

INSTAGRAM PROMOTION EFFECTIVENESS AND THE MEDIATING ROLE OF BRAND AWARENESS IN INFLUENCING CONSUMER PURCHASE DECISIONS AT A COFFEE BUSINESS



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ABSTRACT

Indonesia has experienced significant growth in both coffee production and consumption, driving the development of local coffee businesses. Amid increasing competition, Instagram has become a primary platform for promotional strategies due to its visual strength and broad reach. This study aims to analyze the influence of Instagram promotion effectiveness on consumer purchase decisions, with brand awareness as a mediating variable. Promotion effectiveness is measured using the Stimulus-Organism-Response (SOR) Model, which encompasses stimulus (content quality), organism (attention, comprehension, and acceptance), and response (interaction and participation). The study was conducted at Sumber Wandhe Coffee Lab, Jombang, East Java, from January 2025, utilizing field observations and interviews supported by Google Forms, and employing a quantitative approach. A total of 100 respondents, out of 4,000 followers of Sumber Wandhe Coffee Lab on Instagram, were selected using purposive sampling. Data were collected via an online questionnaire and analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) through WarpPLS 8.0. This study examined the relationship among three main variables: Instagram promotion effectiveness, brand awareness, and purchase decision. The results show that Instagram promotional content received high average scores in stimulus (4.23), organism (4.24), and response (4.15), with an overall effectiveness score of 4.20. The outer Model met the validity and reliability criteria. The inner model analysis revealed a significant direct effect of Instagram promotion on brand awareness ($\beta = 0.83$, $p < 0.01$) and a significant effect of brand awareness on the purchase decision ($\beta = 0.62$, $p < 0.01$). The indirect effect of promotion on purchase decision through brand awareness was more substantial than the direct path. These findings confirm that brand awareness serves as a key mediator linking the effectiveness of Instagram promotion to consumer purchasing behavior.

Keywords: brand awareness; coffee shop; instagram; promotion effectiveness; SOR model.

INTRODUCTION

Coffee is one of Indonesia's leading commodities, making a significant contribution to the national economy. According to data from the International Coffee Organization (2023), Indonesia ranks as the second-largest coffee producer in the Asia and Oceania region, after Vietnam, with production reaching 720,000 tons in the 2021/2022 period and increasing to 780,000 tons in 2022/2023. This growth originates not only from major producing regions such as Sumatra and Sulawesi but also from emerging areas like Wonosalam, located in Jombang Regency. This region boasts favorable agroclimatic conditions, making it a promising source of high-quality local coffee.

This upward trend has contributed to the proliferation of coffee shops across various cities, including businesses initiated by local entrepreneurs in Jombang. Competition in this sector has become increasingly complex, driven by shifts in consumer behavior toward digital engagement. Contemporary consumers tend to seek product information, compare options, and evaluate reviews



via social media before making purchase decisions. These behavioral changes require coffee shop businesses to adapt their promotional strategies. Social media, particularly Instagram, has emerged as a key platform for building marketing communication. Instagram is favored for its ability to deliver strong visual messaging and reach a broad audience. According to data from Dafa & Hariyanti (2021), Instagram had over 104 million active users, making it the fourth-largest Instagram user base globally. This presents a significant opportunity for businesses to develop brand image, foster engagement, and influence purchasing decisions more effectively.

One business that leverages this opportunity is Sumber Wandhe Coffee Lab, a local coffee shop in Jombang. In contrast to many other coffee shops that rely on discounts or price-based promotions, Sumber Wandhe Coffee Lab employs a storytelling-based content strategy on Instagram. The content not only showcases the products but also educates consumers about the coffee production process, from weighing to roasting and brewing. This strategy is designed to add value and foster emotional connections between consumers and the coffee they offer.

However, the effectiveness of this strategy has yet to be examined empirically. It remains unclear to what extent promotional content shared on Instagram influences consumer brand awareness and how such awareness affects purchasing decisions. To better understand this process, a comprehensive theoretical framework is necessary.

The Stimulus-Organism-Response (SOR) model serves as a relevant conceptual framework in this context. The Model posits that external stimuli such as promotional content influence internal consumer conditions, including perception and awareness, which in turn lead to a behavioral response, such as a purchase decision (Hajriyanti & Zahra, 2024). In the context of Instagram-based promotion, stimuli may consist of images, videos, or visual narratives. The organism component reflects consumer perception and brand awareness, whereas the response refers to the decision to make a purchase.

Previous studies have examined the influence of social media on consumer behavior, highlighting the importance of brand awareness in decision-making (Fauziya & Handian Hikmah, 2023). However, these studies tend to treat each variable separately, some focusing solely on promotional effectiveness and others on brand awareness without exploring the causal relationship between the two within an integrated model.

