

**THE ROLE OF BRAND AWARENESS IN MEDIATING THE EFFECT OF ADVERTISING  
ATTRACTIVENESS ON PURCHASE INTENTION  
(A Study of Prospective Consumers of Kopi Kulo in Denpasar City)**

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**Abstract**

This study aims to examine the effect of advertising appeal on purchase intention with brand awareness as a mediating variable among prospective consumers of Kopi Kulo in Denpasar City. This study was conducted by distributing questionnaires to 100 respondents who interacted with Kopi Kulo advertisements. The data were analyzed using multiple linear regression with a path analysis approach, and hypothesis testing was carried out through simultaneous testing (F-test), partial testing (t-test), and the coefficient of determination test ( $R^2$ ). The results show that advertising appeal has a positive and significant effect on purchase intention and brand awareness. Brand awareness is proven to be able to significantly mediate the effect of advertising appeal on purchase intention. Theoretically, this study contributes to the development of the literature related to the relationship between advertising appeal, brand awareness, and purchase intention. Practically, the results of this study can serve as a consideration for the management of Kopi Kulo Denpasar in designing more attractive and effective advertising strategies, thereby enhancing brand awareness and optimally encouraging consumer purchase intention.

**Keywords:** Advertising Appeal, Brand Awareness, Purchase Intention

## INTRODUCTION

The food and beverage industry in Indonesia, particularly the coffee sector, has shown significant growth along with the increasing national coffee production and consumption, thereby creating substantial opportunities for coffee shop businesses. However, amid intense competition, Kopi Kulo has experienced a consistent decline in market share over the past few years and has been less favored by Generation Z consumers compared to its main competitors. This condition indicates a decrease in consumer purchase intention toward Kopi Kulo, which needs to be examined in depth. Therefore, this study employs the Stimulus–Organism–Response (S-O-R) theory to analyze the effect of advertising appeal on purchase intention with brand awareness as a mediating variable.

The use of brand awareness as a mediating variable in relation to advertising appeal is supported by a study conducted by Permatasari et al. (2021), which obtained analytical results indicating that brand awareness is able to mediate the effect of advertising appeal on purchase intention. The results of a study conducted by Mahardika and Santika (2021) on Madanty Fashion also show that brand awareness is able to mediate the effect of advertising appeal on product purchase intention. Furthermore, a study conducted by Fransiska and Seminari (2018) on the PCX 150 brand also shows that brand awareness is able to mediate the effect of advertising appeal on purchase intention. The results of a study conducted by Yuda and Giantari (2023) on Blibli.com show that brand awareness is able to mediate the effect of advertising appeal on purchase intention. These results indicate that the more attractive the advertisements created, the higher the level of brand awareness perceived by consumers. Therefore, it is important for business actors to create attractive advertisements to increase brand awareness, which will subsequently have an effect on their product purchase intention.

Meanwhile, brand awareness in relation to purchase intention is demonstrated by a study conducted by Permatasari et al. (2021) on Toyota automobile consumers, which shows that brand awareness has a positive and significant effect on purchase intention. The results of a study by Mahardika and Santika (2021) also show that brand awareness has a positive and significant effect on purchase intention at Madanty Fashion. A previous study conducted by Chyntia (2022) also shows that brand awareness has a positive and significant effect on purchase intention at Baticue. The results of a study conducted by Vena (2021) on the Kopi Kenangan brand in Surabaya also show that brand awareness has a positive and significant effect on purchase intention.

The development of the times has created substantial opportunities for businesses to adapt to consumer consumption patterns that are increasingly focused on trends. However, businesses face challenges in creating attractive advertisements and building brand awareness to encourage consumer purchase intention. The urgency of this study lies in providing empirical results regarding the application of advertising appeal as one of the strategies to increase purchase intention mediated by brand awareness at Kopi Kulo coffee shops. An academic examination of the effect of advertising appeal on purchase intention at Kopi Kulo coffee shops with brand awareness as a mediating variable provides a deeper understanding for the company

management of Kopi Kulo coffee shops to evaluate their product sales strategies. This study also aims to provide solutions to research gaps regarding the effect of advertising appeal on purchase intention and to expand the scope of research that is not limited to a single research location, thereby offering a more updated perspective that can be generally implemented.

## **RESEARCH METHOD**

This study employs a quantitative approach with a causal associative method to analyze the cause-and-effect relationships among variables. The focus of this study is to examine the effect of advertising appeal on the purchase intention of prospective consumers of Kopi Kulo, both directly and indirectly through brand awareness as a mediating variable. The independent variable in this study is advertising appeal, the mediating variable is brand awareness, and the dependent variable is purchase intention. Hypothesis testing is conducted to identify the direct effect among variables as well as the role of brand awareness in mediating the relationship between advertising appeal and purchase intention, with path analysis as the main analytical technique (Sugiyono, 2019; Ghazali, 2021).

