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Examining the Determinants of Purchase Intention: A Survey Study on Jago Coffee Consumers in Jakarta

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ABSTRACT

The rapid evolution of Indonesia's coffee industry has fostered innovative business models such as Café on Wheels, exemplified by Jago Coffee's mobile operations using electric vehicles (EVs). Despite its novelty, this model faces challenges in maintaining consumer interest and market competitiveness. This study analyzes the impact of Content Marketing, electronic word-of-mouth (eWOM), and Perceived Quality on Brand Awareness and Purchase Intention, with Brand Awareness as a mediating variable. Employing a quantitative survey method, data were collected from 399 active social media users (Instagram and TikTok) and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Findings indicate that both Content Marketing and eWOM significantly enhance Brand Awareness and directly influence Purchase Intention. Perceived Quality positively affects Brand Awareness but exhibits no significant direct impact on Purchase Intention. However, Perceived Quality indirectly contributes to Purchase Intentions through Brand Awareness. These results underscore social media engagement's pivotal role in shaping consumer behavior within mobile coffee ventures. The study recommends that businesses like Jago Coffee prioritize Brand Awareness strategies via engaging digital content and user-driven eWOM to sustain growth and strengthen consumer loyalty. Future research should explore longitudinal impacts and additional mediating factors.

KEYWORDS *Content Marketing, Electronic Word-of-Mouth (E-WOM), Perceived Quality, Brand Awareness, Social Media Marketing.*

INTRODUCTION

In the era of digital transformation, consumer behavior is increasingly shaped by online platforms, social media, and mobile commerce. Globally, the coffee industry—particularly specialty coffee—is experiencing a shift not only in consumption patterns but also in distribution and marketing strategies. According to the International Coffee Organization (ICO, 2023), global coffee consumption increased by 4.2% in 2022, driven by lifestyle changes, urbanization, and the popularity of mobile coffee businesses. Consumers no longer rely solely on physical outlets but are turning toward dynamic models that combine convenience with experience, such as the "Café on Wheels" concept. This global transformation highlights the urgency for businesses to align their marketing and branding strategies with mobile trends and digital consumer engagement.

The coffee industry in Indonesia has experienced rapid growth in the past decade, driven by increasing consumer demand and innovative business models. A study by Databoks Katadata (2024) highlights that coffee consumption among Generation Z in Indonesia continues to rise, with 31% of respondents drinking coffee 1-2 times per week, and 19% consuming coffee daily. Moreover, 57% of them prefer instant coffee with flavored variations such as cappuccino rather than pure black coffee. This trend is influenced by lifestyle changes,

where coffee is not just a beverage but also a social identity associated with leisure activities, work productivity, and digital engagement on social media (Hollebeek & Macky, 2019).

As coffee consumption grows, so does the competition in the industry. Alongside major coffee chains like Starbucks and Kopi Kenangan, independent coffee shops and new business models such as Café on Wheels have emerged. This concept offers greater flexibility in reaching consumers by reducing operational costs compared to traditional cafés (Bisnis.com, 2023). Jago Coffee, a pioneer of the Café on Wheels model in Indonesia since 2019, has leveraged Electric Vehicles (EVs) as mobile cafés, enabling them to adapt to consumer demand and operate in strategic locations (World Coffee Portal, 2023). While this model provides operational advantages, challenges remain in sustaining customer engagement, addressing regulatory constraints, and differentiating from other competitors (Divya Georgiana Walewangko et al., n.d.).

Understanding how digital marketing strategies enhance brand awareness and influence purchase intention is crucial for the sustainability of Café on Wheels businesses. This study applies the Theory of Reasoned Action (TRA) (Fisbein & Ajzen, 1975) to explain consumer purchase intention, emphasizing the role of attitudes and subjective norms in shaping purchasing behavior. Furthermore, the Theory of Buyer Behavior (Haines et al., 1970) suggests that purchase decisions are influenced not only by individual psychological factors but also by external elements such as advertising exposure, past experiences, and peer recommendations. In this context, electronic word-of-mouth (E-WOM) and content marketing serve as key digital marketing strategies that shape customer perceptions of brand credibility and quality (Rosillo-Díaz et al., 2019).

