "Veteran" Yogyakarta, verdiherkamilan@gmail.com

² UPN "Veteran" Yogyakarta, heruts@upnyk.ac.id . * Corresponding author

³ UPN "Veteran" Yogyakarta

present, indicating increasingly stiff competition. This has implications for local coffee shops like Bursa Coffee, which must face challenges and compete with large outlets in major cities.

In facing this competition, it is important for the local coffee industry to engage in strategic marketing efforts, enhance customer satisfaction, and influence purchasing decisions through social media marketing, word of mouth, and brand awareness. Thus, companies like Bursa Coffee can remain relevant and even win in the increasingly competitive coffee market.

2. Literature Review

2.1. Social Media Marketing

According to Kotler and Keller (2016), social media marketing refers to online activities and programs designed to engage consumers or prospects and directly or indirectly increase awareness, enhance brand image, or acquire sales of products and services. The indicators of social media marketing, according to Gunelius (2011), are: Content Creation, Content Sharing, Connecting, and Community Building.

2.2. Word of Mouth

According to Kirby and Marsden (2006), Word of Mouth (WOM) is oral communication from person to person between the receiver and communicator that is considered non-commercial by the receiver, concerning a brand, product, or service. The indicators of Word of Mouth, according to Goyette et al. (2010), are: Intensity, Valence of Opinion, and Content.

2.3. Brand Awareness

According to Kotler and Keller (2016), brand awareness is the extent to which consumers are informed about the characteristics of a product, persuaded to try it, and reminded to repurchase it. The indicators of Brand Awareness, according to Keller (2016), are: Brand Recall, Brand Recognition, and Top of Mind.

2.4. Purchase Decision

According to Kotler and Keller (2016), purchase decision is the evaluation stage, where consumers form preferences among brands within the consideration set and may also form an intention to purchase the most preferred brand. The indicators of Purchase Decision, according to Harahap and Amanah (2018), are: Suitability with needs, Suitability with product quality, Suitability with product design specifications, Suitability with reviewer recommendations, and Purchase intention for repeat buying.

2.5. Consumer Satisfaction

According to Kotler and Keller (2016), consumer satisfaction reflects an individual's assessment of perceived product performance in relation to expectations. If the performance falls short of expectations, consumers are disappointed. If it meets expectations, consumers are satisfied. If it exceeds them, consumers are delighted. The indicators of Consumer Satisfaction, according to Ovita, Suryawardani, and Agung (2019), are: Product, Price, Promotion, and Place.

2.6. Hypothesis

To test the relationship between variables in this study, the researcher developed the hypotheses as follows: The hypothesis is written as follow:

- H1.** Social media marketing has a positive influence on purchase decision among Bursa Coffee consumers.
- H2.** Word of mouth has a positive influence on purchase decision among Bursa Coffee consumers.
- H3.** Brand awareness has a positive influence on purchase decision among Bursa Coffee consumers.
- H4.** Social media marketing has a positive influence on consumer satisfaction among Bursa Coffee consumers.
- H5.** Word of mouth has a positive influence on consumer satisfaction among Bursa Coffee consumers.
- H6.** Brand awareness has a positive influence on consumer satisfaction among Bursa Coffee consumers.
- H7.** Consumer satisfaction influences purchase decision among Bursa Coffee consumers.
- H8.** Social media marketing plays a role in purchase decision through consumer satisfaction among Bursa Coffee consumers.
- H9.** Word of mouth plays a role in purchase decision through consumer satisfaction among Bursa Coffee consumers.
- H10.** Brand awareness plays a role in purchase decision through consumer satisfaction among Bursa Coffee consumers.