This study was conducted in Denpasar City, Bali Province, which was selected because it is a center of economic activity with a high level of population density and a dominant productive-age population. These conditions make Denpasar a strategic location for observing consumer behavior, particularly in responding to social media advertising of local coffee beverage products. The population of this study consists of residents domiciled in Denpasar City who have never purchased Kopi Kulo products. Since the exact population size is unknown, it is categorized as an infinite population. The sampling technique used is non-probability sampling with a purposive sampling method, resulting in a total sample of 100 respondents who meet the research criteria (BPS, 2024; Amin et al., 2023).

The research data are obtained from primary and secondary data. Primary data are collected using a five-point Likert scale questionnaire distributed both online and offline, while secondary data are obtained from relevant scientific literature and online sources. Prior to data analysis, the research instrument is tested for validity and reliability to ensure the appropriateness of the measurements. The data analysis techniques include descriptive statistics, inferential statistics, classical assumption tests, and path analysis to examine the direct and indirect effects among variables. Mediation testing is conducted using the Sobel Test and Variance Accounted For (VAF) to determine the strength of the role of brand awareness as a mediating variable (Sugiyono, 2017; Sujarweni, 2022; Preacher & Hayes, 2008).

## **RESULTS AND DISCUSSION**

### **General Overview or Scope of the Research Area**

This study was conducted in Denpasar City, Bali, as a center of economic, educational, and tourism activities with a heterogeneous consumer market and high potential for modern coffee shop businesses. The rapid development of the culinary sector and the high level of competition among coffee shops make Denpasar a relevant location for examining consumer behavior. In addition, the high penetration

of technology and the widespread use of social media allow consumers to be intensively exposed to both digital and offline advertisements. The scope of this study is limited to prospective consumers of Kopi Kulo in Denpasar City who interact with advertisements, with a focus on the effect of advertising appeal on purchase intention through brand awareness as a mediating variable.

### **Demographic Description or Statistical Overview of Respondent Characteristics**

#### **Respondent Characteristics**

**Table 1. Respondent Characteristics**

No	Characteristics	Description	Number	
			Person	%
1	Gender	Male	23	23%
		Female	77	77%
		<b>Total</b>	<b>100</b>	<b>100%</b>
2	Age	16 – 22 Years	56	56%
		23 – 29 Years	21	21%
		30 – 36 Years	15	15%
		> 36 Years	8	8%
		<b>Total</b>	<b>100</b>	<b>100%</b>
3	Education	High School/Vocational School	60	60%
		Diploma	13	13%
		Bachelor's degree	21	21%
		Postgraduate	6	6%
		<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Processed primary data, 2025

Based on the respondent characteristics data, it can be seen that the majority of participants in this study are female, totaling 77 respondents or 77%, while male respondents account for 23 respondents or 23%. This composition indicates that female respondents dominate the study concerning the perceptions of individuals who have never purchased Kopi Kulo. The dominance of female respondents may also indicate that interest or attention toward coffee beverage products in this study is higher among female consumers.

In terms of age, the respondents in this study are dominated by the 16–22 year age group, with 56 respondents or 56%. This is followed by the 23–29 year age group with 21 respondents (21%), the 30–36 year age group with 15 respondents (15%), and the age group above 36 years with 8 respondents (8%). These data indicate that the majority of respondents belong to the younger age group or early productive generation, which is generally more open to contemporary beverage trends but has not yet had transaction experience with Kopi Kulo.

From the perspective of education level, most respondents are graduates of senior high school or vocational high school, totaling 60 respondents or 60%. Meanwhile, diploma graduates account for 13 respondents (13%), bachelor's degree holders for 21 respondents (21%), and respondents with postgraduate education for 6 respondents (6%). This indicates that the majority of research respondents have a

secondary education background, suggesting that their perceptions of Kopi Kulo are likely influenced by general information access and social experiences rather than higher academic exposure related to business or food and beverage marketing.

