

Research Article

The Role of Brand Awareness in the Influence of Digital Marketing Strategy and Brand Image on Consumer Purchasing Decisions at Moringa Coffee and Eatery

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Abstract: This study analyzes the influence of Digital Marketing Strategy and Brand Image on consumer purchasing decisions and tests the role of Brand Awareness as a moderating variable at Moringa Coffee and Eatery. Data collection was conducted using a Likert scale questionnaire and processed using SmartPLS 4.0 with a quantitative PLS method approach. The results show that Digital Marketing Strategy and Brand Image have a significant effect on purchasing decisions. However, Brand Awareness does not act as a moderating variable because it does not strengthen the relationship between the two on Purchase Decisions. These findings emphasize the importance of optimizing digital marketing strategies and strengthening brand image, as well as the need to increase brand awareness in order to support the effectiveness of marketing strategies. Furthermore, the study highlights that consumers tend to make purchasing decisions based on the perceived value and credibility presented through digital platforms, making consistent online engagement crucial. Improving brand awareness may require more targeted promotional activities, interactive content, and customer involvement to build a stronger emotional connection with the brand. Overall, these results provide valuable insights for managers aiming to enhance competitiveness and customer loyalty in the digital marketplace.

Keywords: Awareness; Brand; Decision; Digital; Marketing.

1. Introduction

The digital transformation from the Industrial Revolution 4.0 era to Society 5.0 has reshaped patterns of interaction and consumer behavior. APJII (2024) recorded 221 million internet users, or 79.5% of Indonesia's population, with social media as the most frequently used platform (Fatah et al., 2024). Social media has now become a key reference in purchasing decisions as consumers actively follow brands, read reviews, and observe trends, aligning with the perspectives of Chaffey and Chadwick (2009) and Moensaku et al. (2025).

The shift in consumption toward online channels continues to strengthen. APJII (2024) reported that 47.05% of users engage in online transactions up to four times per month (Rosmeli et al., 2024), while e-commerce transaction values have reached IDR 487.01 trillion (Sugiarto et al., 2024). According to Kotler and Keller (2009) as well as Albion & Ahmadi (2025), brand image and brand awareness shaped through digital marketing significantly influence purchasing decisions. Although Indonesia's per capita income has reached IDR 78.6 million (BPS, 2025), consumer spending remains high due to the influence of digital promotions such as discounts and paylater services (Schiffman & Wisenblit, 2019; Dewi, 2025). This shift has also impacted the F&B industry. GoodStats (2024) reported that 66% of

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the public prefers purchasing coffee, driven by effective digital marketing strategies (Kotler & Armstrong, 2018; Dewani et al., 2024).

In Pangkalan Kerinci, Moringa Coffee and Eatery relies on digital marketing (Lubis, 2023), yet its sales data show a decline in revenue from IDR 250 million to IDR 180–190 million. This indicates that brand awareness is not yet strong enough to sustain purchasing decisions. This condition aligns with findings by Ikaningtyas et al. (2025), which state that the effectiveness of digital marketing depends on content quality. Furthermore, Ali & Cuandra (2023) emphasize the importance of brand awareness in influencing purchase intention.

The transition from the Industrial Revolution 4.0 toward Society 5.0 has transformed the digital economic landscape, reshaping how consumers interact with brands and how businesses sustain competitiveness. With 221 million internet users and social media becoming the dominant platform for information-seeking and consumer interaction, digital ecosystems now heavily influence market behavior. These developments resonate with research showing that innovation-driven ventures can thrive when they integrate economic viability with adaptive digital strategies, as demonstrated in entrepreneurial beverage enterprises (Miradji et al., 2025). Furthermore, the shift mirrors broader institutional transformations in sectors such as rural tourism, where cross-sector collaborative digital management enhances economic value and stakeholder engagement (Ahmad, 2025), highlighting the necessity for businesses, including F&B MSMEs, to optimize their presence within digitally networked environments.