2.7. Figure

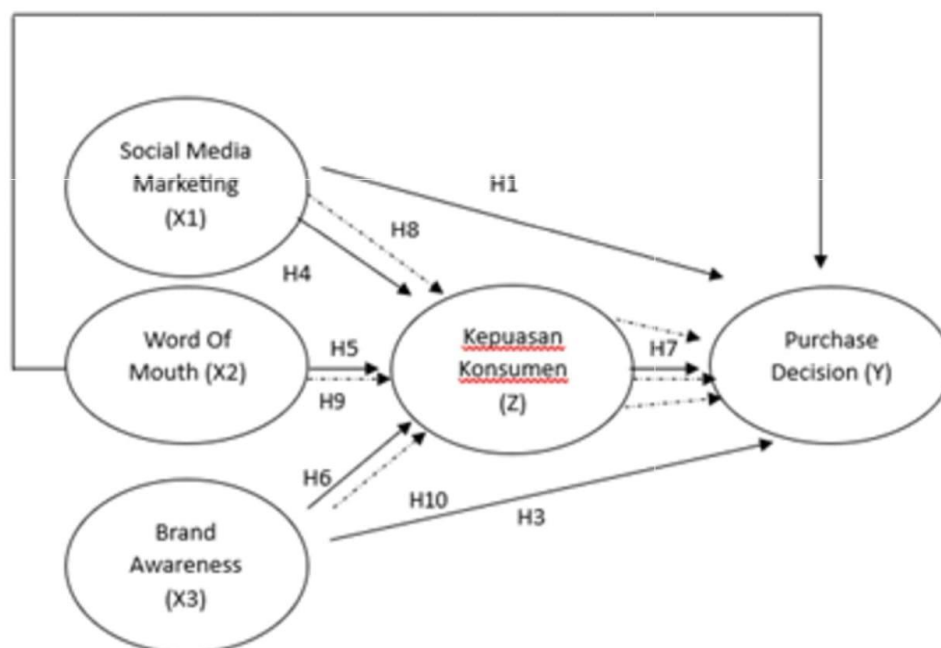


Figure 1. Research Model

3. Methods

3.1. Sampling and Procedures

The sampling technique used in this research is a non-probability sampling method, with the author applying the Purposive Sampling technique. According to Sugiyono (2013), Purposive Sampling is a technique for determining samples based on specific considerations. The sample criteria in this study include (1) respondents from the "Bursa Coffee" coffee shop in Sleman, (2) respondents aged 18 and above to ensure adequate understanding and rational decision-making abilities, and (3) consumers who are familiar with the "Bursa Coffee" content on social media. This study obtained 163 respondents. The development of the model explains the concept of thinking of the researcher supported by strong arguments based on logical and theoretical reasoning.

3.2. Measures

According to Sugiyono (2013), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people towards social phenomena. Measurement is done using a five-point Likert scale; "1" indicating "strongly disagree" and "5" indicating "strongly agree." Data collection presents how research data is collected. The location and time of the study must be clearly disclosed along with the population, samples and sampling methods ([Mulyanto & Wulandari, 2010](#)).

3.3. Analysis Methods

The analysis used to test the research hypothesis employs the t-test or significance test with a significance level of 5%. Outer model analysis is conducted to assess the validity and reliability

Table 1. Outer Model

Variabel	Item	Loading Factor	AVE	Composite Reliability
Social Media Marketing	SMM1	0.935	0.878	0.966
	SMM2	0.935		
	SMM3	0.945		
	SMM4	0.932		
Word Of Mouth	WOM1	0.933	0.885	0.958
	WOM2	0.942		
	WOM3	0.947		
Brand Awareness	BA1	0.946	0.887	0.959
	BA2	0.935		
	BA3	0.944		
Purchase Decision	PD1	0.899	0.807	0.954
	PD2	0.900		
	PD3	0.890		
	PD4	0.893		
	PD5	0.911		
Consumer Satisfaction	KK1	0.860	0.787	0.937
	KK2	0.892		
	KK3	0.909		
	KK4	0.887		

Source: The data was processed using SmartPLS in 2023.

of the data as well as the research model. Inner model analysis, such as coefficient of determination (R²), Predictive Relevance or cross-validated Redundancy (Q²), Goodness of Fit (GoF), and Path Coefficient, has been conducted prior to hypothesis testing, and the results indicate that all assumptions have been met.

4. Result

The characteristics of respondents in this study are predominantly male (56%) with an age of 24 years (21%) holding a Bachelor's degree (46%) and working as employees (50%). Their monthly expenditure is Rp300,000 (46%), and they visit the place twice a month (47%).

In Table 1, the analysis of the validity of this study is conducted using convergent validity and discriminant validity, by examining the Average Variance Extracted (AVE) values and the reliability analysis results using composite reliability and Cronbach's alpha values.