#### Respondent Description

**Table 2. Respondent Description**

Description	Number of Questionnaires
Total questionnaires distributed	200
Questionnaires not returned	80
<b>Questionnaires returned</b>	<b>120</b>
Questionnaires not meeting the criteria	20
<b>Questionnaires used</b>	<b>100</b>
Response Rate	= 120/200 X 100%
Usable response rate	= 100/120 X 100%

Source: Processed primary data, 2025

Table 2 shows that a total of 200 questionnaires were distributed to respondents, of which 120 questionnaires were returned. After checking the questionnaire responses, 20 questionnaires were excluded because they did not meet the research criteria. The criteria for excluding questionnaires in this study include incomplete data completion and non-compliance with the screening questions related to domicile and experience in consuming the product. Therefore, the total number of questionnaires eligible for analysis in this study is 100 questionnaires.

#### Instrument Test Results

##### 1) Validity Test

**Table 3. Validity Test Results**

No	Variable	Indicator	Total Item Correlation	Description
1	Purchase Intention (Y)	Y.1	0.538	Valid
		Y.2	0.530	Valid
		Y.3	0.439	Valid
2	Advertising Appeal (X)	X.1	0.636	Valid
		X.2	0.545	Valid
		X.3	0.526	Valid
		X.4	0.561	Valid
3	Brand Awareness (M)	M.1	0.621	Valid
		M.2	0.618	Valid
		M.3	0.554	Valid

Source: Processed primary data, 2025

Table 3 demonstrates that all correlation coefficients of the tested variable indicators have item total correlation values greater than 0.30 ( $r > 0.30$ ). These results indicate that all indicators used in this study are proven to be valid.

## 2) Reliability Test

**Table 4. Reliability Test Results**

No	Variable	Cronbach's Alpha	Description
1	Purchase Intention (Y)	0.767	Reliable
2	Advertising Appeal (X)	0.765	Reliable
3	Brand Awareness (M)	0.685	Reliable

Primary data source processed, 2025

Table 4 shows that each Cronbach's Alpha value for the research instruments is greater than 0.60, which means that all instruments are reliable and therefore suitable for use in this study.

### Description of Data Related to Research Variables

**Table 5. Data Description**

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention	100	5.00	11.00	7.63	1,060
Advertising Attraction	100	4.00	11.00	7.94	1,588
Brand Awareness	100	4.00	11.00	7.39	1,385
Valid N (listwise)	100				

Primary data source processed, 2025

Based on the data description table, the following conclusions can be drawn.

- 1) Based on the results of descriptive statistical analysis, the Purchase Intention (Y) variable has a minimum value of 5.00 and a maximum value of 11.00, with a mean value of 7.63 and a standard deviation of 1.06. These findings indicate that, in general, respondents tend to agree with statements related to the intention to make a purchase.
- 2) For the Advertising Appeal (X) variable, the minimum value obtained is 4.00 and the maximum value is 11.00, with a mean value of 7.94 and a standard deviation of 1.59. This indicates that the majority of respondents provide positive assessments and tend to agree with statements related to advertising appeal in the research questionnaire.
- 3) For the Brand Awareness (M) variable, the minimum value obtained is 4.00 and the maximum value is 11.00, with a mean value of 7.39 and a standard deviation of 1.39. Based on these results, it can be concluded that most respondents are aware of and recognize the brand in question and tend to agree with the statements presented in the research instrument related to brand awareness.

## Results of Data Analysis

### Classical Assumption Test

#### 1) Normality Test

**Table 6. Normality Test of Regression Model 1**

Unstandardized Residual	
N	100
Asymp. Sig.(2-tailed)	0.078

Primary data source processed, 2025

**Table 7. Normality Test of Regression Model 2**

Unstandardized Residual	
N	100
Asymp. Sig.(2-tailed)	0.071

Primary data source processed, 2025

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov procedure, as presented in Table 6 and Table 7, the Asymp. Sig. (2-tailed) value is 0.078 for the first regression model and 0.071 for the second regression model. Both values are above the significance level ( $\alpha = 0.05$ ). Therefore, the results indicate that the data distribution in both regression models satisfies the normality assumption, and the data are suitable for further statistical analysis.

#### 2) Multicollinearity Test

**Table 8. Multicollinearity Test of Regression Model 2**

Model	Tolerance	VIF
1 Advertising Appeal (X)	0.811	1,233
Brand Awareness (M)	0.811	1,233

Primary data source processed, 2025

Based on the results of the multicollinearity test presented in Table 8, the Tolerance value obtained for both independent variables, namely Advertising Appeal (X) and Brand Awareness (M), is 0.811. This Tolerance value is greater than the threshold of 0.10, indicating the absence of multicollinearity problems. In addition, the Variance Inflation Factor (VIF) value for both variables is 1.233, which is below the critical limit of  $< 10$ . Therefore, it can be concluded that the independent variables in Regression Model 2 are free from multicollinearity and are suitable for regression analysis.