Parallel to this, Indonesia's surge in online purchasing reinforced by e-commerce transaction values reaching IDR 487.01 trillion illustrates how consumers increasingly rely on digital cues in decision-making. This behavioral shift is further strengthened by the expansion of financial technology, which accelerates transactional ease and reshapes consumer responsiveness to digital promotions (Nur, Lisapaly, & Kalsum, 2025). Such patterns align with studies demonstrating that digital-era decisions are highly influenced by literacy, comprehension, and trust in online financial instruments, especially among younger demographics who engage intensely with digital platforms (Awwal, 2025). At the organizational level, motivation, training, and leadership collectively contribute to performance outcomes in technologically adaptive environments (Wijaya & Puterisari, 2025), reinforcing the idea that internal capacity for digital management plays a crucial role in shaping external consumer perception, brand experience, and ultimately purchasing behavior.

In the dynamic F&B sector, digital marketing now acts as a central mechanism for shaping brand image, strengthening brand identity, and cultivating sustained brand awareness. Studies emphasize that effective branding must combine consistent communication, credibility, and transparency principles that also apply to financial and information disclosure among micro-enterprises (Nurrochmah, Tan, & Rahayuningsih, 2025). Likewise, business development studies employing SWOT and market orientation frameworks underscore that consumer-centric and data-driven positioning is essential for competitiveness in contemporary markets (Adi et al., 2025). Moreover, symbolic political communication in digital spaces has been shown to significantly influence economic behavior among youth, especially through algorithmic exposure and socially mediated signals (Khoridah et al., 2025). These phenomena collectively demonstrate that brand image and digital marketing strategies operate not only as promotional tools but as socio-cultural instruments that shape consumer engagement, trust formation, and marketplace behavior.

Within this broader context, Moringa Coffee and Eatery in Pangkalan Kerinci exemplifies the challenges faced by MSMEs navigating the highly competitive digital landscape. Despite relying on digital marketing initiatives, the café's revenue decline from IDR 250 million to IDR 180–190 million suggests that brand awareness and content resonance remain insufficiently developed. This situation underscores the necessity for digital strategies that are aligned with consumer expectations, market signals, and long-term brand positioning an alignment that mirrors broader regional economic development insights emphasizing the importance of structural determinants and innovation-based adaptation (Nur, Tambunan, & Paluala, 2025). Additionally, the integration of spiritual and value-based approaches in organizational management has been shown to strengthen leadership effectiveness and long-term sustainability (Zuchroh, 2025), implying that branding efforts must also reflect authenticity, values, and identity to foster meaningful connections with consumers. Therefore, this study examines how digital marketing and brand image influence purchasing decisions at Moringa Coffee and Eatery, with brand awareness functioning as a moderating variable that determines the strength and direction of these relationships.

This study aims to analyze the influence of digital marketing and brand image on purchasing decisions, with brand awareness as a moderating variable, to provide recommendations for more effective digital marketing strategies for F&B MSMEs.

2. Preliminaries or Related Work or Literature Review

Grand Theory

This research is grounded in the Stimulus–Organism–Response (SOR) Theory, which explains that marketing stimuli influence consumers' internal processes and ultimately generate purchasing behavior. Mehrabian & Russell (1974) state that "environmental stimuli influence behavioral responses through emotional states." In the marketing context, stimuli such as digital marketing are processed through consumers' perceptions, memory, and emotions (organism) before producing a response.

Solomon (1994) emphasizes that "internal consumer processes shape responses to marketing stimuli," making brand image and brand awareness integral components of the organism. According to Kotler & Keller (2016), "brand awareness and brand image are crucial in shaping consumer behavior," making the SOR theory relevant for explaining how digital marketing strategies influence purchasing decisions at Moringa Coffee and Eatery.

Purchasing Decision

A purchasing decision is the process through which consumers select and decide to buy a product. Kotler & Keller (2016) assert that consumers form preferences and purchase intentions toward the brands they favor most. Morrisan (2010) and Marpaung et al. (2021) add that this decision arises after interest is formed, yet it does not always result in an actual purchase. Thus, purchasing decisions represent consumer actions grounded in positive evaluations of a product..

Digital Marketing

Digital marketing refers to the use of technology and digital media to conduct marketing activities. Chaffey et al. (2009) define it as the application of digital technology in marketing

strategies, while Pradiani (2017) emphasizes the utilization of both online and offline media for business communication. Armstrong et al. (2018) further explain that digital marketing encompasses the internet, mobile devices, and social media to reach consumers.