Unlike previous studies that primarily focus on digital marketing strategies for brick-and-mortar coffee (Kajtazi & Zeqiri, 2020), this research explores digital marketing dynamics in mobile coffee businesses. The absence of a fixed store location necessitates an optimized social media strategy, utilizing platforms like Instagram and TikTok to communicate daily locations, promote special offers, and build customer engagement. Therefore, this study examines how content marketing, E-WOM, and perceived quality influence purchase intention, with brand awareness as a mediating factor. The findings will contribute to the academic discourse on digital marketing in the coffee industry and provide practical insights for businesses adopting the Café on Wheels model to enhance their digital presence and competitiveness.

Several studies highlight the importance of digital marketing on consumer behavior. Hollebeek & Macky (2019) found that digital content marketing significantly improves consumer engagement and brand value. Meanwhile, Babić Rosario et al. (2020) explained how E-WOM influences perception and trust. Rosillo-Díaz et al. (2019) emphasized perceived quality as a mediator in online purchasing behavior. However, these studies focus mainly on e-commerce or traditional retail, neglecting the nuanced dynamics of mobile business models such as Café on Wheels. Furthermore, Kajtazi & Zeqiri (2020) demonstrated a positive correlation between E-WOM and purchase intention in fixed-location cafés, but such findings may not directly apply to mobile cafés operating in a hyper-local digital environment.

Previous literature has primarily examined digital marketing in either fixed retail or online marketplaces, leaving a gap in understanding its role within mobile cafés. The Café on Wheels model, lacking a permanent physical location, relies heavily on digital platforms to

build brand presence and trust. Yet, the interaction between content marketing, E-WOM, perceived quality, brand awareness, and consumer purchase intention in this context is not well understood. Moreover, few studies investigate whether perceived quality directly influences consumer behavior or requires brand awareness as a mediating factor in mobile cafés.

As competition intensifies in the Indonesian coffee sector, particularly among urban youth consumers, understanding the mechanics of purchase intention becomes a business imperative. The urgency is amplified by the growing relevance of social media marketing in influencing customer decision-making, especially within the Gen Z demographic. For innovative businesses like Jago Coffee, which use EV-based mobility, failing to grasp the digital determinants of consumer behavior could jeopardize sustainability and market differentiation. Thus, academic insights into this intersection are timely and necessary.

This study presents a novel approach by applying the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and Diffusion of Innovation Theory (Rogers, 2003) in the context of mobile coffee businesses. It explores how content marketing, E-WOM, and perceived quality influence purchase intention with brand awareness as a mediating factor. Unlike previous research, it contextualizes consumer behavior in a mobile, digital-first setting, capturing how social media engagement drives both awareness and action in a non-traditional retail format. The use of Structural Equation Modeling (SEM) to test direct and indirect effects further enhances methodological rigor.

The primary objective of this study is to examine the influence of content marketing, E-WOM, and perceived quality on purchase intention, with brand awareness as a mediating variable, among consumers of Jago Coffee in Jakarta. The research also aims to validate whether brand awareness fully or partially mediates the effect of these digital marketing variables, offering actionable insights into marketing strategy optimization for Café on Wheels businesses.

This study contributes to marketing theory by extending the application of behavioral and innovation diffusion theories to mobile commerce. It also fills a methodological gap by modeling both direct and indirect relationships using SEM. Practically, the findings assist mobile café entrepreneurs in refining their marketing approaches, enhancing consumer connection, and optimizing brand awareness strategies to increase purchase conversion. For policymakers, the study offers empirical evidence on the significance of digital engagement in MSME sustainability and innovation.

The results have broader implications for marketing strategy in the digital age. If brand awareness is confirmed as a critical mediating factor, businesses will need to invest more strategically in social media content and customer-driven reviews. Furthermore, the study suggests that perceived quality alone may not drive purchase decisions unless supported by strong brand presence—implying a shift in resource allocation from traditional quality messaging to interactive brand-building. For academia, this research opens new pathways for studying digital consumer behavior in transient, mobile retail environments.

METHOD

This study employed a postpositivistic paradigm, which recognizes the existence of an objective reality while acknowledging the limitations of human perception and measurement.

The research adopted a quantitative approach, collecting structured data through surveys to test hypotheses regarding the effects of digital marketing strategies—specifically content marketing, electronic word-of-mouth (E-WOM), and perceived quality—on brand awareness and purchase intention. The study targeted active Instagram and TikTok users who had interacted with Jago Coffee's campaigns, using purposive sampling to select respondents relevant to the research objectives.

