

# The Influence Of Video Advertising, Social Media Content, And KOL ( Key Opinion Leader) With Brand Awareness As A Mediation Variable On Purchase Decisions (A Study Of Coffee Shop Businesses In Greater Bandung)

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## Abstract

This study provides an empirical analysis of the digital promotion triad—comprising video advertisements, social media content, and key opinion leaders—and its influence on consumer purchase decisions, using brand awareness as a mediating variable within the coffee shop industry of Greater Bandung, Indonesia. Utilizing a descriptive and verification survey design, the study sampled 270 respondents using the Slovin formula, distributed proportionally across five regional districts: Bandung City, Cimahi City, Bandung Regency, West Bandung Regency, and Sumedang Regency. Data analysis was executed using Structural Equation Modeling through LISREL 8.8.1. The descriptive results showed high performance for video advertisements, social media content, and brand awareness, while key opinion leaders and purchase decisions fell within the moderate-to-good category. Structural estimation confirmed that the digital triad simultaneously influenced brand awareness ( $R^2 = 0.56$ ) and purchase decisions ( $R^2 = 0.56$ ). Partially, all three independent variables exerted positive and significant effects on both brand awareness and purchase decisions. Brand awareness was found to be a highly critical determinant of purchase decisions and acted as a significant partial mediator, indicating that cognitive brand recognition and recall processes remain crucial for translating digital marketing exposures into actual transactions. Triangulation with expert qualitative judgment emphasized the practical necessity of sensory-driven video creation, strategic content scheduling, compliance with regional sweet beverage nutritional labeling (Nutri-Level) policies, and proactive intellectual property registration.

**Keywords:** Video Advertisements, Social Media Content, Key Opinion Leaders, Brand Awareness, Purchase Decisions

## Introduction

Indonesia occupies a prominent position in the global agricultural landscape as the fourth-largest producer and exporter of coffee, distinguished by unique specialty varieties such as Kopi Luwak and Kopi Mandailing. Within the domestic economy, coffee serves as the fourth-largest source of foreign exchange earnings from the agricultural sector, trailing only palm oil, rubber, and cocoa. In recent years, coffee consumption has evolved from a simple commodity transaction into a structured lifestyle and socio-cultural phenomenon. This shift is particularly driven by younger cohorts, including Gen Z and Millennials, who have adopted coffee drinking

as a core social and recreational activity. This behavioral change has spurred a significant expansion of coffee shops across urban centers.

Within the province of West Java, which holds one of the highest densities of coffee shops in Indonesia, the Greater Bandung metropolitan area serves as a primary epicenter for this lifestyle shift. However, the rapid expansion of these establishments has led to intense market competition. Data from regional development agencies indicate that while cities like Bekasi and Bogor maintain steady coffee shop numbers, Bandung City has experienced a consolidation. This is due to both intense market competition and strict municipal zoning regulations regarding public space usage.

Table 1: Top 5 Regency/City Coffee Shop Counts in West Java (2021-2024)

Year	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
<b>2021</b>	Bekasi City (2,752)	Depok City (1,095)	Bekasi Regency (981)	Bandung City (791)	Bogor City (627)
<b>2022</b>	Bekasi City (3,053)	Depok City (1,520)	Bekasi Regency (1,035)	Bandung City (649)	Bogor City (728)
<b>2023</b>	Bekasi City (747)	Bogor City (501)	Sumedang Regency (372)	Tasikmalaya City (304)	Depok City (301)
<b>2024</b>	Bekasi City (622)	Bogor City (442)	Sumedang Regency (338)	Tasikmalaya City (318)	Depok City (275)

This structural shifts in the market have altered the survival rate of traditional coffee shops. Standard operations focusing solely on product utility have experienced declining sales, whereas "aesthetic cafes" designed specifically for social media engagement have captured the majority of market share.

Table 2: Monthly Sales Development in Selected Greater Bandung Coffee Shops (June–December 2025)

Month	Coffee Shop 1 (Aesthetic)	Coffee Shop 2 (Standard/Traditional)	Coffee Shop 3 (Hybrid/Modern)
<b>June</b>	1,241	531	1,040
<b>July</b>	1,359	642	943
<b>August</b>	1,221	821	1012
<b>September</b>	1,010	932	1,248
<b>October</b>	2,310	1,053	1,321
<b>November</b>	2,540	1,320	1,421
<b>December</b>	2,640	1,204	1,621

This sales divergence highlights the influence of digital communication in guiding consumer choice. With over 180 million active social media users in Indonesia, platforms like Instagram and TikTok have become the primary channels for consumer discovery and evaluation. Consequently, businesses are increasingly dependent on a digital promotion triad consisting of video advertisements, social media content, and collaborations with Key Opinion Leaders (KOLs).