Brand Image

Brand image is consumers' perception of a brand based on its attributes and their experiences (Kotler & Keller, 2016). Such perceptions are formed through corporate communication and direct consumer experiences (Schiffman & Wisenblit, 2019). A positive brand image enhances differentiation, simplifies purchasing decisions, and fosters loyalty. Brand image reflects the identity constructed through communication and visual elements, thereby encouraging trust and repeat purchases..

Brand Awareness

Brand awareness is the ability of consumers to recognize and recall a brand within a specific product category (Aaker, 1991; Pramudita, 2020). It serves as the foundation of brand equity because it determines whether a brand is considered during the purchasing decision process (Rossiter & Percy in Herdana, 2015). A brand that is easy to remember increases trust, purchase likelihood, and loyalty. Studies also indicate that brand awareness has a positive influence on purchasing decisions (Bangun, 2021).

Conceptual Framework

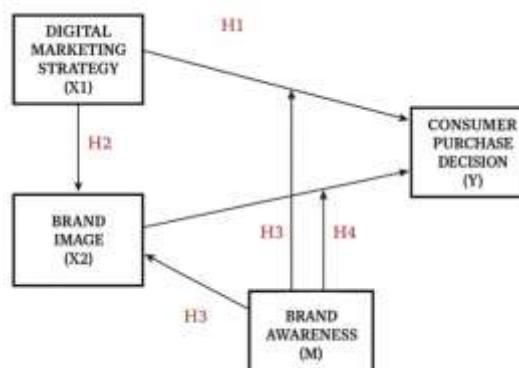


Figure 1. Conceptual Framework.

3. Proposed Method

Type and Research Approach

This study employs a quantitative approach to examine the relationships among variables and to test theories objectively through numerical data (Adil et al., 2023). Data were obtained from Likert-scale questionnaires distributed to customers of Moringa Coffee both directly and through digital media.

The research is explanatory in nature, aiming to explain the influence of digital marketing strategy, brand image, and brand awareness on purchasing decisions. Data analysis was conducted using Partial Least Squares (PLS), as it is capable of testing complex relationships and is suitable for small samples and non-normal data.

Research Location and Time

This research was conducted at Moringa Coffee and Eatery, Pangkalan Kerinci, during February 2025.

Population and Sample

The population consists of all consumers of Moringa Coffee, including both walk-in customers and users of online ordering platforms. The sampling technique used was nonprobability–purposive sampling, as only respondents relevant to the research objectives were selected (Sugiyono, 2018; Swarjana, 2022). The sample size was determined using Cochran's Formula:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

With $Z = 1.96$, $p = 0.5$, $q = 0.5$, and $d = 0.1$, resulting in a minimum requirement of 97 respondents for the study sample

Data Collection Techniques and Instruments

Data Collection Technique

Data were collected using a questionnaire survey, which is commonly used in quantitative research to obtain standardized data from a large number of respondents (Saunders et al., 2019; Jailani, 2023). The questionnaire was distributed directly in the form of a QR Code and completed via mobile phones. A 4–1 Likert scale was used to measure respondents' level of agreement with each statement.

Data Collection Instrument

The main instrument was a structured questionnaire with a Likert scale, as it is effective for quantitatively measuring respondents' perceptions. The questionnaire consisted of:

- 1) Respondent demographic data (age, gender, occupation, purchase frequency)
- 2) Digital marketing strategy based on the AIDA model (Attention, Interest, Desire, Action)
- 3) Brand Image with indicators of strength, favorability, and uniqueness of association
- 4) Brand Awareness based on Aaker's theory (brand association, recognition, recall, top of mind)
- 5) Purchasing Decisions referring to Kotler's indicators (product choice, brand choice, dealer choice, purchase amount, timing, payment method, and service decision)

Data Analysis Techniques

Descriptive Analysis

Descriptive analysis was used to describe the data systematically (Sujarweni, 2020; Kuncoro, 2023). The assessment categories refer to Azwar (2009) in Sujarweni (2020):

High: $M + 1SD \leq X$

Moderate: $M - 1SD \leq X < M + 1SD$

Low: $X < M - 1SD$

Notes:

$M = \frac{1}{2} (\text{maximum score} + \text{minimum score})$

$X = \text{Mean score}$

$M = \text{Ideal mean}$

1SD = Ideal Standard Deviation

Outer Model Analysis

Outer model analysis was carried out to ensure that the indicators used were valid and reliable (Hair et al., 2017; Sholihin & Ratmono, 2021). Convergent validity is fulfilled when the loading factor > 0.70 , while discriminant validity is evaluated using the AVE value ≥ 0.50 . Construct reliability was tested using composite reliability and Cronbach's Alpha, which are considered reliable if exceeding 0.60.

