Article

A Comprehensive Study of How Content Marketing, Brand Awareness and Social Media Shape Student Decisions: Evidence from Kafein Coffee Roastery

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Abstract: This study examines the influence of content marketing, brand awareness, and social media marketing on students' purchase decisions at Kafein Coffee Roastery. The digital marketing landscape continues to evolve, shaping consumer behavior and driving businesses to adopt innovative engagement strategies. Using a quantitative research approach, this study collected data from 153 students through structured questionnaires and analyzed the results using multiple linear regression. Findings reveal that content marketing significantly influences purchase decisions, as informative and visually appealing content fosters consumer trust and interest. Social media marketing also plays a critical role, leveraging interactive promotions and user engagement to enhance brand-consumer relationships. Surprisingly, brand awareness does not significantly impact purchase decisions, suggesting that recognition alone is insufficient without strong experiential and emotional connections. These results highlight the need for coffee shops to implement integrated digital marketing strategies that prioritize engaging content and dynamic social media interactions. By optimizing these elements, businesses can drive student engagement and strengthen their competitive positioning. Future research should explore additional influencing factors, such as customer experience and word-of-mouth, to provide a more comprehensive understanding of student consumer behavior in the coffee shop industry.

Keywords: Content Marketing, Brand Awareness, Social Media Marketing, Purchase Decision, Digital Marketing

1. Introduction

The rapid advancement of digital marketing has revolutionized how businesses connect with consumers, particularly in highly competitive industries such as coffee shops. With the increasing penetration of the internet and the widespread use of social media, consumer purchasing behavior has shifted significantly. Traditional marketing strategies alone are no longer sufficient; businesses must now adopt digital approaches to remain competitive. Content marketing, brand awareness, and social media marketing have become essential tools for attracting and retaining customers in an era where online engagement plays a crucial role in influencing purchasing decisions.

In Indonesia, the coffee shop industry has seen remarkable growth, driven by evolving consumer preferences and the increasing digitalization of marketing efforts. Coffee shops are not just places to enjoy beverages but also serve as social hubs where people gather to work, study, or socialize. Among young consumers, particularly students,

social media is a key platform for discovering new brands, interacting with businesses, and ultimately making purchase decisions. Businesses that effectively utilize digital marketing strategies can build stronger relationships with their customers and create a loyal consumer base.

Kafein Coffee Roastery, a coffee shop located in Banyuwangi, has implemented digital marketing strategies, particularly through social media, to enhance its brand presence and attract student consumers. By leveraging platforms like Instagram, the business aims to engage with its audience through appealing content, promotions, and interactive marketing campaigns. However, despite these efforts, it remains uncertain how much these digital marketing strategies influence students' purchase decisions and whether they effectively translate into increased customer loyalty and sales.

Understanding the impact of content marketing, brand awareness, and social media marketing on purchase decisions is crucial for coffee shop businesses seeking to optimize their marketing strategies. Previous studies suggest that these factors play significant roles in shaping consumer behavior, yet findings remain inconsistent across different industries and demographic segments. While some research highlights the positive influence of social media marketing on consumer engagement, others suggest that brand awareness alone may not necessarily lead to higher purchase decisions without strong marketing execution.

Given the dynamic nature of digital marketing and its impact on consumer choices, further investigation is necessary to understand how these strategies affect purchasing decisions, particularly among students—a segment known for its high social media engagement and digital literacy. By exploring the relationship between content marketing, brand awareness, and social media marketing, this study aims to provide insights into the effectiveness of digital marketing strategies in the coffee shop industry. This study aims to analyze the influence of content marketing, brand awareness, and social media marketing on students' purchase decisions at Kafein Coffee Roastery.

Literature Review

Digital Marketing and Consumer Behavior

Digital marketing has transformed traditional marketing approaches, enabling businesses to interact with consumers in real time. [1] Define digital marketing as the use of digital technologies, including social media, websites, and mobile applications, to engage, influence, and convert consumers into customers. Unlike conventional marketing, digital marketing allows businesses to reach broader audiences with personalized and interactive marketing strategies.

