

The Influence of Brand Awareness, Price, and Product Quality on Purchase Decisions with Social Media Marketing as a Moderator: A Case Study at D'Coffee Cup Merr Surabaya

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ARTICLE INFO

DOI: 10.32832/jmuika.v17i1.21213

Article history:

Received:

07 Agustus 2025

Accepted:

04 September 2025

Available online:

05 Februari 2026

Keywords:

brand awareness, price, product quality, social media marketing, purchase decision, digital marketing

ABSTRACT

The rapid growth of the coffee industry in Indonesia has intensified competition, making it crucial for businesses to understand the factors influencing consumer purchase decisions. This study aims to analyze the influence of Brand Awareness, Price, Product Quality, and Social Media Marketing on Purchase Decisions, with Social Media Marketing examined as a moderating variable. A quantitative approach was employed by distributing questionnaires to 121 respondents, and the data were analyzed using validity and reliability tests, the Durbin–Watson autocorrelation test, and multiple linear regression with moderation analysis. The validity test results showed all items were valid (r count $>$ r table, significance $<$ 0.05) and reliable (Cronbach's Alpha $>$ 0.6), while the Durbin–Watson value of 1.896 indicated no autocorrelation. The results reveal that Brand Awareness, Price, and Product Quality simultaneously have a significant effect on Purchase Decisions. Partially, Brand Awareness and Price exert a positive and significant influence, whereas Product Quality shows a positive but insignificant effect. Social media Marketing significantly moderates the relationship between Brand Awareness and Purchase Decisions, as well as between Product Quality and Purchase Decisions, but not between Price and Purchase Decisions. These findings underscore the importance of digital marketing in strengthening brand recognition and perceived product quality in driving consumer behavior.

INTRODUCTION

The coffee business is expanding rapidly as both global and local demand continue to rise, positioning it as a key sector for economic growth and new business opportunities. Indonesia ranks as the world's third-largest coffee producer, following Brazil and Vietnam, with a green coffee output of 794,762 tons in 2022 (FAOSTAT, 2023). The distinctive flavors and high quality of Indonesian coffee—both Arabica and Robusta—remain its most significant competitive advantages, ensuring strong demand in the international market. In addition to driving job creation and export revenues, the surge in local coffee consumption is fueled by a vibrant coffee culture and the increasing number of coffee shops, offering businesses substantial opportunities for market expansion and brand development.

However, despite this positive growth, competition in the coffee shop sector is intensifying, requiring businesses to adopt effective marketing strategies to differentiate themselves. Previous studies have shown that factors such as brand awareness, price, and product quality can significantly influence purchase decisions (Rahman et al., 2024), while social media marketing plays an increasingly critical role in shaping consumer perceptions. Yet, there is limited empirical research examining how social media marketing moderates the relationship between these factors and purchase decisions, particularly in the Indonesian coffee shop context. This research gap provides the basis for the present study, which seeks to investigate the influence of brand awareness, price, product quality, and social media marketing on purchase decisions in the coffee business.