Inner Model Analysis

Inner model analysis aims to test the relationships among constructs through the structural model (Hair et al., 2017). Evaluation was conducted using the values of Goodness of Fit (GoF), effect size (F^2), and predictive relevance (Q^2), where $Q^2 > 0$ indicates that the model has good predictive capability.

Hypothesis Testing

Hypothesis testing was conducted using t-statistics and p-values with a significance threshold of 5% (Hair et al., 2017). Relationships among variables are considered significant when t-statistics > 1.96 or p-value < 0.05 , meaning the alternative hypothesis is accepted and the null hypothesis rejected.

Moderation Test (Sobel Test)

The moderation test employed the Sobel Test to measure the strength of indirect effects of independent variables on the dependent variable through the intervening variable (Baron & Kenny, 2021; Taufan et al., 2022). The mediation coefficient was calculated using $ab = (c - \bar{c})$, namely the difference between the direct effect before and after including the mediating variable.

4. Results and Discussion

Research Findings and Data Analysis present the principal outcomes of the study, including data presentation, hypothesis testing, and the analysis of inter-variable effects. This section aims to provide a clear overview of the research results alongside statistical interpretations that support the study's conclusions.

Descriptive Statistical Analysis Test

Descriptive analysis aims to provide a clear depiction of the research data, thereby facilitating the understanding of respondent characteristics and the variables under investigation. The results are presented in the following table:

Table 1. Descriptive Statistical Analysis Results.

Descriptive	Variables			
	Brand Awareness	Digital Marketing	Brand Image	Consumer Purchase Decisions
Mean	42,691	21,289	30,153	30,445
Median	42,000	24,000	30,000	30,000
Sid. Deviation	11,674	6,120	8,191	7,669
Minimum	14,000	8,000	10,000	10,000
Maximum	56,000	32,000	40,000	40,000
Sum	166,365	166,365	166,365	166,365

Source: Processed Primary Data (2025)

Based on Table 1 above, the descriptive statistical analysis results may be elaborated as follows:

Descriptive Analysis of Brand Awareness (M)

Brand Awareness has a mean of 42.691, SD 11.674, and a range of 14–56. According to the categories of Azwar (2009) in Sujarweni, 2020, the mean value falls within the high category (≥ 42). This finding indicates that consumers are able to recognize, recall, and associate the brand well, signifying effective brand communication (Aaker, 1991). Overall, consumers' brand awareness toward Moringa Coffee and Eatery is categorized as strong.

Descriptive Analysis of Digital Marketing (X1)

Digital Marketing has a mean of 21.289, SD 6.120, and a range of 8–32. Based on Azwar's (2009) category, this value falls within the medium category (16–24). This means that digital marketing strategies are considered sufficiently effective but still require reinforcement. Response consistency indicates relatively homogeneous perceptions. This suggests that digital activities such as social media are already functioning well (Kotler & Keller, 2016).

Descriptive Analysis of Brand Image (X2)

Brand Image has a mean of 30.153, SD 8.191, and a range of 10–40. According to category limits (Azwar, 2009), a mean value ≥ 30 reflects a high category. This means the brand image is perceived positively, demonstrating strong, favorable, and unique brand associations in consumers' minds (Kotler & Keller, 2016). Response consistency indicates the company's success in maintaining brand reputation.

Descriptive Analysis of Purchasing Decisions (X3)

Consumer Purchasing Decisions have a mean of 30.445, SD 7.669, and a range of 10–40. A mean value ≥ 30 places it in the high category (Azwar, 2009). This signifies consumers' strong tendency to make purchases, influenced by factors such as awareness, brand image, and digital marketing. This finding supports Kotler's (2016) theory of purchasing decisions, which states that positive brand perceptions encourage consumer purchasing behavior.