A total of 399 participants were surveyed, with the sample size determined using the Slovin formula. The collected data was analyzed using regression techniques to evaluate the relationships between the independent variables (content marketing, E-WOM, and perceived quality), the mediator (brand awareness), and the dependent variable (purchase intention). The validity and reliability of the research instruments were confirmed through appropriate testing, ensuring the accuracy and trustworthiness of the findings.

RESULTS AND DISCUSSION

From the data collected through a survey of 399 respondents active on social media (Instagram and TikTok), key findings emerged regarding the influence of digital marketing strategies on Brand Awareness and Purchase Intention for Jago Coffee.

Table 1. Construct reliability and validity

Source: Data Processing Results from SmartPLS (2024).

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
CM	0,941	0,941	0,950	0,680
EW	0,933	0,937	0,944	0,654
PQ	0,947	0,948	0,956	0,705
BA	0,968	0,969	0,973	0,798
PI	0,947	0,949	0,955	0,705

Note: CM: Content Marketing, EW: E - WOM, PQ: Perceived Quality, BA: Brand Awareness, PI: Purchase Intention.

The results in Table 1 show that all constructs in the model meet the criteria for strong reliability and validity. Cronbach's alpha values range from 0.933 to 0.968, indicating high internal consistency. Composite reliability values (both rho_a and rho_c) are also well above the recommended 0.70 threshold, suggesting that the items consistently measure their intended constructs. Convergent validity is supported by the AVE values, all of which exceed the minimum acceptable level of 0.50. Notably, Brand Awareness (BA) shows the strongest convergent validity with an AVE of 0.798, while E-WOM (EW) has the lowest at 0.654 still within an acceptable range. These findings suggest that the measurement model is both reliable and valid, providing a solid foundation for testing the structural model in the next stage of analysis.

Table 2. Validity

Source: Data Processing Results from SmartPLS (2024).

Variable	Indicator	Outer Loading / Factor Loading	Results	Average Variance Extracted (AVE)
	CM1	0,797	Valid	0,68

Content Marketing	CM2	0,876	Valid	
	CM3	0,898	Valid	
	CM4	0,805	Valid	
	CM5	0,831	Valid	
	CM6	0,772	Valid	
	CM7	0,736	Valid	
	CM8	0,851	Valid	
	CM9	0,844	Valid	
E-WOM	EW1	0,734	Valid	0,654
	EW2	0,799	Valid	
	EW3	0,877	Valid	
	EW4	0,787	Valid	
	EW5	0,759	Valid	
	EW6	0,775	Valid	
	EW7	0,874	Valid	
	EW8	0,852	Valid	
	EW9	0,811	Valid	
Perceived Quality	PQ1	0,754	Valid	0,705
	PQ2	0,853	Valid	
	PQ3	0,9	Valid	
	PQ4	0,851	Valid	
	PQ5	0,807	Valid	
	PQ6	0,816	Valid	
	PQ7	0,875	Valid	
	PQ8	0,858	Valid	
	PQ9	0,837	Valid	
Brand Awareness	BA1	0,832	Valid	0,798
	BA2	0,884	Valid	
	BA3	0,903	Valid	
	BA4	0,839	Valid	
	BA5	0,933	Valid	
	BA6	0,855	Valid	
	BA7	0,915	Valid	
	BA8	0,964	Valid	
	BA9	0,906	Valid	
Purchase Intention	PI1	0,83	Valid	0,705
	PI2	0,83	Valid	
	PI3	0,889	Valid	
	PI4	0,882	Valid	
	PI5	0,878	Valid	
	PI6	0,803	Valid	
	PI7	0,856	Valid	
	PI8	0,796	Valid	
	PI9	0,784	Valid	

Based on the measurement model results in Table 2, all indicators have an outer loading / factor loading value greater than 0.7. Additionally, all latent variables have an AVE value greater than 0.5. Therefore, it can be stated that the model has met convergent validity (JF Hair Jr et al., 2023).