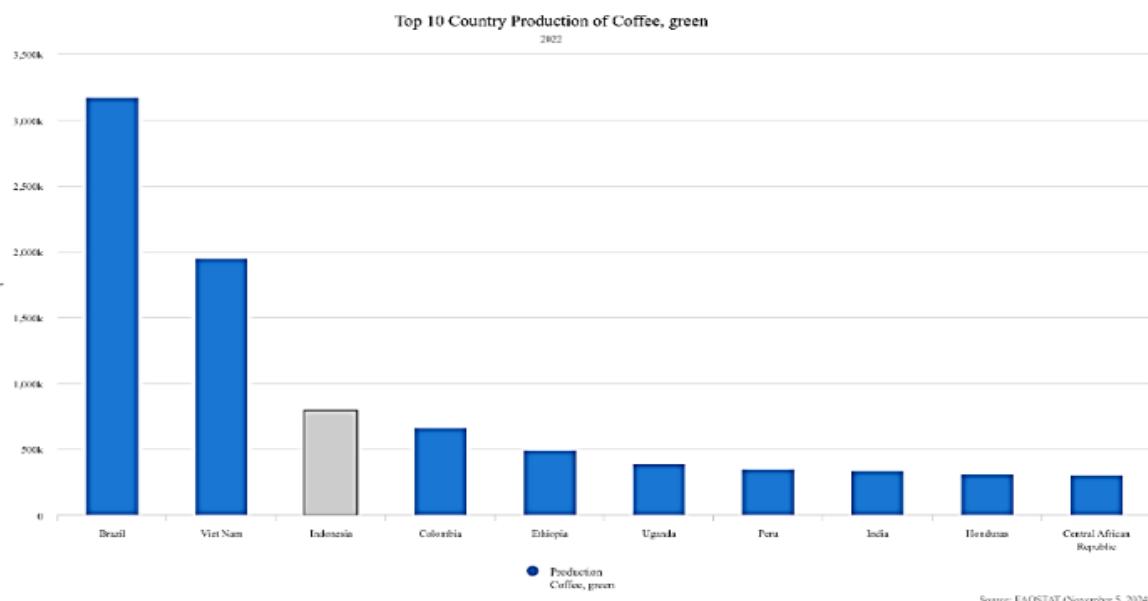


Figure 1 Average Production Data for the 10 Largest Coffee Producing Countries

Source: FAOSTAT, 2023

The coffee sector in Indonesia plays a crucial role in the country's financial system, owing to its significant position as a major global coffee supplier, shipping primary products like Arabica and Robusta to nations worldwide. The coffee-making process includes many different participants, ranging from growers located in areas like Aceh, Sumatra, Java, Bali, and Sulawesi, to those who refine and sell the products. In Indonesia, enjoying coffee is a deeply established custom, demonstrated by both conventional tubruk coffee and the rising popularity of trendy coffee places found in big cities (Dermawansyah & Rizqi, 2021). A successful example of a coffee shop is D'Coffeecup Merr in Surabaya, offering a diverse selection of excellent coffee sourced from local growers, as well as contemporary amenities such as Wi-Fi and round-the-clock availability. D'Coffeecup Merr's advertising strategy uses social media sites like Instagram and TikTok as tools to connect with younger demographics, improve how well people know the brand, and promote customer devotion through innovative material, partnerships with influencers, and digital communication (Ayunda et al., 2023).

Based on the average sales data of D'Coffeecup Merr for one month as shown in Table 1 below, it can be seen that the product category with the highest sales contribution is Coffee Beverages with 1,250 units sold and a total revenue of Rp37,500,000. Furthermore, the Main Courses/Heavy Meals category also made a significant contribution, namely 820 units with a sales value of Rp32,800,000. Meanwhile, Non-Coffee Beverages recorded sales of 950 units with a total of Rp28,500,000, which shows that beverages other than coffee are also in demand by consumers although not as large as coffee-based drinks. The Light Meals/Snacks category is in last place with 670 units sold and a value of Rp13,400,000. Overall, the average total monthly sales of D'Coffeecup Merr reached 3,690 units of products with a total revenue of Rp112,200,000, which confirms that coffee-based drinks are still the leading product and the main supporter of business income.

Table 1 Average Sales Data for D'Coffeecup Merr in 1 Month

Product Category	Units Sold	Total Sales (IDR)
Coffee Beverages	1,25	Rp 37,500,000
Non-Coffee Beverages	950	Rp 28,500,000
Light Meals/Snacks	670	Rp 13,400,000
Main Courses/Heavy Meals	820	Rp 32,800,000

Source: Research Result Owner D'coffee Cup Merr (Processed), 2025

Based on the average monthly purchase data for D'Coffeecup Merr, as shown in Table 2 below, the average number of visitors reaches 5,250 people per month, or approximately 175 people per day. Of these, 3,690 transactions were recorded, equivalent to an average of 123 transactions per day. This indicates that not all visitors make purchases, but the conversion rate from visitors to buyers is quite high, at 70.3%. This figure confirms that the majority of D'Coffeecup Merr visitors have high potential to make transactions, so the implemented marketing strategy can be said to be quite effective in attracting visitors to purchase products.

Table 2 Average Monthly Purchases of D'Coffeecup Merr

Description	Amount
Average Total Visitors per Month	5,250 people
Total Transactions	3,690 transactions
Average Daily Visitors	175 people
Average Daily Transactions	123 transactions
Visitor-to-Buyer Conversion Rate	70.3%

Source: Research Result Owner D'coffee Cup Merr (Processed), 2025

Based on the results of the D'Coffeecup Merr customer satisfaction survey in Table 3 below, the overall satisfaction level was 4.73 on a scale of 5, indicating that the majority of customers were very satisfied with the services and products provided. The aspect with the highest score was cafe cleanliness with a score of 4.9, confirming that consumers highly value the cafe's well-maintained and comfortable atmosphere. Meanwhile, beverage quality, staff friendliness, and seating comfort all received high scores of 4.8, indicating that the customer experience aspect, both in terms of product and service, has been carried out very well. Food quality and price relative to quality also received positive ratings (4.7), although there is still room for improvement in aspects of service speed (4.6) and Wi-Fi access and supporting facilities (4.5). Overall, this data shows that D'Coffeecup Merr has succeeded in creating a satisfying customer experience, with minor improvements in supporting services that can further increase customer loyalty.