5. Discussion

Discussions In Table 1 and 2, the hypothesis testing results are presented. These results indicate (H1) that Bursa Coffee has a strong presence in Social Media Marketing, which is capable of enhancing the Purchase Decision of Bursa Coffee consumers. Respondents perceive Bursa Coffee's Content Creation, Content Sharing, Connecting, and Community Building, based on the indicators of Social Media Marketing according to Gunnelius (2011), as satisfactory. This study also supports the findings of Ngai, E. W., Tao, S. S., & Moon, K. K. (2015), which suggest that social media marketing significantly influences consumer purchase decisions.

The research demonstrates that (H2) Bursa Coffee has strong Word Of Mouth capabilities, which can enhance the Purchase Decision of Bursa Coffee consumers. Respondents perceive the Intensity, Valence Of Opinion, and Content of Bursa Coffee, based on the indicators of Word Of Mouth according to Goyette et al., (2019), as satisfactory. This study also aligns with the research by Bansal, Voyer, and Murray (2000), which investigated the role of word of mouth in the context of service purchase decisions.

The findings indicate that (H3) Bursa Coffee has high Brand Awareness, which can enhance the Purchase Decision of Bursa Coffee consumers. Respondents perceive Bursa Coffee's Brand Recognition, Brand Recall, and Top Of Mind, based on the indicators of Brand Awareness according to Kotler and Keller (2016), as satisfactory. This study is consistent with Keller's (1993) research, which provides a comprehensive framework for understanding and managing consumer-based brand equity.

The research shows that (H4) Bursa Coffee has a strong presence in Social Media Marketing, which can enhance Consumer Satisfaction. Respondents perceive Bursa Coffee's Content Creation, Content Sharing, Connecting, and Community Building, based on the indicators of Social Media Marketing according to Gunnelius (2011), as satisfactory. This study is also supported by the research of Chen, Fay, and Wang (2011), which found that social media marketing, particularly through online consumer reviews, significantly influences consumer satisfaction.

The study indicates that (H5) Bursa Coffee has strong Word Of Mouth capabilities, which can enhance Consumer Satisfaction. Respondents perceive the Intensity, Valence Of Opinion, and Content of Bursa Coffee, based on the indicators of Word Of Mouth according to Goyette

Table 2. The Hypothesis Testing Results

	Hypothesis	Coefficient	t Value	Description
H1	Social Media Marketing -> Purchase Decision	0.156	2.165	Supported
H2	Word Of Mouth -> Purchase Decision	0.259	4.223	Supported
H3	Brand Awareness -> Purchase Decision	0.189	2.525	Supported
H4	Social Media Marketing -> Consumer Satisfaction	0.248	2.665	Supported
H5	Word Of Mouth -> Consumer Satisfaction	0.247	2.561	Supported
H6	Brand Awareness -> Consumer Satisfaction	0.303	3.075	Supported
H7	Consumer Satisfaction -> Purchase Decision	0.351	5.779	Supported
H8	Social Media Marketing -> Consumer Satisfaction -> Purchase Decision	0.087	2.497	Supported
H9	Word Of Mouth -> Consumer Satisfaction -> Purchase Decision	0.087	2.306	Supported
H10	Brand Awareness -> Consumer Satisfaction -> Purchase Decision	0.106	2.581	Supported

Source: The data was processed using SmartPLS in 2023.