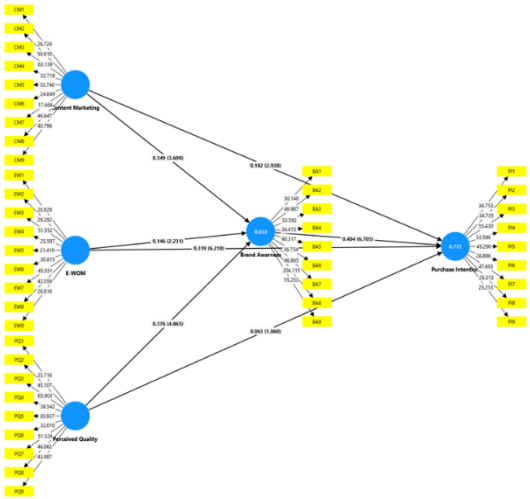

Figure 1. Path diagram
Source: Data Processing Results from SmartPLS (2024).

The significance of path coefficients in the PLS-SEM analysis was evaluated using the bootstrapping technique. This approach is employed to assess both the direction and statistical significance of the relationships between exogenous and endogenous latent variables. The significance of these relationships is determined through t-statistic values and p-values, based on a 95% confidence level (α = 0.05). A two-tailed test was applied, with a critical t-value of 1.96. Accordingly, if the t-statistic exceeds 1.96 or the p-value is less than 0.05, the alternative hypothesis (H1) is accepted, indicating a significant influence of the exogenous variable on the endogenous variable. Conversely, if the t-statistic is below 1.96 or the p-value exceeds 0.05, the null hypothesis (H0) is retained, suggesting that the exogenous variable does not have a significant effect on the endogenous variable (Hair et al., 2022).

Table 3. Path coefficients
Source: Data Processing Results from SmartPLS (2024).

	Original sample (O)	T statistics	P values	Results
CM-> BA	0,349	3,609	0,000*	Significant
CM -> PI	0,182	2,938	0,003*	Significant
EW-> BA	0,146	2,231	0,026*	Significant
EW -> PI	0,319	6,218	0,000*	Significant
PQ -> BA	0,376	4,865	0,000*	Significant
PQ -> PI	0,063	1,060	0,290	Non-significant
BA -> PI	0,404	6,705	0,000*	Significant

Note: Significant on *a* = 5%

The Path Coefficient results in Table 3 show the direction and strength of relationships between variables in the research model. Positive coefficients indicate that an increase in the independent variable leads to an increase in the dependent variable, while negative coefficients suggest an inverse relationship. A T statistic above 1.96 and a P value below 0.05 indicate a significant relationship, suggesting that the effect of the independent variable on the dependent

variable is statistically reliable. These results provide insights into the direct influence of each variable on brand awareness and purchase intention with the model.

Table 4. Specific indirect effects

Source: Data Processing Results from SmartPLS (2024).

	Original sample (O)	T statistics	P values	Results
CM -> BA -> PI	0,141	3,321	0,001*	Significant
EW -> BA -> PI	0,059	2,091	0,037*	Significant
PQ -> BA -> PI	0,152	3,872	0,000*	Significant

Table 4 displays the results of the Specific Indirect Effect, showing how each independent variable (Content Marketing, E-WOM, and Perceived Quality) influences the dependent variable (Purchase Intention) through the mediating variable (Brand Awareness). The coefficient values in this table indicate the extent to which the mediating variable impacts the relationship between each independent variable and the dependent variable. Indirect effects are considered significant if $T > 1.96$ and $P < 0.05$. In this study, the indirect effects were statistically significant, as all T-values are exceed 1.96 and P-values below 0.05. This suggests that Brand Awareness play a significant mediating role between Content Marketing, E-WOM, Perceived Quality, and Purchase Intention.

Table 5. Hypothesis test results

Source: Data Processing Results from SmartPLS (2024).

Hypothesis	Analysis
H1: Content Marketing has a positive and significant influence on Brand Awareness.	Accepted
H2: Content Marketing has a positive and significant influence on Purchase Intention.	Accepted
H3: E-WOM has a positive and significant influence on Brand Awareness.	Accepted
H4: E-WOM has a positive and significant influence on Purchase Intention.	Accepted
H5: Perceived Quality has a positive and significant influence on Brand Awareness.	Accepted
H6: Perceived Quality has a positive and significant influence on Purchase Intention.	Rejected
H7: Brand Awareness has a positive and significant influence on Purchase Intention.	Accepted
H8: Content Marketing has a significant influence on Purchase Intention through Brand Awareness	Accepted
H9: E-WOM has a significant influence on Purchase Intention through Brand Awareness	Accepted
H10: Perceived Quality has a significant influence on Purchase Intention through Brand Awareness	Accepted