Table 3 of D'Coffeecup Customer Satisfaction Survey Results

Evaluated Aspect	Average Score (1-5)
Beverage Quality	4.8
Food Quality	4.7
Café Cleanliness	4.9
Service Speed	4.6
Staff Attitude & Friendliness	4.8
Seating Comfort	4.8
Wi-Fi Access and Facilities	4.5
Price Relative to Quality	4.7

Source: Research Result Customer D'coffee Cup Merr (Processed), 2025

This research endeavors to examine how brand recognition, cost, and the standard of goods impact the choices consumers make when buying at D'Coffeecup Merr Surabaya, with the understanding that social media marketing has a moderating effect. Even though customers generally express considerable contentment, there's still potential for enhancement in the service and amenities offered, notably Wi-Fi access. Decisions to purchase are shaped by a blend of logical and sentimental elements, notably the brand's image, the atmosphere, cost considerations, the level of quality, and communal interactions. The development of preferences and unwavering allegiance heavily depends on brand recognition, whereas consumers' sense of value is increased by reasonably priced goods that match the quality offered. The assessment of product quality encompasses its practical benefits and the related emotional gratification. D'Coffeecup Merr's approach is considered successful in both drawing in and keeping patrons by guaranteeing consistent quality, delivering superior service, and using social media to boost the brand's image and marketing efforts.

In the connection among brand recognition, cost, and product quality in purchase choices, social media marketing serves as a powerful enhancer. Social media has developed into a crucial platform for influencing consumer opinions and loyalty through engaging content, endorsements, and partnerships with well-known personalities. This study emphasizes the shortcomings of earlier investigations, which have not adequately investigated how social media moderates in the current coffee sector. D'Coffeecup Merr was selected as the study's focus because of its distinctive fusion of digital techniques, superior product quality, and close ties to Surabaya's younger population. This research aims to broaden scholarly knowledge in the field of marketing, offer useful advice to those working in the culinary industry, and act as a guide for further study on the elements that affect consumer purchase choices in the age of digital marketing.

RESEARCH METHODS

This research employs a quantitative approach with a causal associative design aimed at analyzing the effect of Brand Awareness, Price, and Product Quality on Purchase Decisions, with Social Media Marketing acting as a moderating variable. The study was conducted as a case study at D'Coffee Cup Merr Surabaya, a coffee shop operating in a competitive market where digital marketing plays a significant role in influencing consumer behavior. The research population comprised customers who had purchased products from D'Coffee Cup Merr Surabaya and had been exposed to its social media content. A purposive sampling technique was applied to ensure respondents met the predetermined criteria, namely individuals who had made at least one purchase and had interacted with the brand's digital content. Using the Slovin formula with a 5% margin of error, a total of 121 respondents were selected to represent the population.

Data collection was carried out using a structured questionnaire distributed through two

channels: offline (in-store) and online (Google Forms) to reach a wider range of respondents. The questionnaire was divided into several sections, covering demographic information and measurement items for each variable. All items were measured using a five-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). Measurement indicators for Brand Awareness, Price, Product Quality, Purchase Decisions, and Social Media Marketing were adapted from previously validated instruments found in relevant literature to ensure content validity. A pilot test was conducted prior to the main survey to refine the questionnaire items and confirm their clarity and reliability. The results of the validity test indicated that all statement items were valid ($r_{\text{count}} > r_{\text{table}}$, significance < 0.05), and reliability testing using Cronbach’s Alpha yielded values above 0.6 for all variables, indicating acceptable internal consistency.

The collected data were analyzed using descriptive statistics, multiple linear regression, and moderated regression analysis (MRA) to test the hypothesized relationships, including the moderating role of Social Media Marketing. Prior to hypothesis testing, several classical assumption tests were conducted to ensure the suitability of the regression model, namely the normality test (Kolmogorov–Smirnov), multicollinearity test (Variance Inflation Factor and tolerance values), heteroscedasticity test (Glejser test), and autocorrelation test (Durbin–Watson). The Durbin–Watson statistic of 1.896 indicated no autocorrelation in the model, while other tests confirmed that the assumptions for regression analysis were met. All analyses were performed using SPSS software, with a significance level of 5% ($\alpha = 0.05$) applied to determine statistical significance.