Measurement Model Evaluation (Outer Model Evaluation)

Convergent Validity Test

Convergent validity assesses the ability of reflective indicators to measure constructs based on outer loading values, with the criterion ≥ 0.70 (Hair et al., 2019). In the initial stage, some indicators were invalid and thus eliminated. After the second testing stage, all indicators across the four variables met the outer loading criterion >0.70 . Accordingly, the instrument is deemed valid and suitable for measuring the research constructs.

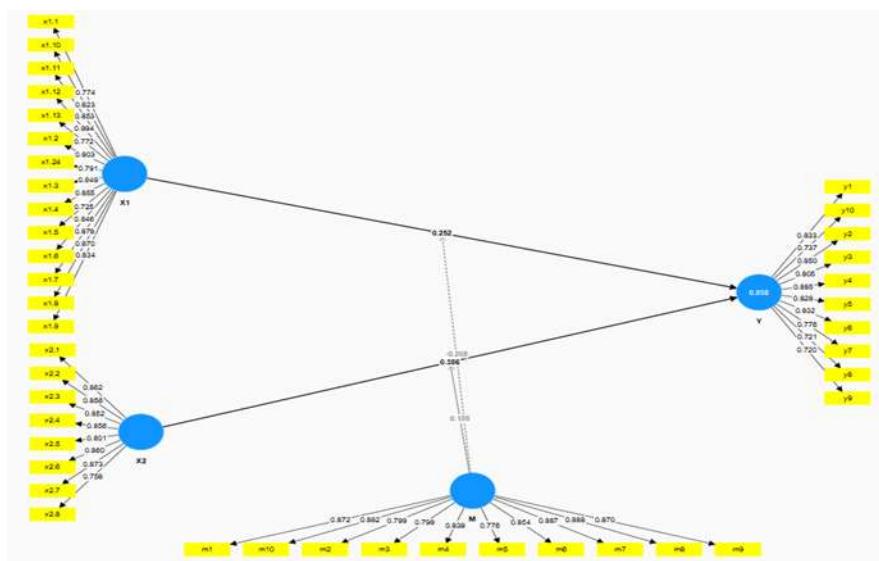


Figure 2. Outer Model.
Source: Processed Data (2025)

Based on Figure 2 above, all indicators have loading factors >0.70 and Average Variance Extracted (AVE) values >0.50 , fulfilling convergent validity criteria as recommended by Hair et al. (2019). Therefore, all constructs are valid and appropriate for further analysis.

Table 2. Average Variance Extracted (AVE).

Construct	Average Variance Extracted (AVE)
Brand Awareness (M)	0.718
Digital Marketing Strategy (X1)	0.685
Brand Image (X2)	0.707
Consumer Purchasing Decisions (Y)	0.641

Source: Processed Primary Data (2025)

Based on Table 2 above, all variables in the study exhibit good convergent validity, meaning each indicator is able to represent and explain its construct accurately. Thus, the research instruments are valid and suitable for further analysis.

Discriminant Validity Test

Discriminant validity ensures that each indicator accurately represents its intended construct. The test was conducted using the Fornell-Larcker Criterion, which compares the correlation of each construct with its indicators against the correlation with other constructs. A latent construct is considered valid when its correlation with its own indicators is higher and the Fornell-Larcker value exceeds 0.70. The results are displayed below:

Table 3. Discriminant Validity Test (Fornell-Larcker Criterion).

Variables	M	X1	X2	Y
Brand Awareness (M)	0.847			
Digital Marketing Strategy (X1)	0.825	0.828		
Brand Image (X2)	0.858	0.865	0.841	
Consumer Purchasing Decisions (Y)	0.866	0.857	0.891	0.800

Source: Processed Primary Data (2025)

Based on Table 3 above, the results show that the square root of the AVE for each construct is higher than the inter-variable correlations, indicating that all variables meet discriminant validity criteria. Thus, the constructs in this research are valid and distinct both theoretically and empirically.

Reliability Test

The reliability test aims to assess the consistency and dependability of the indicators in measuring latent variables. Based on the analysis, all variables have Composite Reliability values above 0.60, indicating that the research instrument is reliable and consistent. The reliability test results are shown below:

Table 4. Reliability Test.