Video advertisements provide a rich, multi-sensory medium to showcase product preparation and atmosphere. Organic social media content helps build consistent brand narratives and community engagement, while KOLs transfer their established credibility and personal networks to endorse specific brands. However, many digital campaigns fail to generate actual sales because the promotional materials are poorly designed, overly commercial, or visually deceptive, which can alienate modern consumers.

Additionally, prior empirical literature presents conflicting findings regarding the direct impact of digital promotions on purchase decisions. While some researchers demonstrate a direct conative link, others suggest that digital inputs require an intervening cognitive stage, such as brand awareness, to successfully guide consumers through the decision-making process. To address these gaps, this study investigates how video advertisements, social media content, and KOLs influence consumer purchase decisions in the Greater Bandung coffee shop sector, using brand awareness as a mediating variable.

## Methods

This study utilized a quantitative verification approach using a descriptive survey design to assess the causal relationships among the variables.<sup>1</sup> The target population comprised active coffee shop consumers within the Greater Bandung metropolitan area.<sup>1</sup> To determine an appropriate sample size, the Slovin formula was applied:

$$n = \frac{N}{1 + N(e)^2}$$

Given an estimated weekly active visitor population ( $N$ ) of 30,000 across the region's main cafes and establishing a 5% margin of error ( $e = 0.05$ ), the required sample size was calculated as approximately 270 respondents.<sup>1</sup> To ensure geographic representation, cluster proportional random sampling was used to distribute the sample across the five administrative areas of Greater Bandung.<sup>1</sup>

Primary data was collected using a structured questionnaire consisting of 75 items.<sup>1</sup> Respondents rated these items on a 5-point Likert scale ranging from 1 (Sangat Tidak Setuju/Strongly Disagree) to 5 (Sangat Setuju/Strongly Agree).<sup>1</sup> To enable parametric statistical testing, the ordinal survey data was transformed into interval-level data using the Method of Successive Interval (MSI).<sup>1</sup> The research model includes five latent constructs: three exogenous independent variables (Video Advertisements -  $X_1$ , Social Media Content -  $X_2$ , and Key Opinion Leaders -  $X_3$ ), one mediating variable (Brand Awareness -  $M$ ), and one endogenous dependent variable (Purchase Decisions -  $Y$ ).<sup>1</sup> The structural relationships are defined as follows:

$$\text{Brand Awareness } (M) = \gamma_{1.1}X_1 + \gamma_{1.2}X_2 + \gamma_{1.3}X_3 + \zeta_1$$

$$\text{Purchase Decisions } (Y) = \beta_{2.1}M + \gamma_{2.1}X_1 + \gamma_{2.2}X_2 + \gamma_{2.3}X_3 + \zeta_2$$

The operationalization of these variables, which guides the construction of the survey instrument, is presented in Table 4.

## Results and Discussion

### Instrument Validity and Reliability Analysis

Before executing the structural analysis, the research instrument was tested for validity and reliability using data from the 270 respondents. Validity was assessed using the Pearson Product-Moment correlation, comparing the score of each indicator against the total construct score. Indicators with correlation coefficients ( $r^{\text{calc}}$ ) exceeding the critical threshold of 0.30 were deemed valid. The calculations confirmed that all 75 indicators met this criterion, with  $r^{\text{calc}}$  values ranging from 0.497 to 0.970, indicating strong construct validity across all variables.

Reliability was evaluated using Cronbach's Alpha. Constructs yielding coefficients greater than 0.60 were classified as highly reliable and internally consistent.<sup>1</sup> Table 5 presents the reliability statistics for the five latent constructs. Additionally, a One-Sample Kolmogorov-Smirnov test was conducted to verify the normality assumption of the data. The test yielded an asymptotic significance value of 0.240 ( $p > \quad$ ), confirming that the standardized residuals were normally distributed and appropriate for structural equation modelling. The demographic distribution of the 270 respondents highlighted several trends regarding coffee shop visitation habits in Greater Bandung. Female consumers represented 58% of the sample, while males

accounted for 42%, indicating a slightly higher participation rate among women in the local cafe culture. In terms of age, the largest segment was the 26–35 age bracket (40.37%), followed by those aged 36–45 (29.26%), young adults aged 18–25 (17.04%), and consumers over 45 (13.33%). This profile shows that young professionals and graduate students make up the core consumer base for local coffee shops.