RESULTS & DISCUSSION

The results of the analysis show that brand awareness, price, and product quality simultaneously have a significant influence on purchasing decisions at D’Coffee Cup Merr Surabaya, as indicated by the F-test results surpassing the critical value at a 5% significance level. This means that when the three independent variables are considered together, they explain a substantial proportion of the variance in consumers’ decision-making. Partially, the regression analysis reveals that brand awareness and price each exert a positive and statistically significant effect on purchasing decisions, confirming their strong role in influencing consumer choice. However, product quality, although showing a positive coefficient, does not have a statistically significant effect in isolation, suggesting that consumers may already perceive the coffee quality as meeting expected standards, thereby diminishing its role as a deciding factor. It is important to note that terminology consistency emerged as an issue during the analysis, as the dataset and interpretation sometimes interchangeably use “brand awareness” and “brand recognition.” This inconsistency could potentially lead to interpretive ambiguity and should be addressed in future reporting to maintain conceptual clarity.

The moderation analysis results reveal that social media marketing moderates the relationship between brand awareness and purchasing decisions, as well as between product quality and purchasing decisions, but not between price and purchasing decisions. This finding indicates

that social media marketing strengthens the impact of brand-related and quality-related perceptions on consumer behavior, but price sensitivity remains relatively unaffected by online promotional efforts. Interestingly, while the moderation effects are discussed in depth in the discussion section, the interaction term test results are not explicitly displayed in the results tables, which somewhat limits the transparency of the statistical evidence. Providing these results—such as the coefficients, standard errors, and significance levels for the interaction terms—would have enhanced the rigor and reproducibility of the study. Nevertheless, the significant moderation effects observed are consistent with current digital marketing literature, which highlights the role of social media as an amplifier of brand-related perceptions and a facilitator of product storytelling.

In addition to statistical tests, several diagnostic checks were conducted to ensure the validity of the regression model. The normality test, as visualized in the probability–probability (P–P) plot, shows that the data points align closely with the diagonal line, indicating that the residuals are normally distributed. Similarly, the heteroscedasticity test, illustrated through a scatterplot of standardized residuals versus predicted values, displays a random distribution of points without discernible patterns, suggesting that the assumption of homoscedasticity is met. A brief description of these graphical results is presented directly below each figure to assist in reader interpretation. These diagnostic outcomes strengthen the reliability of the regression results, ensuring that the statistical assumptions underlying the model are satisfied. Overall, the results provide empirical evidence that brand awareness and price are key drivers of purchasing decisions, with social media marketing serving as an important strategic moderator in the coffee shop industry context.

Validity Test. The purpose of the validity test is to determine how well each questionnaire item actually measures the intended concept. Utilizing SPSS software, this evaluation was performed through the Pearson correlation method. The test outcomes revealed that for every item within the variables of Brand Awareness (X1), Price (X2), Product Quality (X3), Purchase Decision (Y), and Social Media Marketing (Z), the computed r value exceeded the table r value (0.1786), and the significance value was below 0.05. Consequently, it can be stated that all items within each variable are valid and appropriate for gathering research data.

Reliability Test. The purpose of the reliability test is to evaluate the consistency of the questionnaire or measuring tool employed in the study. The test was carried out utilizing Cronbach's Alpha, with a variable deemed reliable if its value surpasses 0.6. The results of the analysis indicate that all variables, specifically Brand Awareness ($\alpha = 0.679$), Price ($\alpha = 0.685$), Product Quality ($\alpha = 0.683$), Purchase Decision ($\alpha = 0.753$), and Social Media Marketing ($\alpha = 0.718$), possess Cronbach's Alpha values that are higher than the predetermined benchmark. As a result, it was demonstrated that all instruments utilized in this research are reliable and capable of delivering consistent findings.

Normality Test

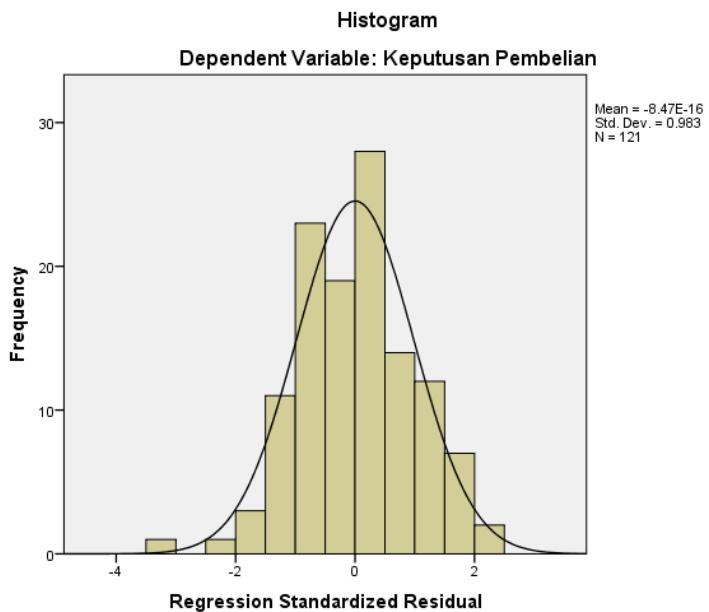


Figure 2 Normality Test Kolmogorov-Smirnov (K-S)