In the food and beverage industry, digital marketing plays a crucial role in brand building and consumer engagement. [2] Found that social media-driven marketing campaigns significantly increase brand recall and consumer interaction, particularly in sectors with high consumer involvement, such as coffee shops. Additionally, [3] Highlights the transition from Marketing 4.0 to Marketing 5.0, where digital engagement and AI-driven personalization shape consumer decisions.

The purchase decision-making process has also evolved due to digital marketing. [4] Found that 89% of Indonesian consumers rely on online sources before purchasing. [5] Argue that digital marketing aligns with the consumer purchase funnel model, which includes five stages:

a. Awareness : consumers recognize the brand through digital presence.
b. Consideration : consumers evaluate the product based on online reviews and content.
c. Intent : a consumer develops an intention to purchase based on marketing engagement.
d. Evaluation : comparison with alternatives through social media or e-commerce platforms.
e. Purchase : the final transaction, often influenced by digital promotions and reviews.

For coffee shops like Kafein Coffee Roastery, digital marketing strategies such as Instagram engagement, influencer collaborations, and online promotions are essential in

attracting and retaining student consumers, who are digitally native and highly active on social media.

Content Marketing and Purchase Decision

Content marketing involves the strategic creation and distribution of valuable, relevant, and engaging content to attract and retain customers. Unlike traditional advertisements, content marketing focuses on delivering useful information that builds long-term trust and brand loyalty [6].

[7] Highlight that content marketing significantly influences consumer engagement and purchase decisions, particularly among millennials and Gen Z, who prefer educational and visually appealing content. This is supported by [2], who found a positive and significant relationship between content marketing and purchase intention, suggesting that engaging content increases consumer trust and brand preference. However, [8] argue that content marketing alone does not always lead to purchases unless paired with influencer marketing and consumer-generated content. Key content marketing elements, according to [9], include:

a. Relevance : content must align with consumer needs.
b. Accuracy : information must be factual and credible.
c. Value : content should provide solutions or entertainment.
d. Accessibility : content must be easily discoverable.
e. Consistency : regular updates maintain audience engagement

At Kafein Coffee Roastery, Instagram-based storytelling, daily content updates, and video marketing are crucial strategies for attracting student customers and strengthening digital engagement.

Brand Awareness and Consumer Decision-Making

Brand awareness is the extent to which consumers recognize and recall a brand within a product category. [10] Argue that higher brand awareness often leads to greater consumer trust and preference, influencing purchase decisions.

Studies have shown that brand awareness is critical in highly competitive markets. [11] Found that brand awareness positively impacts consumer loyalty and purchase behavior, especially in industries with strong brand differentiation, such as coffee shops. However, [12] Argue that brand awareness alone is insufficient to drive purchases unless complemented by strong brand positioning and emotional connections with consumers. The four key aspects of brand awareness, as outlined by [13], are:

a. Brand Recognition : the ability of consumers to identify a brand.
b. Brand Recall : consumers' ability to retrieve a brand name from memory.
c. Brand Familiarity : repeated exposure increases trust.
d. Brand Differentiation : unique brand elements distinguish it from competitors.

For Kafein Coffee Roastery, social media engagement, brand storytelling, and participation in community events play a crucial role in increasing brand awareness among students, who are the primary customer segment.

Social Media Marketing and Purchase Behavior

Social media marketing (SMM) is a digital marketing strategy that utilizes platforms such as Instagram, Facebook, and TikTok to enhance brand presence and consumer engagement [14]. Indonesia has over 139 million active social media users [15], making SMM a crucial tool for businesses targeting young, digitally savvy consumers.