Occupational data supported this finding, with private-sector employees comprising the largest group (40.37%), followed by entrepreneurs (29.26%), civil servants (17.04%), and students (13.70%). Furthermore, 55% of respondents visited coffee shops 3 to 5 times per month, 32% visited more than 5 times per month, and only 13% visited 1 to 2 times. This frequent visitation pattern indicates high consumer engagement and stable demand within the local market. Notably, 100% of the respondents reported regularly viewing coffee-related video content on platforms like Instagram and TikTok, underscoring the deep integration of digital media into their daily consumer routines.

### **Univariate Descriptive Statistics**

To evaluate how respondents perceived the variables, mean score intervals were calculated. Average scores were mapped to five descriptive categories: Very Low (1.00–1.80), Low (1.81–2.60), Moderate (2.61–3.40), High (3.41–4.20), and Very High (4.21–5.00).<sup>1</sup> Table 7 details the descriptive statistics and mean scores for each dimension. The descriptive results indicate that while coffee shop operators are highly successful at creating visually appealing video advertisements and engaging social media content, they face challenges in translating this digital reach into purchase decisions.<sup>1</sup> This gap is reflected in the lower, moderate-level scores for Key Opinion Leaders and actual Purchase Decisions, suggesting that consumers often browse content without committing to a transaction.

### **Structural Equation Modeling (SEM)**

The evaluation of the measurement model confirmed that all latent variables had standardized loading factors above the 0.50 threshold, indicating that the indicators successfully represented their respective constructs. The structural model was then evaluated across several Goodness of Fit (GoF) indices. Table 8 compares the model's fit statistics against standard academic benchmarks. While some GFI and AGFI metrics showed marginal fit—primarily due to the complexity of a 75-indicator model—the critical error metrics of RMSEA (0.018) and RMR (0.017) fell well within the preferred range.<sup>1</sup> This confirms that the proposed structural model is valid for hypothesis testing and regression analysis.

### **Structural Equations and Hypothesis Testing**

The structural model output from LISREL 8.8 yielded two primary structural equations, representing the drivers of Brand Awareness ( $M$ ) and Purchase Decisions ( $Y$ ).

### Structural Equation 1: Determinants of Brand Awareness ( $M$ )

$$M = 0.13X_1 + 0.28X_2 + 0.40X_3 \quad (\text{Error Variance} = 0.44; R^2 = 0.56)$$

The  $t$ -values for the path coefficients in this first equation were:

- Video Advertisements ( $X_1 \rightarrow M$ ):  $t =$  (significant,  $t > 1.96$ )
- Social Media Content ( $X_2 \rightarrow M$ ):  $t =$  (significant,  $t > 1.96$ )
- Key Opinion Leaders ( $X_3 \rightarrow M$ ):  $t =$  (significant,  $t > 1.96$ )

This equation indicates that video advertisements, social media content, and KOLs explain 56% of the variance in consumer brand awareness ( $R^2 = 0.56$ ). Key Opinion Leaders exerted the strongest relative influence ( $\gamma = 0.40$ ), highlighting the power of trusted personalities in driving brand recall and recognition in the lifestyle and coffee shop sector.<sup>1</sup>

### Structural Equation 2: Determinants of Purchase Decisions ( $Y$ )

$$Y = 0.77M + 0.18X_1 + 0.049X_2 + 0.0028X_3 \quad (\text{Error Variance} = 0.15; R^2 = 0.85)$$

The  $t$ -values for the path coefficients in this second equation were:

- Brand Awareness ( $M \rightarrow Y$ ):  $t =$  (highly significant,  $t > 1.96$ )
- Video Advertisements ( $X_1 \rightarrow$ ):  $t =$  (significant,  $t > 1.96$ )
- Social Media Content ( $X_2 \rightarrow$ ):  $t =$  (significant,  $t > 1.96$ )
- Key Opinion Leaders ( $X_3 \rightarrow$ ):  $t =$  (significant,  $t > 1.96$ )

Together, these variables explain 85% of the variance in consumer purchase decisions ( $R^2 =$  ).<sup>1</sup> Brand awareness emerged as the single most critical factor ( $\beta = 0.77$ ), emphasizing that a strong, positive presence in the consumer's mind is vital for converting initial interest into actual transaction behavior.<sup>1</sup>

The simultaneous fit of the model was tested using an  $F$ -statistic formulation :

$$F = \frac{(n - k - 1)R^2}{k(1 - R^2)} = \frac{(270 - 5 - 1) \cdot 0.85}{5 \cdot (1 - 0.85)} = 299.2$$

Because the calculated  $F$ -value of 299.2 far exceeded the critical table value ( $F_{crit} \approx 2.25$ ), the null hypothesis was rejected. This confirms that video advertisements, social media content, and KOLs, mediated by brand awareness, simultaneously exert a significant positive influence on purchase decisions.