Source: Research Result SPSS Processed, 2025

The histogram depicting Regression Standardized Residuals, as shown in the image, takes on a bell-like form and exhibits symmetry, suggesting that the normality test results conform to a normal distribution pattern.

Linearity Test. Based on the results of the linearity test shown in Table 4, all independent variables in this study are stated to have a linear relationship with the dependent variable. This is indicated by the Significance Deviation from Linearity value for each variable, which is all greater than the significance limit value of 0.05. In detail, the Brand Awareness variable (X1) has a significance value of 0.168, Price (X2) of 0.097, Product Quality (X3) of 0.154, and Social Media Marketing (Z) of 0.072. These values indicate that there is no significant deviation from the linear relationship between variables, so the linear regression model used in this study is feasible to continue to the next stage of analysis. Thus, this linearity test strengthens the statistical basis that the relationship between variables can be analyzed quantitatively using the linear regression method.

Table 4 Linearity Test

No.	Variabel	Sig deviation from linearity	Sig
1.	Brand Awareness (X1)	0,168	0,05
2.	Price (X2)	0,097	0,05
3.	Product Quality (X3)	0,154	0,05
4.	Social Media Marketing(Z)	0,072	0,05

Source: Research Result SPSS Processed, 2025

Reviewing the linearity test findings presented in the table previously mentioned, the comprehensive significance level pertaining to the connection involving the variables that are independent and those that are dependent is determined to be exceeding 0.05, leading to the conclusion that the connection exhibits a structure that is linear.

Multicollinearity Test. The results in Table 5 below show that Brand Awareness has a positive and significant effect on purchasing decisions, with a coefficient of $B = 0.211$, a t -value of 2.463, and a significance level of 0.015 (<0.05). The Price variable has the most dominant influence, with a coefficient of $B = 0.464$, a t -value of 4.923, and a significance level of 0.000 (<0.05), indicating that price is a primary determinant in purchasing decisions. Furthermore, Social Media Marketing also has a significant positive effect, with a coefficient of $B = 0.422$, a t -value of 3.810, and a significance level of 0.000, confirming the importance of digital marketing strategies in attracting consumers. Meanwhile, Product Quality does not have a significant effect, with a significance level of 0.248 (>0.05), despite its negative coefficient ($B = -0.117$). The multicollinearity test results show that all variables have a Tolerance value > 0.10 and a VIF < 10 , thus concluding that there are no multicollinearity issues in the regression model. Therefore, this regression model is suitable for analyzing the influence of independent variables on purchasing decisions.

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
(Constant)	4.785	4.156		1.151	0.252		
Brand Awareness	0.211	0.086	0.189	2.463	0.015	1.000	1.000
Price	0.464	0.094	0.415	4.923	0.000	0.826	1.211
Product Quality	-0.117	0.101	-0.108	-1.160	0.248	0.671	1.491
Social Media Marketing	0.422	0.111	0.333	3.810	0.000	0.766	1.305

a. *Dependent Variable: Purchase Decision*
 Source: Research Result (Processed), 2025

Referring to the multicollinearity test results presented in the table previously, the following tolerance scores were observed: the tolerance for brand awareness (X1) was found to be 1.000, the tolerance for price (X2) was 0.826, the tolerance for product quality (X3) was 0.671, and the tolerance for social media marketing (Z) was 0.766. Given that all tolerance scores for these variables exceed the threshold of 0.10, and considering that the Variance Inflation Factor (VIF) values for the price variable (X1), the product quality variable (X2), the promotion variable (X3), and customer satisfaction (Z) are all below the threshold of 10, the determination can be made that the regression model in question is not affected by multicollinearity.

Heteroscedasticity Test. Based on the scatterplot in Figure 3 below, the residual points are randomly distributed around the zero horizontal line, without forming any clear pattern. This random distribution of data indicates that the heteroscedasticity assumption does not occur, thus the regression model used in this study meets the classical assumption of homoscedasticity. Therefore, the model can be considered suitable for further regression analysis because the residual error is constant and unaffected by the predicted value of the dependent variable.