[16] emphasize that SMM increases brand credibility and consumer trust, as consumers perceive brands with an active social media presence as more reliable. [17] confirm that SMM positively and significantly affects purchase behavior, particularly when brands use personalized interactions and targeted promotions. Key success factors in SMM, as defined, include:

a. Entertainment : engaging content increases consumer interest.
b. Interactivity : two-way communication fosters stronger consumer relationships.

c. Trend Adaptation : aligning with social media trends enhances brand visibility.
d. Customization : personalized content improves customer retention.
e. Advertising Effectiveness : paid social media ads expand reach and engagement

For Kafein Coffee Roastery, Instagram-based influencer collaborations, interactive polls, and social media contests are essential in maintaining consumer interest and driving foot traffic.

Research Gap and Hypothesis Development

Despite extensive research on digital marketing's impact on consumer behavior, studies focusing on coffee shop consumers, particularly students, remain limited. Existing research, such as [18] and [19] has largely focused on different industries, such as cosmetics and e-commerce. Given that student consumers exhibit unique digital engagement behaviors, further investigation is required to determine how content marketing, brand awareness, and social media marketing influence their purchase decisions in the coffee shop sector.

This study aims to address this research gap by analyzing the effectiveness of digital marketing strategies at Kafein Coffee Roastery in influencing students' purchase decisions. Based on the literature review, the following hypotheses are proposed:

a. H1 : Content marketing significantly influences students' purchase decisions.
b. H2 : Brand awareness significantly influences students' purchase decisions.
c. H3 : Social media marketing significantly influences students' purchase decisions.
d. H4 : Content marketing, brand awareness, and social media marketing collectively influence students' purchase decisions.

2. Materials and Methods

2.1. Research Design

This study employs a quantitative descriptive approach, which aims to systematically and accurately describe a phenomenon using numerical data. According to [20], descriptive quantitative research seeks to provide a clear depiction of a particular situation through statistical analysis. The research is also associative, as it examines the relationship between independent variables (content marketing, brand awareness, and social media marketing) and the dependent variable (purchase decision).

2.2. Data Types and Sources

The study uses quantitative data, which is presented in numerical or statistical form. The data sources include:

a. Primary Data: Collected through surveys, interviews, and observations of students who have purchased coffee at Kafein Coffee Roastery.
b. Secondary Data: Obtained from literature reviews, journals, books, and related studies discussing content marketing, brand awareness, social media marketing, and consumer purchasing behavior.

2.3. Population and Sample

The population for this study consists of students in Banyuwangi who have made purchases at Kafein Coffee Roastery. The sample size was determined using [21], which suggests multiplying the number of indicators (17) by 9, resulting in a sample size of 153 respondents.

2.4. Sampling Technique

This study employs random sampling with an accidental sampling approach. According to [20], accidental sampling is a technique where respondents are selected based on their availability and willingness to participate at the time of the study.

2.5. Data Collection Techniques

Data was collected using the following methods:

a. Literature Review: Reviewing journals, books, and previous research to obtain theoretical foundations.

b. Observation: Directly observing student consumer behavior at Kafein Coffee Roastery.

c. Questionnaire: Using a structured Likert scale (1-5) questionnaire to measure perceptions of content marketing, brand awareness, social media marketing, and purchase decisions. The study uses a Likert scale to quantify respondents' perceptions, with scoring criteria as follows:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

2.6. Instrument Testing

a. Validity Test: Ensuring that survey items effectively measure the intended variables using Pearson's product-moment correlation.

b. Reliability Test: Using Cronbach's Alpha, where values > 0.7 indicate acceptable reliability.

2.7. Data Analysis Techniques

Data analysis was conducted using IBM SPSS 26, following these steps:

a. Descriptive Analysis: Summarizing respondent characteristics and responses to research variables

b. Multiple Linear Regression: Assessing the influence of content marketing (X1), brand awareness (X2), and social media marketing (X3) on purchase decisions (Y) using the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \qquad (1)$$

Where:

Y = Purchase decision

α = Constant

β = Regression coefficients

X1 = Content marketing

X2 = Brand awareness

X3 = Social media marketing

ε = Error margin (0.05)

c. Classical Assumption Tests:

1) Normality Test: Kolmogorov-Smirnov test ($P > 0.05$ indicates normal distribution).