Construct	Cronbach's Alpha	Composite Reliability	Significance
Brand Awareness (M)	0.956	0.959	Reliable
Digital Marketing Strategy (X1)	0.964	0.966	Reliable
Brand Image (X2)	0.940	0.941	Reliable
Consumer Purchasing Decisions (Y)	0.937	0.943	Reliable

Source: Processed Primary Data (2025)

Based on Table 4 above, the reliability test results indicate that all variables have strong consistency and dependability, showing that the indicators can measure the constructs stably and reliably. Accordingly, the research instrument is deemed reliable for subsequent analysis.

Structural Model Evaluation (Inner Model Evaluation)

The structural model evaluation aims to analyze the relationships between exogenous and endogenous variables in the study. This process is conducted systematically to ensure that the results are valid, reliable, and able to accurately describe the relationships among variables. The inner model is tested through the following steps:

Coefficient of Determination (R-Square)

R-Square is used to measure the extent to which exogenous variables explain the endogenous variables. Values range from 0 to 1. A value above 0.75 indicates strong model strength, 0.50–0.74 indicates moderate strength, and 0.25–0.49 indicates weak strength. The R-Square results are presented below:

Table 5. R-Square.

R-Square		R-square	Adjusted R-square	Description
Consumer Decisions (Y)	Purchase	0.858	0.850	Height

Source: Processed Primary Data (2025)

Based on Table 5 above, the R-Square analysis shows that the model has excellent explanatory power regarding the effects of the independent variables on consumer purchasing decisions. Thus, most variations in purchasing decisions can be explained by digital marketing strategy, brand image, and brand awareness, while the remainder is influenced by external factors beyond the model.

Path Coefficients

Path coefficients indicate the direction and strength of relationships between variables. A positive value denotes a direct relationship, while a negative value indicates an inverse relationship (Pratama et al., 2023). The analysis was conducted using SmartPLS 4.0. Detailed results are presented below:

Table 6. Path Coefficient Results.

Construction	Consumer Purchase Decisions (Y)
Digital Marketing Strategy (X1) -> Consumer Purchase Decision (Y)	0.252
Brand Image (X2) -> Consumer Purchase Decision (Y)	0.386
Brand Awareness (M) -> Digital Marketing Strategy (X1) -> Consumer Purchase Decision (Y)	0.155
Brand Awareness (M) -> Brand Image (X2) -> Consumer Purchase Decision (Y)	-0.208

Source: Processed Primary Data (2025)

Based on Table 6 above, the study results indicate that the relationships among variables are positive and mutually reinforcing. This means that an increase in one variable will be accompanied by an increase in the others, supporting the hypothesis that the relationships among variables in the research model operate consistently and significantly.

This finding is reinforced by the visual analysis displayed in the following figure, which illustrates the relationship patterns among variables more clearly and supports result interpretation. The value 0.000 in the Path Coefficients output from SmartPLS does not indicate a coefficient of zero but instead signifies an extremely small p-value less than 0.001. This means the relationships among variables are highly significant statistically, leaving almost no probability that these findings occurred by chance. In other words, $p = 0.000$ confirms that the inter-variable relationships are strong and valid in supporting the research hypotheses.

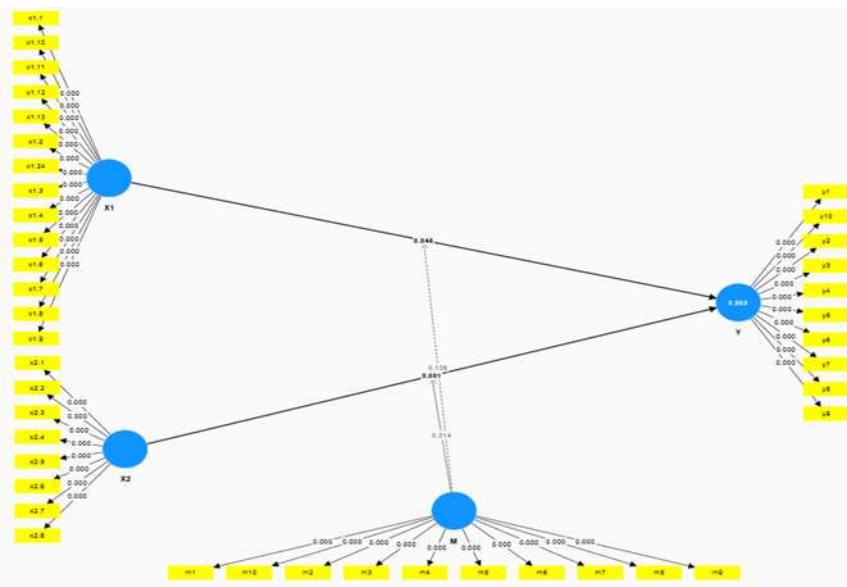


Figure 3. Path Coefficients.
Source: Processed Data (2025)