H1: Content Marketing and Brand Awareness

The analysis using PLS-SEM shows that Content Marketing significantly influences Brand Awareness, with a t-statistic of 3.609 (>1.96), p-value of 0.000 (<0.05), and a positive coefficient of 0.349. This indicates that improving content marketing quality—through relevant, engaging, and informative messaging—boosts consumer awareness of the brand. Effective strategies, especially via digital platforms, help shape brand perception and build personal connections with the audience. These findings align with IMC theory, which emphasizes message consistency (Belch & Belch, 2018), and the hierarchy of effects model, where awareness is the first stage in consumer decision-making (Lavidge & Steiner, 1961).

Supporting studies (Kotler & Keller, 2016; Pulizzi, 2013) also stress the value of high-quality content and storytelling in enhancing brand recognition.

H2: Content Marketing and Purchase Intention

The PLS-SEM analysis confirms that Content Marketing significantly influences Purchase Intention, with a t-statistic of 2.938 (>1.96), p-value of 0.003 (<0.05), and a positive coefficient of 0.182. This suggests that engaging, relevant, and informative content strategies increase consumers' intent to purchase by building emotional and intellectual connections between brand and audience. Supported by the hierarchy of effects model (Lavidge & Steiner, 1961) and consumer decision-making theory (Kotler & Keller, 2016), content marketing enhances consumer trust and product perception. Studies by Pulizzi (2013) and Chaffey (2019) also highlight the role of storytelling and digital experience in driving buying interest. Thus, content marketing is a key driver of purchase intention, which can be strengthened through personalized, relevant, and consistent brand communication.

H3: E-WOM and Brand Awareness

The PLS-SEM analysis indicates that E-WOM significantly affects Brand Awareness, with a t-statistic of 2.231 (>1.96), p-value of 0.026 (<0.05), and a positive coefficient of 0.146, suggesting that the more positive electronic word-of-mouth (E-WOM) shared, the higher the level of Brand Awareness. Positive reviews via digital platforms such as social media are often perceived as more credible than direct brand messaging, thus enhancing consumer recognition of the brand. This finding aligns with social exchange theory (Blau, 2017), which explains how satisfied consumers share experiences as a form of social reciprocity. Similarly, King et al. (2014) highlight E-WOM as a powerful marketing tool for brand recognition due to its authenticity. The diffusion of innovations theory (Rogers, 2003) further supports the role of early adopters in spreading brand information through social networks. Pourkabirian et al. (2021) also emphasize E-WOM's effectiveness in shaping consumer perceptions. Therefore, brands should strategically leverage digital platforms by encouraging positive reviews and fostering customer engagement to build deeper brand relationships and amplify awareness through personalized interactions.

H4: E-WOM and Purchase Intention

E-WOM showed a positive but insignificant effect on purchase intention (path coefficient of 0.085, T=0.913, P=0.361). This suggests that while E-WOM can build brand awareness and consumer trust, it may not directly lead to purchase decisions for Jago Coffee.(Cheung, 2014) found that while social proof influences brand perception, additional motivational factors are often required to convert awareness into purchase behavior. This implies that Jago Coffee might need to integrate E-WOM with other strategies, such as promotions or quality assurance messages, to fully drive purchase intention.

H5: Perceived Quality and Brand Awareness

The PLS-SEM analysis reveals that Perceived Quality significantly influences Brand Awareness, with a t-statistic of 4.865 (>1.96), p-value of 0.000 (<0.05), and a positive

coefficient of 0.376, indicating that better consumer perceptions of product quality are associated with higher Brand Awareness. When consumers believe that a product meets or exceeds expectations, they are more likely to remember and recommend the brand. This is supported by the cognitive response model (Petty, 2014), which suggests that quality-related stimuli generate positive cognitive responses, enhancing brand perception. The findings are also in line with Wang et al. (2021), who emphasize that perceived quality directly contributes to Brand Awareness, especially in highly competitive industries. Furthermore, the brand equity model reinforces Perceived Quality as a key component of brand equity, promoting brand recognition and trust (Zia et al., 2021). To strengthen Brand Awareness, companies must maintain consistent product quality through innovation, quality control, and effective marketing that communicates product excellence.