2) Multicollinearity Test: Variance Inflation Factor (VIF < 10 indicates no multicollinearity).

3) Heteroscedasticity Test: Glejser test ($P > 0.05$ indicates homoscedasticity).

4) Autocorrelation Test: Durbin-Watson test

2.8. Hypothesis Testing

a. T-Test (Partial Test): Evaluates the effect of individual independent variables on the dependent variable.

b. F-Test (Simultaneous Test): Assesses the combined influence of independent variables.

c. Coefficient of Determination (R^2): Measures how well independent variables explain variations in purchase decisions

3. Result

3.1. Linear Regression Analysis Test

The multiple linear regression analysis in this study was conducted to determine the influence between variables X1 (Content Marketing), X2 (Brand Awareness), X3 (Social Media Marketing), and Y (Purchase Decision). The test results from the multiple linear regression analysis are as follows:

Table 1. Multiple Linear Regression Analysis Test.

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(*Constant*)	9.702	1.298	
	Content marketing (X1)	0.201	0.069	0.302
	Brand awareness (X2)	-0.002	0.089	-0.003
	Social media marketing (X3)	0.160	0.064	0.218

Source: Processed Data from SPSS 22 (2024)

Based on the table above, the results of the Multiple Linear Regression Analysis Test can be formulated into the following regression equation:

$$Y = 9.702 + 0.201 (X1) + (-0.002) (X2) + 0.160 (X3) + e$$

This equation can be explained as follows: If the constant value is positive 9.702, it means that when Content Marketing (X1), Brand Awareness (X2), and Social Media Marketing (X3) remain unchanged (constant) or experience no variation, the Purchase Decision (Y) will have a value of 9.702. Here is the explanation of the Multiple Linear Regression Analysis Test results for each variable:

1) Content Marketing (X1)

The unstandardized coefficient (b) for content marketing is 0.201, meaning that for every one-unit increase in content marketing, the dependent variable (purchase decision) will increase by 0.201 units, assuming other variables remain constant. The standard error is 0.069, which indicates the possible margin of error in estimating the coefficient. A smaller standard error value suggests a more precise coefficient estimation.

2) Brand Awareness (X2)

The unstandardized coefficient (b) for brand awareness is -0.002, which means that if brand awareness increases by one unit, the dependent variable (purchase decision) will decrease by 0.002 units, assuming other variables remain constant. This negative coefficient indicates that brand awareness has a negative influence on the purchase decision. The standard error is 0.089, signifying the uncertainty in estimating the coefficient. A larger standard error suggests greater variability in the coefficient estimation.

3) Social Media Marketing (X3)

The unstandardized coefficient (b) for social media marketing is 0.160, indicating that a one-unit increase in social media marketing will result in a 0.160 unit increase in the dependent variable (purchase decision), assuming other variables remain constant. The standard error is 0.064, which represents the level of uncertainty in estimating the coefficient. A smaller standard error value indicates a higher accuracy in the coefficient estimation.

3.2. The Partial Test (t-test)

The Partial Test (t-test) is a hypothesis test used to determine the effect of independent variables individually or partially on the dependent variable. The partial test in this research data uses a significance level of 0.05.

Table 2. t-Test (Partial Test).

No.	Variabel	t-Hitung	t-Tabel	Sig.Hitung	Taraf Sig.
1	*Content marketing* (X1)	2.910	1.655	0.004	0.05
2	*Brand awareness* (X2)	-0.028	1.655	0.978	0.05
3	*Social media marketing* (X3)	2.505	1.655	0.013	0.05

Source: Processed Data from SPSS 22 (2024)

The t-table value is calculated as follows: t = n – k = 153 – 4 = 149 (1.655). Therefore, the t-table value is 1.655. The results of the partial t-test for each variable are explained as follows:

1) Content Marketing (X1)

Based on the analysis data, the partial t-test results indicate that Content Marketing (X1) influences Purchase Decision (Y), where the t-calculated value is 2.910 > t-table value of 1.655, meaning the t-calculated value is greater than the t-table value. Additionally, the significance value is 0.004 < 0.05, indicating that the significance value is smaller than the threshold of significance. The results confirm that Content Marketing has a significant effect on Purchase Decision.