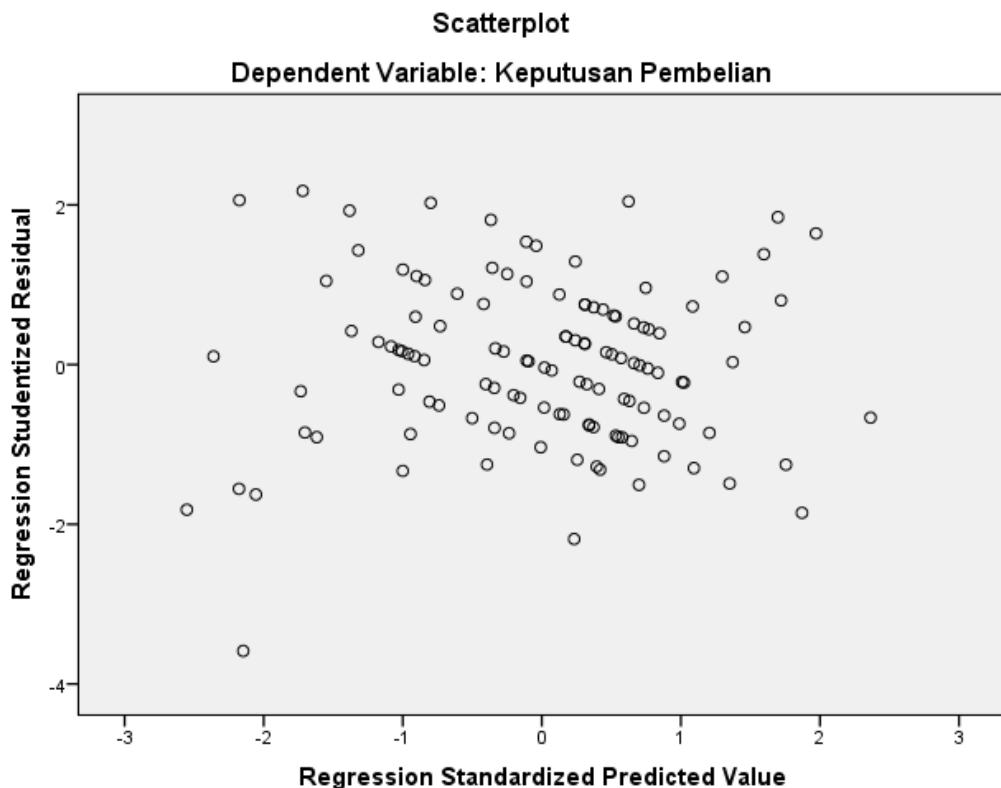


Figure 3 Heteroscedasticity Test

Source: *Research Result (Processed)*, 2025

Looking at the scatterplot presented earlier, it is clear that the data points are distributed haphazardly, without any concentration above or below a central line, lacking any funnel-like shape that either narrows or widens, and failing to create any recognizable arrangement. Therefore, we can infer that the model utilized in this research does not demonstrate the presence of heteroscedasticity.

Autocorrelation Test. Based on the Model Summary results in Table 6, an R value of 0.566 was obtained, indicating a fairly strong relationship between the independent variables (social media marketing, brand awareness, price, and product quality) and the dependent variable, namely purchasing decisions. The R Square value of 0.320 means that 32% of the variation in purchasing decisions can be explained by the four independent variables in this model, while the remaining 68% is influenced by other factors outside the study. The Adjusted R Square value of 0.297 shows an adjustment to the number of predictor variables used, which is still

quite consistent with the R Square value. The standard error of the estimate of 2.039 indicates the level of prediction error in the model, while the Durbin-Watson value of 1.896 is around 2, so it can be concluded that there is no autocorrelation problem in the data. Thus, this regression model can be declared suitable for use in testing the influence of independent variables on purchasing decisions.

Based on the results of the autocorrelation test, the Durbin-Watson value was 1.896. This value is around 2, which indicates that the regression model does not experience autocorrelation problems, so that the residual data is independent. In addition, the R value of 0.566 indicates a fairly strong relationship between the independent variables consisting of social media marketing, brand awareness, price, and product quality on the dependent variable, namely purchasing decisions. The R Square value of 0.320 indicates that 32% of the variation in purchasing decisions can be explained by these variables, while the remaining 68% is influenced by other factors outside this research model. This confirms that the regression model is quite suitable for use in testing the influence of independent variables on purchasing decisions. The subsequent deductions are formulated depending on the preceding autocorrelation analysis. Given $N = 121$, $D = 1.896$, $dL = 1.6357$, and $dU = 1.7721$, alongside the Durbin-Watson statistic residing in the interval $dU < D < 4 - dU$ ($1.7721 < 1.896 < 2.2279$), it is reasonable to infer that the regression model is devoid of autocorrelation.