H6: Perceived Quality and Purchase Intention

PLS-SEM analysis shows that Perceived Quality does not significantly influence Purchase Intention (coefficient = 0.063; t = 1.060 < 1.96; p = 0.290 > 0.05). Although the relationship is positive, it is not statistically significant, indicating that other factors may play a more prominent role. Based on expectancy-disconfirmation theory (Oliver, 2014) and theory of planned behavior (Ajzen, 2005), purchase intention is shaped not only by quality perceptions but also by expectations, social influence, and perceived control. This suggests that companies should adopt a more holistic marketing approach—combining quality with emotional engagement, personalized service, and social proof—to effectively drive consumer purchase intention.

H7: Brand Awareness and Purchase Intention

PLS-SEM analysis reveals that Brand Awareness significantly influences Purchase Intention (coefficient = 0.404; t = 6.705 > 1.96; p = 0.000 < 0.05). This indicates that greater brand awareness leads to stronger purchase intention, as consumers are more likely to trust and choose familiar brands. Supported by the hierarchy of effects model (Lavidge & Steiner, 1961) and brand equity theory (Aaker, 2009), awareness is a foundational step that shapes preference and loyalty. The theory of planned behavior (Ajzen, 2005) also suggests that awareness impacts perceived behavioral control and social norms. Thus, brands should invest in consistent, engaging marketing strategies—such as influencer partnerships and interactive social media content—to strengthen awareness and drive consumer purchase decisions.

H8: Content Marketing and Purchase Intention through Brand Awareness

PLS-SEM results show that Content Marketing significantly affects Purchase Intention through Brand Awareness (t = 3.321; p = 0.001), confirming a mediating effect. This supports the Hierarchy of Effects Theory (Lavidge & Steiner, 1961) and Elaboration Likelihood Model (Petty & Cacioppo, 1986), where content enhances awareness, which then drives intent. The partial mediation indicates that Content Marketing also directly influences Purchase Intention. Aligned with Brand Equity Theory (Aaker, 2009), these findings highlight the importance of consistent and relevant content to boost both brand awareness and purchase decisions.

H9: E-WOM and Purchase Intention through Brand Awareness

Based on PLS-SEM analysis, E-WOM significantly influences Purchase Intention through Brand Awareness ($t = 2.091 > 1.96$; $p = 0.037 < 0.05$), indicating that Brand Awareness mediates this relationship. This supports the Information Adoption Model (Cheung et al., 2008), which explains how credible E-WOM shapes brand perception and drives purchase decisions. The Stimulus-Organism-Response (Mehrabian, 1974) theory also applies, where E-WOM (stimulus) affects consumer perception (organism), leading to purchase intention (response). As a partial mediator, Brand Awareness enhances but does not fully account for E-WOM's impact, consistent with the Elaboration Likelihood Model (Petty & Cacioppo, 1986). Thus, brands should optimize E-WOM to boost both awareness and purchase intention.

H10: Perceived Quality and Purchase Intention through Brand Awareness.

PLS-SEM analysis shows that Perceived Quality significantly affects Purchase Intention through Brand Awareness ($t = 3.872$; $p = 0.000$), with Brand Awareness acting as a full mediator. This supports Zeithaml's (1988) and Keller's (1993, 2001) theories, which highlight that high perceived quality enhances brand image and awareness, leading to stronger purchase intent. Aligned with Ajzen's (2005) Theory of Planned Behavior, awareness shapes consumer attitudes and intentions. Thus, maintaining high product quality is key to boosting brand recognition and purchase intention.

CONCLUSIONS

The analysis revealed that Perceived Quality significantly influences Purchase Intention only when mediated by Brand Awareness, indicating that Brand Awareness fully mediates this relationship. This underscores that while high product quality enhances a positive brand image, it is insufficient to directly drive purchase intention without strong brand recognition and trust. Companies should therefore focus not only on maintaining consistent product quality but also on strengthening brand communication strategies to build Brand Awareness, ensuring that perceived quality effectively translates into consumer purchase decisions. For future research, it is recommended to explore other potential mediators or moderators, such as consumer engagement or brand loyalty, to further understand the mechanisms linking perceived quality and purchase intention. The author would like to express sincere gratitude to the thesis supervisor and academic committee at Binus University for their guidance and valuable feedback throughout the research process. Appreciation is also extended to the participants of this study for their willingness to share insights and contribute to the survey data collection. Lastly, the author acknowledges the support of fellow classmates and colleagues who provided constructive discussions that helped shape the direction of this research.

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