2) Brand Awareness (X2)

Based on the analysis data, the partial t-test results indicate that Brand Awareness (X2) does not influence Purchase Decision (Y), where the t-calculated value is -0.028 < t-table value of 1.655, meaning the t-calculated value is smaller than the t-table value. Additionally, the significance value is 0.978 > 0.05, indicating that the significance value is greater than the threshold of significance. These results confirm that Brand Awareness does not have a significant effect on Purchase Decision.

3) Social Media Marketing (X3)

Based on the analysis data, the partial t-test results indicate that Social Media Marketing (X3) influences Purchase Decision (Y), where the t-calculated value is 2.505 > t-table value of 1.655, meaning the t-calculated value is greater than the t-table value. Additionally, the significance value is 0.013 < 0.05, indicating that the significance value is smaller than the threshold of significance. The results confirm that Social Media Marketing has a significant effect on Purchase Decision.

3.3. Determination Coefficient (R^2) Results

The results of the coefficient of determination test aim to measure how well the model, in this case, the independent variables, explain the dependent variable, with values ranging from zero to one ($0 < R^2 < 1$). A low R^2 value indicates that the ability of the independent variables (Content Marketing, Brand Awareness, and Social Media Marketing) to explain the dependent variable (Purchase Decision) is very limited. Conversely, a value close to one suggests that the independent variables (Content Marketing, Brand Awareness, and Social Media Marketing) provide almost all the information needed to predict the dependent variable (Purchase Decision). The following table presents the results of the coefficient of determination (R^2) test:

Table 3. Coefficient of Determination (R^2) Test.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456	.208	.192	.979

Source: Processed Data from SPSS 22 (2024)

The coefficient of determination test shows that Content Marketing, Brand Awareness, and Social Media Marketing have a moderate positive correlation with Purchase Decision, with an R value of 0.456. The R^2 value of 20.8% indicates that the model explains 20.8% of purchase decision variability, while 79.2% is influenced by other factors. The Adjusted R^2 of 19.2% confirms the independent variables' significant contribution, despite adjustments. A standard error of 0.979 suggests a fairly accurate model for prediction. These results reinforce that marketing strategies based on Content Marketing, Brand Awareness, and Social Media Marketing significantly influence student purchase decisions at Kafein Coffee Roastery.

4. Discussion

The research and analysis conducted through testing three hypotheses yielded positive results. The test results indicate that all hypotheses are accepted, meaning that all

independent variables Content Marketing, Brand Awareness, and Social Media Marketing have a partial and overall positive influence on the dependent variable, Purchase Decision.

4.1. The Influence of Content Marketing on Purchase Decision at Kafein Coffee Roastery

The partial t-test confirms that Content Marketing (X1) significantly influences Purchase Decision (Y), with a t-calculated value of 2.910 > t-table 1.655 and a significance value of 0.004 < 0.05, leading to the acceptance of the alternative hypothesis (Ha). Effective Content Marketing enhances consumer trust and engagement through informative and relevant content. At Kafein Coffee Roastery, aligning content with students' lifestyles strengthens brand connection and influences purchasing behavior. Interactive elements like testimonials and social media campaigns further boost engagement and brand visibility.

These findings align with research by [22], which confirms that Content Marketing significantly influences Purchase Decision, as social media content attracts and persuades consumers. Similarly, [23] found that diverse and engaging content at Cafe Kana Eatery positively impacts purchasing decisions, demonstrating the importance of consistency and continuity in content-driven marketing strategies.