#### 3) Heteroscedasticity Test

**Table 9. Heteroscedasticity Test for Regression Model 1**

Model	Sig.
1 (Constant)	0.657
Advertising Appeal (X)	0.063

Primary data source processed, 2025

**Table 10. Heteroscedasticity Test for Regression Model 2**

Model	Sig.
(Constant)	0.238
2 Advertising Appeal (X)	0.139
Brand Awareness (M)	0.197

Primary data source processed, 2025

Based on the results of the heteroskedasticity test shown in Table 9 and Table 10, the Advertising Appeal (X) variable has a significance (Sig.) value greater than 0.05. This indicates that the variable does not have a significant effect on the absolute residuals. Similarly, the Brand Awareness (M) variable also shows a significance value greater than 0.05, indicating that this variable does not have a significant effect on the absolute residuals. Therefore, both regression models in this study are declared free from heteroskedasticity problems.

#### Path Analysis Test

- 1) Model Feasibility Test or Simultaneous Test (F-test)

**Table 11. Model Feasibility Test Results (F-test) of Regression Model 1**

Model	Sig.	Results
Regression	<0.001	Worthy

Primary data source processed, 2025

**Table 12. Model Feasibility Test Results (F-test) of Regression Model 2**

Model	Sig.	Results
Regression	0.005	Worthy

Primary data source processed, 2025

Based on the results of the ANOVA test presented in Table 11 and Table 12, the first regression model shows a significance value of < 0.001, which is lower than the significance level of 0.05. This indicates that the Advertising Appeal (X) variable simultaneously has a significant effect on Brand Awareness (M).

Furthermore, in the second regression model, the obtained significance value is 0.005, which is also below the significance threshold of 0.05. Thus, it can be concluded that Advertising Appeal (X) and Brand Awareness (M) simultaneously have a significant effect on Purchase Intention (Y). Overall, both regression models meet the model feasibility criteria with significance values < 0.05, indicating that the regression models used in this study are feasible for further interpretation.

- 2) Coefficient of Determination Test (R<sup>2</sup>)

**Table 13. Coefficient of Determination Test Results (R<sup>2</sup>) of Regression Model 1**

Model	Adjusted R Square
1	0.42

Primary data source processed, 2025

**Table 14. Coefficient of Determination Test Results (R<sup>2</sup>) of Regression Model 2**

Model	Adjusted R Square
2	0.57

Primary data source processed, 2025

Based on Table 13 and Table 14, the results of the coefficient of determination test in the first regression model show that the Adjusted R Square value is 0.189. This means that the Advertising Appeal (X) variable is able to explain variations in the Brand Awareness (M) variable by 18.9%, while the remaining 81.1% is influenced by other factors not included in this research model.

Furthermore, in the second regression model, the Adjusted R Square value obtained is 0.104. This indicates that the Advertising Appeal (X) and Brand Awareness (M) variables together are able to explain variations in the Purchase Intention (Y) variable by 10.4%, while the remaining 89.6% is explained by other variables outside this research model.

Thus, although both regression models show significant effects, the proportion of variance explained by the independent variables in this study is still relatively small, indicating that other external factors also play a role in influencing the dependent variable.

### 3) Partial Test (t-Test)

The t-test is used to measure whether each independent variable has a significant partial effect on the dependent variable in the regression model. In other words, this test aims to identify the individual contribution of each independent variable in explaining changes in the dependent variable.

In this study, the testing was conducted using linear regression methods, namely multiple linear regression for the model involving two independent variables and simple linear regression for the model using only one independent variable. The significance value (Sig.) was compared with the significance level ( $\alpha$ ) of 0.05. If the significance value is less than 0.05, the independent variable is declared to have a significant partial effect on the dependent variable. The results of the t-test for each model are presented in the following tables.

**Table 15. Regression Analysis Results of Model 1**

Model	Unstandardized Coefficients B	t	Sig.	Description
1 Advertising Appeal (X)	-0.379	-4,781	<0.001	Have a significant impact

Primary data source processed, 2025

**Table 16. Results of Regression Analysis of Model 2**

Model	Unstandardized Coefficients B	t	Sig.	Description
1 Advertising Appeal (X)	0.213	2,982	0.004	Have a significant impact
2 Brand awareness (M)	-0.008	-0.094	0.926	No significant impact

Primary data source processed, 2025

To construct the path model in this study, standardized coefficient beta values and standardized error coefficients are required, as presented in Table 17 and Table 18 below.