Coefficient of Determination Test. Based on the Model Summary results in Table 7 below, an R value of 0.685 was obtained, indicating a strong relationship between the independent variables (product quality, brand awareness, and price) and the dependent variable, namely purchasing decisions. The R Square value of 0.535 means that 53.5% of the variation in purchasing decisions can be explained by the three independent variables studied, while the remaining 46.5% is influenced by other factors outside the model. The Adjusted R Square value of 0.516 indicates a more accurate adjustment to the number of predictor variables and research samples, which is relatively consistent with the R Square value. Meanwhile, the standard error of the estimate of 1.534 indicates a fairly low level of model prediction error. Thus, this regression model can be said to be quite good in explaining the influence of product quality, brand awareness, and price on consumer purchasing decisions.

The results of the determination coefficient test show that the R value of 0.685 indicates a fairly strong relationship between product quality, brand awareness, and price on consumer purchasing decisions. The R Square value of 0.535 means that 53.5% of the variation in purchasing decisions can be explained by these three variables, while the remaining 46.5% is influenced by other factors outside this research model. Meanwhile, the Adjusted R Square value of 0.516 shows that the regression model used is quite good in explaining the relationship between variables, with a standard error of 1.534 which indicates a relatively small level of prediction error. The examination of the aforementioned test outcomes revealed an R Square value, specifically 0.535, which translates to 53.5%. A valid interpretation of these

results is that the factors of familiarity with the brand, the cost, and the standard of the item account for 53.5% of the variance in the decision to buy, with the other 46.5% being influenced by a collection of additional factors.

F-test. Based on the ANOVA test results in Table 6, the calculated F value was 12.008 with a significance level of 0.000 ($p < 0.05$). This indicates that the regression model constructed with the independent variables of product quality, brand awareness, and price simultaneously had a significant effect on the dependent variable, namely purchasing decisions. In other words, these three variables together were able to explain variations in consumer purchasing decisions. Because the significance value was less than 0.05, the null hypothesis (H_0) stating there was no effect was rejected, and the alternative hypothesis (H_a) was accepted. These results confirm that the regression model used was appropriate to explain the relationship between the research variables.

Table 6 F-test ANNOVA²

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	167.078	3	55.693	12.008	0.000
Residual	542.624	117	4.638		
Total	709.702	120			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Awareness, Price

Source: Research Result SPSS Processed, 2025

The F statistic from the previously mentioned test data is 12.008, and its significance is 0.000, which is less than 0.05. Given these findings, H_1 is accepted, indicating that brand awareness (X_1), price (X_2), and product quality (X_3) together have a noteworthy impact on the purchasing choices (Y) made at D'Coffee Cup Merr Surabaya.

T-test. Based on Table 7 Coefficients, the regression equation is as follows: Purchase Decision = $12.292 + 0.207$ (Brand Awareness) + 0.478 (Price) + 0.050 (Product Quality). The partial test results indicate that Brand Awareness has a positive and significant effect on purchase decisions, with a coefficient value of $B = 0.207$, a t-value of 2.293, and a significance level of 0.024 (<0.05). Price also has a positive and significant effect, with a coefficient value of $B = 0.478$, a t-value of 4.814, and a significance level of 0.000 (<0.05), indicating that price has the most dominant influence on purchase decisions (Beta = 0.428). Meanwhile, Product Quality does not have a significant effect on purchase decisions, with a significance value of 0.602 (>0.05) and a coefficient of $B = 0.050$. Thus, it can be concluded that consumer purchasing decisions are more influenced by price and brand awareness factors than by product quality.

Table 7 T-test. Coefficients^a

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	12.292	3.865		3.180	0.002
Brand Awareness	0.207	0.090	0.185	2.293	0.024
Price	0.478	0.099	0.428	4.814	0.000
Product Quality	0.050	0.096	0.047	0.523	0.602

a. Dependent Variable: Purchase Decision

Source: Research Result SPSS Processed, 2025

Given the observed significance level for both brand awareness and price stands below 0.05, coupled with a t-value surpassing the t-table benchmark of 1.65810, it is reasonable to conclude that these variables exert a noteworthy influence on consumer buying behavior. Conversely, the product quality variable exhibits a significance level of 0.602, which exceeds 0.05, alongside a t-value falling short of the t-table value of 1.65810, thereby suggesting that product quality does not substantially impact purchasing choices.