4.2. The Influence of Brand Awareness on Purchase Decision at Kafein Coffee Roastery

The partial t-test analysis shows that Brand Awareness (X2) does not significantly influence Purchase Decision (Y) at Kafein Coffee Roastery, as indicated by a t-calculated value of -0.028 < t-table 1.655 and a significance value of 0.978 > 0.05. This confirms that there is no strong statistical evidence to reject the null hypothesis (H0). Several factors may explain this result. Consumers may recognize the brand but prioritize factors like taste, pricing, or service in their purchase decisions. Brand awareness alone is insufficient; direct experiences, recommendations, and specific needs such as finding a comfortable study spot may be more influential. Additionally, limited brand awareness among a broader audience especially first-time visitors could reduce its impact. A more holistic marketing strategy, including stronger emotional connections and engaging content, is needed to enhance brand influence on purchase decisions.

This finding aligns with [24], who found that Brand Awareness negatively impacts Purchase Decision, with a regression coefficient of -0.232, suggesting that even when brand awareness declines, purchases may still increase due to other factors like consumer preference and competitor branding. Similarly, [25] concluded that Brand Awareness had no significant effect on Purchase Decision, as consumers often preferred foreign brands due to prestige factors.

4.3. The Influence of Social Media Marketing on Purchase Decision at Kafein Coffee Roastery

The partial t-test analysis confirms that Social Media Marketing (X3) significantly influences Purchase Decision (Y) at Kafein Coffee Roastery, with a t-calculated value of 2.505 > t-table 1.655 and a significance value of 0.013 < 0.05, proving this effect is real and not coincidental. This highlights the importance of digital marketing strategies in attracting and driving purchases.

Social Media Marketing strengthens brand-consumer relationships by leveraging platforms like Instagram, Facebook, and TikTok to engage audiences with compelling content such as promotions, customer reviews, and product storytelling. Visually appealing posts and interactive campaigns enhance brand awareness and influence purchasing decisions. Customer-generated content, like shared photos of their experiences, serves as trusted social proof, reinforcing brand credibility and loyalty.

Success in Social Media Marketing depends not just on post frequency or followers but on engagement and content appeal. Consistency and creativity in social media campaigns are key to maximizing impact. This aligns with [26], who found that Social Media Marketing positively influences Purchase Decisions, and [27] who reported a 54.6%

correlation between Social Media Marketing and purchase decisions, proving that stronger execution leads to higher consumer engagement and sales.

5. Conclusion

This study provides empirical evidence on how content marketing, brand awareness, and social media marketing influence students' purchase decisions at Kafein Coffee Roastery. The findings underscore the critical role of digital engagement in shaping consumer behavior, particularly among student consumers who are highly active on social media platforms. Content marketing emerged as a key driver of purchase decisions, demonstrating that well-crafted, engaging, and informative content enhances consumer trust and purchase intention. Similarly, social media marketing significantly influences consumer choices, as interactive strategies and user engagement create a more dynamic and relatable brand experience. Interestingly, brand awareness alone does not significantly impact purchase decisions, suggesting that mere recognition of a brand is insufficient without deeper emotional and experiential connections. This insight challenges traditional marketing assumptions that higher brand awareness automatically translates into higher sales, emphasizing the importance of a holistic marketing strategy that combines visibility with meaningful engagement.

From an academic perspective, this study contributes to the evolving discourse on digital marketing by reaffirming the shift towards engagement-driven marketing models. The findings align with contemporary marketing theories that prioritize content relevance, consumer interaction, and digital touchpoints over conventional brand exposure strategies. This research not only enriches the literature on consumer behavior in the coffee shop industry but also offers practical implications for businesses aiming to refine their digital marketing approaches. The study's impact extends beyond academic discourse to real-world applications, as it provides valuable insights for marketers, business owners, and digital strategists in the F&B sector. By leveraging content marketing and social media engagement effectively, businesses can cultivate stronger relationships with their target audience and enhance brand loyalty. Future research should explore additional dimensions, such as the role of influencer marketing, user-generated content, and emotional branding, to gain a more comprehensive understanding of digital consumer behavior in an era dominated by social media and personalized marketing strategies.

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