T-Statistic

The significance of inter-variable effects was analyzed through the T-Statistic and parameter coefficients obtained via bootstrapping. This study used a two-tailed test, in which a variable is considered significant if $T\text{-Statistic} > 1.96$ at a 5% significance level and $P\text{-Value} < 0.05$ (Hair J et al., 2014; Saputra & Radnan, 2022). The bootstrapping results are shown below:

Table 7. T-Statistic Test Results

Description	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Value	Conclusion
$(X1) \rightarrow (Y)$	0.252	0.227	0.126	2.004	0.045	Hypothesis Accepted
$(X2) \rightarrow (Y)$	0.386	0.411	0.113	3.428	0.001	Hypothesis Accepted
$(M) \rightarrow (X1) \rightarrow (Y)$	0.155	0.127	0.125	1.244	0.214	Hypothesis Rejected
$(M) \rightarrow (X2) \rightarrow (Y)$	-0.208	-0.169	0.136	1.528	0.126	Hypothesis Rejected

Source: Processed Primary Data (2025)

F-Square

The effect of variables on other variables can be analyzed through F-Square, which shows the contribution of each independent variable to the dependent variable. The standard f square according to Hair et al (2021) is (0.02 small), (0.15 medium), and (0.35 high).

Table 8. F-Square Test.

Description	F-Square	Effect Size
$(X1) \rightarrow (Y)$	0.100	Small
$(X2) \rightarrow (Y)$	0.192	Medium
$(M) \rightarrow (X1) \rightarrow (Y)$	0.042	Small
$(M) \rightarrow (X2) \rightarrow (Y)$	0.072	Small

Source: Processed Primary Data (2025)

Based on Table 8 above, the F-Square value for the effect of Digital Marketing Strategy on Purchasing Decisions is 0.100 (small effect), indicating a relatively low contribution. The influence of Brand Image has a value of 0.192 (medium effect), showing its stronger role in driving purchasing decisions. The moderating effect of Brand Awareness on the relationships Digital Marketing Strategy → Purchasing

Decisions and Brand Image → Purchasing Decisions is 0.042 and 0.07 respectively, both falling into the small category. Thus, the moderating contribution of Brand Awareness is relatively weak. These effect size categories refer to Cohen (1988) and Hair et al. (2019).

Q-Square (Predictive Relevance)

-Square (predictive relevance) is used to see how well the model can predict endogenous variables based on exogenous variables. If Q^2 is greater than 0, it means that the model is quite accurate in predicting data and has good predictive relevance. (Hair, 2014), (Sholihin & Ratmono, 2021). The blindfolding submission produced a Q-square value, as shown in the following table.

Table 9. Q-Square Results.

Description	SSO	SSE	$Q^2 (= 1-SSE/SSO)$
Consumer Purchase Decision (Y)	137.951	57.854	0.581

Source: Processed Primary Data (2025)

Based on Table 9 above, the Q-Square value indicates that this study has good predictive power. The model used is capable of producing a relevant predictive capacity of 58%, so that the exogenous variables in this study can effectively predict endogenous variables and show high predictive relevance.

GOF (Goodness of Fit)

Goodness of fit testing assesses the extent to which the model fits the research data. One indicator, SRMR, measures the difference between observed and predicted covariances. The smaller the SRMR, the better the model fit, with a value <0.1 (or <0.08 for a more stringent criterion) indicating that the model represents the data well (Hair J et al., 2014), (Prasetyo, 2025). The analysis results (SRMR) are shown in the following table.

Table 10. SRMR Analysis Results.

Description	Value
SRMR	0,068

Source: Processed Primary Data (2025)

Based on Table 10 above and the SRMR analysis results above, an SRMR value of < 0.08 was obtained, indicating that this research model is fit or feasible. This means that the model used is able to represent the data well, so that the analysis results can be considered valid and can be used as a basis for research interpretation.