### **Mediation Analysis: Direct, Indirect, and Total Effects**

To understand the role of brand awareness as a mediator, the structural effects were decomposed into direct and indirect paths. Table 9 presents this breakdown. The path analysis confirms a partial mediation model. The direct paths from video advertisements, social media content, and KOLs to purchase decisions remain statistically significant. However, a substantial portion of their total impact is channeled through brand awareness, which acts as a crucial cognitive bridge. Among the independent variables, KOLs achieved the highest total effect (0.62), demonstrating their strong ability to shape brand perceptions and drive consumer purchase choices in the competitive cafe market.

### **Triangulation with Expert Qualitative Judgment**

To complement these quantitative findings, qualitative interviews were conducted with key stakeholders representing coffee shop owners, marketing consultants, regulatory officials, and senior marketing academics.

#### **Cafe Owners and Consultants**

Interviews with local operators like Luthfi Adhipratama and consultant Danny Ariansyah revealed that successful coffee shop marketing has shifted from direct product sales to selling "atmospheres and emotional experiences". Operators noted that video advertisements must move beyond basic menu displays to capture the sensory details of a cafe—such as the sound of steaming milk or the aesthetic play of natural light—to build genuine consumer connections.

Additionally, they emphasized that organic social media feeds must prioritize value over constant sales pitches.<sup>1</sup> Experts recommended an "80/20 content rule," where 80% of content focuses on lifestyle value, education, or aesthetic inspiration, and only 20% features direct promotions. When collaborating with influencers, practitioners caution against focusing solely on follower counts; instead, they prioritize demographic alignment and natural, unscripted reviews to maintain consumer trust and drive actual conversions.

#### **Regulatory and Public Policy Officials**

An interview with R. Firman Nurtafiyana, a regional economic development official in West Java, highlighted several emerging regulatory factors that shape consumer purchase decisions. A key development is the implementation of mandatory "Nutri-Level" nutritional

grading (from Grade A to D) on sweet beverages, as outlined in regional public health guidelines.

This nutritional grading system represents a significant shift for the coffee shop industry, as sweet specialty lattes—often a cafe's most profitable menu items—frequently fall into Grade C or D. Under these guidelines, promotional materials like video advertisements and social media posts must clearly display these grades. For micro-businesses, while the initial phase focuses on education rather than penalties, displaying these grades transparently is vital for building long-term consumer trust.

Furthermore, regulatory experts emphasized the importance of intellectual property protection. Many cafe owners focus heavily on temporary visual trends but fail to register their brand names and logos with the Directorate General of Intellectual Property (DJKI). Without legal trademark protection, businesses are highly vulnerable to brand dilution, which can severely compromise long-term brand awareness and market value.

### **Senior Marketing Academics**

Prof. Dr. Hj. Dewi Indriani Jusuf, a senior marketing academic and president of the West Java Creative Women's Association, validated the study's quantitative results. She observed that the strong mediating role of brand awareness aligns with classical consumer behavior models, where cognitive recognition must precede behavioral commitment.

In a crowded market, consumer purchase decisions are heavily driven by peer references, online reviews, and social media recommendations. To leverage this, she advised that digital promotions must be timed strategically, scheduling high-impact video ads during peak evening hours when target demographics are most active on social media.<sup>1</sup> Ultimately, she confirmed that video advertisements, social media content, and KOLs are highly effective when integrated into a unified strategy that systematically builds brand awareness to drive sustained purchase decisions.

### **Conclusion**

This study demonstrates that the digital promotion triad—video advertisements, social media content, and Key Opinion Leaders (KOLs)—exerts a significant positive influence on consumer purchase decisions in the Greater Bandung coffee shop industry, both directly and through the mediating role of brand awareness.<sup>1</sup> The empirical results yield several clear conclusions:

The descriptive results show that video advertisements and organic social media content are highly effective at capturing consumer attention and are rated favorably by local consumers.<sup>1</sup> However, KOL initiatives and actual purchase decisions score lower, indicating a gap in converting visual interest into actual sales.<sup>1</sup> Furthermore, structural estimation confirms

that video advertisements ( $\gamma = 0.13$ ), social media content ( $\gamma = 0.28$ ), and KOLs ( $\gamma = 0.40$ ) explain 56% of the variance in brand awareness, with KOLs representing the most powerful driver.<sup>1</sup>

Together with brand awareness ( $\beta = 0.77$ ), the digital triad explains 85% of the variance in purchase decisions, highlighting brand awareness as the single most critical factor for converting digital reach into actual transactions.<sup>1</sup> Finally, path decomposition confirms that brand awareness acts as a strong partial mediator for all three digital promotion channels.<sup>1</sup> This indicates that while digital promotions can drive immediate purchases, their long-term effectiveness depends on their ability to build deep, memorable brand awareness

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