The results of multiple linear regression analysis show that Brand Awareness (X1), Price (X2), and Product Quality (X3) simultaneously have a significant influence on Purchase Decision (Y) at D'Coffee Cup Merr Surabaya, evidenced by an F value of 12.008 and a significance of 0.000 (<0.05). The R² value of 0.535 indicates that these three variables are able to explain 53.5% of the variation in purchasing decisions, while the remaining 46.5% is influenced by other factors outside the research model. Partially, Brand Awareness has a positive and significant effect on Purchase Decision with a coefficient of 0.207, a significance of 0.024, and a t-count of 2.293, indicating that the higher the brand awareness, the greater the consumer's tendency to purchase. These results are in line with (Rosmayanti & Yahrif, 2023) and (Arianty & Andira, 2021) who emphasized the importance of brand strengthening in shaping positive consumer attitudes. Price also has a significant positive effect with a coefficient of 0.478, significance of 0.000, and a t-count of 4.814, confirming that the balance between price and perceived benefits plays an important role in driving purchasing decisions, as supported by the findings of (Haryanto et al., 2024) and (Noviyanti et al., 2023). However, Product Quality does not have a direct significant effect on Purchase Decision (coefficient of 0.050; significance of 0.602; t-count of 0.523), differing from the research of (Octavyan & Sofiani, 2021) and (Kapirossi & Prabowo, 2023), which places quality as the main factor in customer loyalty. These findings indicate that consumers perceive product quality to only meet minimum standards, so other factors such as price and brand awareness become the main considerations.

The path analysis results show that Social Media Marketing (Z) significantly mediates the influence of Brand Awareness on Purchase Decision, even its indirect influence through social media is greater than its direct influence which is actually negative. This indicates that consumers who already have brand awareness tend to be more motivated to purchase after seeing relevant content on social media, in line with Kristiyono & Tiatira (2022) who

emphasized the importance of social media in connecting brand awareness with purchasing decisions through increasing trust and emotional closeness. Conversely, Social Media Marketing is not a significant mediator between Price and Purchase Decision, where the indirect influence is negative and insignificant. This finding supports (Sunatar, 2023) who stated that the ability of social media to influence price perceptions is limited and not strong enough to change purchasing behavior if the price is considered not worth it.

Interestingly, although product quality does not have a significant direct effect, it can significantly influence purchase decisions when mediated by social media marketing. Digital content such as customer reviews, testimonials, and visual product representations can enhance consumers' perceptions of product quality, ultimately driving purchase decisions. These results are consistent with (Setyawati, 2022) who found that digital marketing strategies, particularly through interactive and personalized social media, can strengthen the relationship between perceived quality and purchase decisions. These findings underscore the role of social media as a crucial catalyst capable of transforming initially insignificant factors into influential ones in the context of consumer behavior.

CONCLUSION & SUGGESTION

Based on the research results, brand awareness, price, and product quality simultaneously have a significant influence on purchasing decisions. Partially, brand awareness and price have a positive and significant influence, while product quality has a positive but insignificant influence. Social media marketing moderates the relationship between brand awareness and product quality on purchasing decisions, but does not moderate the effect of price. These findings reinforce consumer behavior theory and the modern marketing mix concept, which positions social media as a strategic channel for building brand equity and perceived quality.

This study is limited to a single brand and location, and the variables used are limited, making the results not widely generalizable. Future research is recommended to expand the research objectives and variables, add factors such as service quality and customer experience, use mixed methods, and conduct longitudinal analysis to understand changes in consumer behavior as digital marketing trends evolve.

Based on the research results, there are several recommendations that can be given to D'Coffee Cup Merr Surabaya. First, increase brand awareness through creative and consistent promotions on social media while maintaining a unique and memorable brand identity. Second, implement a competitive pricing strategy without compromising perceived quality, thereby increasing customer satisfaction and trust. Third, optimize the use of social media as a communication and marketing tool by presenting engaging content, such as customer testimonials, limited-time promotions, and direct interactions. Fourth, evaluate product quality standards. Although perceived quality is not yet a dominant factor in purchasing decisions, improving quality and effectively conveying product value through digital channels can strengthen the brand's position

in the market.

For future researchers, it is recommended to add research variables such as service quality, promotions, customer experience, and psychological factors to more comprehensively analyze the results. Furthermore, comparative studies between coffee shops in various locations can be conducted to identify similarities and differences in market characteristics. Researchers can also use methods that can explore the underlying factors behind consumer perceptions and their influence on loyalty. Finally, leveraging current digital trends such as TikTok, micro-influencers, and user-generated content can serve as a reference in developing more relevant and adaptive social media strategies.

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