Discussion of Hypotheses

The Influence of Digital Marketing Strategy (X1) on Consumer Purchase Decisions (Y) at Moringa Coffee and Eatery

The results of Hypothesis 1 testing indicate that Digital Marketing Strategy has a positive and significant effect on Purchase Decisions ($t = 2.004 > 1.96$; $p = 0.045$). From the perspective of the SOR Theory, digital marketing functions as a stimulus that shapes consumers' perceptions and internal responses (organism), thereby encouraging a response in the form of purchase decisions. This finding aligns with Wilson et al. (2024) and Silva & Krikheli (2024), who state that digital marketing enhances brand awareness and significantly contributes to purchase decisions. Research by Salsabila et al. (2024) and Mushoffa & Fadli (2023) also demonstrates a significant influence of digital marketing on consumer buying behavior, while Awaluddin (2025) emphasizes its role through awareness, engagement, and trust. Thus, an optimal digital marketing strategy effectively triggers consumers' psychological processes and encourages purchase decisions.

The Influence of Brand Image (X2) on Consumer Purchase Decisions (Y) at Moringa Coffee and Eatery

The results of Hypothesis 2 testing show that Brand Image has a positive and significant effect on Purchase Decisions ($t = 3.428 > 1.96$; $p = 0.001$). This finding is consistent with the SOR concept, in which Brand Image acts as a stimulus that shapes consumer perceptions and trust (organism), thereby encouraging purchase decisions (response) (Kotler & Keller, 2009). Empirical evidence supports this result, as shown in studies by Shalihah et al. (2024) and Sari et al. (2022), which find that a

positive brand image enhances perceived quality and purchase decisions. Therefore, a strong brand image directly contributes to increasing purchase decisions.

The Moderating Role of Brand Awareness (M) on the Relationship between Digital Marketing Strategy (X1) and Consumer Purchase Decisions (Y) at Moringa Coffee and Eatery

The results of Hypothesis 3 testing indicate that Brand Awareness does not moderate the relationship between Digital Marketing and Purchase Decisions ($t = 1.244$; $p = 0.214$). This means that the influence of digital marketing is direct and is not affected by the level of brand awareness. This finding is consistent with Kusumah & Aprillia (2023), who state that brand awareness does not always strengthen the effect of digital marketing. Awaluddin (2025) also shows that awareness does not consistently moderate the relationship between digital promotion and purchase decisions. Thus, the digital marketing strategy of Moringa Coffee is sufficiently strong to stimulate purchase decisions without depending on brand awareness.

The Moderating Role of Brand Awareness (M) on the Relationship between Brand Image (X2) and Consumer Purchase Decisions (Y) at Moringa Coffee and Eatery

The results of Hypothesis 4 testing indicate that Brand Awareness also does not moderate the influence of Brand Image on Purchase Decisions ($t = 1.528$; $p = 0.126$). The influence of Brand Image on purchase decisions is direct. This finding aligns with Sari & Wahjoedi (2022), who found that Brand Image affects purchase decisions without the moderating role of Brand Awareness. Research by Siyamah et al. (2023) also states that Brand Awareness does not always strengthen the relationship between Brand Image and purchase decisions. Thus, consumers' positive perception of the Moringa Coffee brand is already sufficient to encourage purchasing without requiring a high level of awareness.

5. Conclusions

Based on the results of the data analysis and the discussion on the role of brand awareness in the influence of digital marketing strategy and brand image on consumer purchasing decisions at Moringa Coffee and Eatery, several conclusions can be drawn. Digital marketing strategies demonstrate a significant effect on purchasing decisions, indicating that digital promotional efforts are effective in capturing consumer attention and encouraging purchase intentions. Brand image also shows a positive impact on purchasing decisions, where a stronger and more favorable brand perception enhances consumer trust and willingness to buy. In contrast, brand awareness does not exhibit a significant influence on purchasing decisions, suggesting that mere familiarity with the brand is insufficient to drive consumers toward making a purchase. Moreover, brand awareness does not moderate the relationship between digital marketing strategies or brand image and purchasing decisions, implying that both variables operate directly without being shaped by the level of consumer awareness of the brand.

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