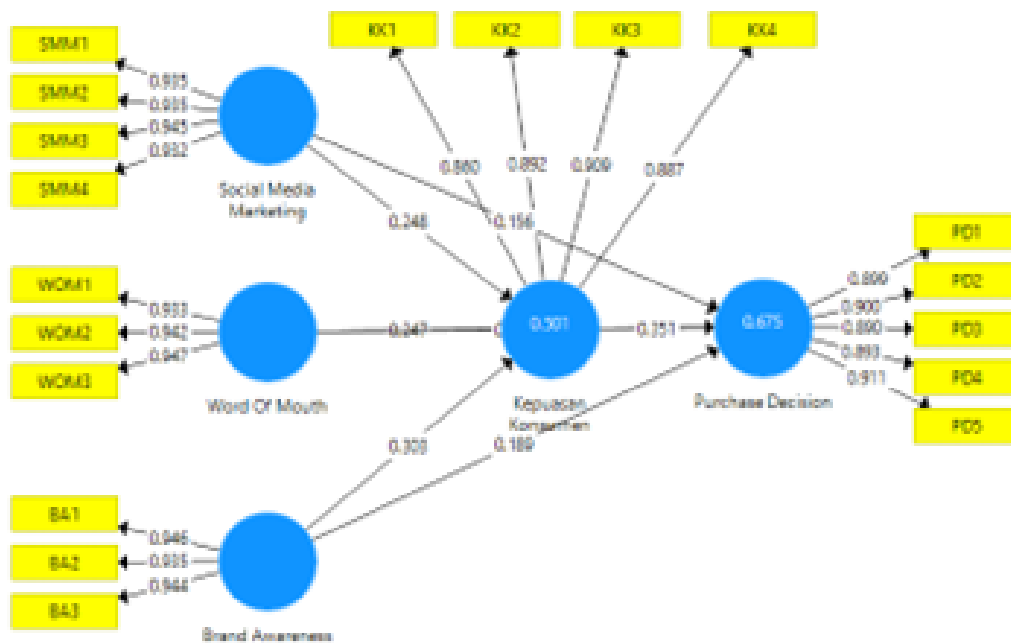


Figure 2. The Results of PLS Algorithm Testing

et al., (2019), as satisfactory. This study also aligns with the research by Hennig-Thurau, Gwinner, and Gremler (2002), which found that positive word of mouth has a significant positive impact on consumer satisfaction.

The research demonstrates that (H6) Bursa Coffee has high Brand Awareness, which can enhance Consumer Satisfaction. Respondents perceive Bursa Coffee's Brand Recognition, Brand Recall, and Top Of Mind, based on the indicators of Brand Awareness according to Kotler and Keller (2016), as satisfactory. This study is consistent with the research by Fornell et al. (1996), which highlights the importance of brand awareness in shaping consumer perceptions and experiences.

The study indicates that (H7) Bursa Coffee has high Consumer Satisfaction, which can enhance Purchase Decision. Respondents perceive Bursa Coffee's Products, Price, Promotion, and Place, based on the indicators of Consumer Satisfaction according to Ovita et al., (2019), as satisfactory. This study is supported by the research of Anderson, Fornell, and Lehmann (1994), which shows the positive impact of consumer satisfaction on purchase decisions and subsequent market share and profitability.

The research shows that (H8) Consumer Satisfaction of Bursa Coffee mediates the relationship between Bursa Coffee's Social Media Marketing and Purchase Decision. This study supports the theory that social media marketing, according to Kotler and Keller (2016), is designed to engage consumers directly or indirectly to increase awareness, enhance image, or acquire product and service sales. This study is also supported by the research of Nguyen and Leblanc (2001), which investigates the role of corporate image and reputation, influenced by social media marketing, in consumer retention decisions

The study indicates that (H9) Consumer Satisfaction of Bursa Coffee mediates the relationship between Bursa Coffee's Word Of Mouth and Purchase Decision. This study also supports the theory by Johnson and Keller (2017) that word of mouth refers to the personal words and recommendations from friends, family, colleagues, and other trusted consumers regarding purchasing behavior. This study is also consistent with the research of Mudambi and Schuff (2010), which investigates the characteristics of useful online reviews and their impact on purchase decisions.

The research demonstrates that (H10) Consumer Satisfaction of Bursa Coffee mediates the relationship between Bursa Coffee's Brand Awareness and Purchase Decision. This study aligns with the theory by Kotler and Keller (2016) that brand awareness refers to the extent to which consumers are informed about product characteristics, persuaded to try it, and reminded to buy it again. This study is consistent with Keller's (2003) research, which explores the multidimensional nature of brand knowledge and its impact on consumer behavior.

6. Conclusion

The findings suggest that social media marketing, word of mouth, and brand awareness have a significant and positive influence on purchase decision. Additionally, these factors positively impact consumer satisfaction, and consumer satisfaction, in turn, positively influences purchase decision. This study indicates that social media marketing, word of mouth, and brand awareness collectively affect purchase decision through the mediator of consumer satisfaction.

Based on the results of the outer model, the variable Social Media Marketing has the lowest value compared to other variables in relation to Purchase Decision. Therefore, companies need to enhance their social media marketing efforts and monitor interactions, feedback, and trends

to adjust social media marketing strategies effectively to improve consumer Purchase Decision.

On the other hand, based on the results of the outer model, the variable Consumer Satisfaction has the highest value compared to other variables in relation to Purchase Decision. Hence, companies need to maintain good and positive consumer satisfaction because consumer satisfaction plays a significant role in increasing consumer Purchase Decision.

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