**Table 17. Standardized Coefficient Beta Values of Regression Model 1**

Variable	Standardized Coefficient Beta	Coefficient Standardized Error
Advertising Attraction (X)	-0.435	0.079

Primary data source processed, 2025

**Table 18. Standardized Coefficient Beta Values of Regression Model 2**

Variable	Standardized Coefficient Beta	Coefficient Standardized Error
Advertising Appeal (X)	0.318	0.071
Brand Awareness (M)	-0.010	0.082

Primary data source processed, 2025

#### 4) Sobel test

**Table 19. Sobel Test Results**

Model	Sobel Test Statistic	One-tailed Probability	Two-tailed Probability	Description
1 Advertising Attraction	0.097	0.046	0.922	No significant effect

Primary data source processed, 2025

Based on the Sobel test results, the Sobel Test Statistic value obtained is 0.975 with a one-tailed probability value of 0.046. Since this probability value is smaller than the significance level of 0.05, it can be concluded that Brand Awareness plays a significant mediating role in the relationship between Advertising Appeal and Purchase Intention. In other words, the effect of advertising appeal does not only occur directly on purchase intention, but also indirectly through an increase in brand awareness.

This indicates that the more attractive the advertisements presented, the higher the level of consumer brand awareness, which ultimately encourages consumers to have the intention to purchase the product. This finding supports the hypothesis that brand awareness is an important mediating variable in strengthening the relationship between advertising appeal and purchase intention among prospective consumers.

### Discussion of Research Results

#### Advertising appeal has a positive and significant effect on purchase intention.

The first hypothesis states that advertising appeal has a positive and significant effect on purchase intention. The results of the t-test show a significance value of < 0.004 (< 0.05), which confirms that advertising appeal is significantly able to increase the purchase intention of prospective consumers. This finding is in line with the study by Rahmawati et al. (2025), which states that attractive advertisements can shape positive perceptions and encourage consumers' tendency to make a purchase. However, this result differs from the study by Regina and Aninditas (2022), which found that advertising appeal does not always have a significant effect on brand

attitude or purchase intention. Nevertheless, based on the empirical evidence in this study, the first hypothesis (H1) is accepted.

**Advertising appeal has a positive and significant effect on brand awareness.**

The second hypothesis states that advertising appeal has a positive and significant effect on brand awareness. The results of the t-test show a significance value of  $< 0.001$  ( $< 0.05$ ), indicating that advertising appeal is clearly able to increase brand awareness among prospective consumers. This finding is consistent with the study by Febyanthi and Ekawati (2025), which emphasizes that attractive advertisements can enhance consumers' ability to recognize and recall a brand. However, this result is not fully in line with the study by Yolanda and Astuti (2025), which states that advertising appeal does not always have a significant effect on brand awareness. Nonetheless, based on the empirical findings of this study, the second hypothesis (H2) is accepted.

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

The third hypothesis states that brand awareness has a positive and significant effect on purchase intention. The results of the t-test show a significance value of  $0.926$  ( $> 0.05$ ), indicating that brand awareness does not have a significant effect on the purchase intention of prospective consumers. This finding is in line with the study by Azzari and Pelissari (2020), which states that brand recognition does not necessarily encourage purchase intention. Although this result is not consistent with the study by Gazali and Ekawanto (2024), based on the empirical results of this study, the third hypothesis (H3) is rejected.

**Brand awareness mediates the relationship between advertising appeal and purchase intention.**

The fourth hypothesis states that brand awareness mediates the relationship between advertising appeal and purchase intention. The Sobel test results show a one-tailed probability value of  $0.046$  ( $< 0.05$ ), indicating that brand awareness plays a significant role as a mediating variable. This finding is consistent with the study by Muadzin and Lenggogeni (2021), which confirms that attractive advertisements increase brand awareness and ultimately encourage consumer purchase intention. Although this finding differs from the results of Ghifari et al. (2023), the empirical results of this study indicate that the fourth hypothesis (H4) is accepted.

## **CONCLUSION**

- 1) Advertising Appeal has a positive and significant effect on Purchase Intention. This indicates that attractive advertisements are able to directly encourage consumers to purchase Kopi Kulo products.
- 2) Advertising appeal has a positive and significant impact on brand awareness. The more engaging the advertisement, the higher consumer awareness of the Kopi Kulo brand.
- 3) Brand Awareness does not have a significant effect on Purchase Intention. A high level of brand awareness does not always encourage consumers to make a purchase.
- 4) Brand Awareness mediates the effect of Advertising Appeal on Purchase Intention. Although attractive advertisements are able to increase brand

awareness, the effect of advertising appeal on purchase intention occurs directly without passing through brand awareness as a mediating variable.

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