A gap in the literature exists due to the lack of studies specifically investigating how Instagram-based promotion affects purchasing decisions with brand awareness as a mediating variable, particularly in the context of local coffee shops. Moreover, there is limited academic attention on evaluating the effectiveness of educational, storytelling-based content strategies in digital promotion for small enterprises. In response to this gap, the present study offers novelty in three key aspects. First, the study applies the SOR model comprehensively to analyze the effectiveness of Instagram-based promotion. Second, it positions brand awareness as a mediator between promotional content and purchasing decisions. Third, it focuses on Sumber Wandhe Coffee Lab as a case study, representing the use of storytelling strategies in promoting local coffee products, an area that has received little attention in prior academic research.

Understanding this relationship not only contributes to the theoretical development of digital marketing and consumer behavior literature but also provides practical insights for local entrepreneurs to design more effective promotional strategies that align with current consumer preferences. Based on the background above, it is determined that 1) is to analyze the effectiveness of Instagram-based promotions using the Stimulus-Organism-Response (SOR) Model at Sumber Wandhe Coffee Lab. 2) To test the effect of brand awareness on consumer purchasing decisions, as well as the mediating role of brand awareness in the relationship between the effectiveness of Instagram promotions and purchasing decisions. 3) To evaluate the direct and indirect effects of the effectiveness of Instagram promotions on consumer purchasing decisions at Sumber Wandhe Coffee Lab.

MATERIALS AND METHODS

This research was conducted at Sumber Wandhe Coffee Lab located in Dusun Sumber, RT/RW 08/13, Wonosalam Village, Wonosalam District, Jombang Regency, East Java, Indonesia. The research was conducted from January 8 to 31, 2025, at Sumber Wandhe Coffee Lab. The population in this study consisted of 4,000 individuals, corresponding to the number of followers of the Sumber Wandhe Coffee Lab Instagram account. The sample size was determined using Slovin's formula, with a 10% margin of error, resulting in 97 observations. The minimum required sample size for analysis using WarpPLS is 50, while the optimal statistical estimation requires a sample between 100 and 120 observations. To ensure optimal results, the research established a total sample of 100 respondents. The sampling process applied a non-probability sampling method combined with a

purposive sampling technique. Non-probability sampling indicates that not all members of the population have an equal opportunity to be selected as respondents. Purposive sampling refers to the selection of respondents based on specific predetermined criteria. The criteria for inclusion in the sample were as follows: Being a follower who has viewed posts on the Sumber Wandhe Coffee Lab Instagram account and having purchased products from Sumber Wandhe Coffee Lab at least once.

Table 1. Research variables

No	Variable	Dimensions / Indicators	Operational Definition	Source
1	Instagram Promotion Effectiveness (X)	<ul style="list-style-type: none"> - Stimulus: Content quality - Organism: Attention, comprehension, acceptance - Response: Interaction, participation 	Assessed using the S-O-R (Stimulus-Organism-Response) Model to evaluate how consumers perceive and respond to promotional content on Instagram.	(Sampe Litha & Kreshan, 2024)
2	Brand Awareness (Z)	<ul style="list-style-type: none"> - Top of Mind, - Brand Recall, - Brand Recognition 	The extent to which consumers can identify and recall the Sumber Wandhe Coffee Lab brand in the coffee product category.	(Basri et al., 2023)
3	Purchase Decision (Y)	<ul style="list-style-type: none"> - Problem Recognition - Information Search - Evaluation of Alternatives - Purchase Decision - Post-Purchase Behavior 	The stages of the decision-making process a consumer goes through, from recognizing a need to evaluating their experience after the purchase.	(Selang, 2013)

Data were collected using a structured questionnaire distributed online and complemented by direct observation of Instagram content. The questionnaire was developed using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), based on indicators related to the study variables: Instagram promotion effectiveness, brand awareness, and purchase decision.

SOR Rate. This study aimed to achieve the first objective, which was to measure the effectiveness of promotion through Instagram using a Likert scale. The measurement was conducted based on three main variables within the SOR model, namely Stimulus, Organism, and Response. The SOR model was employed as the analytical framework because it serves as a benchmark for determining the level of promotion effectiveness in terms of message recall, purchase interest, and message comprehension (Afifah et al., 2019; Hasanah et al., 2016; Pertiwi et al., 2021). The analysis process began with a simple tabulation, which involved calculating the percentage of respondents selecting each response category using the following formula:

$$P = \frac{fi}{\sum fi} \times 100\% \quad (1)$$

Where P denotes the percentage, fi is the number of respondents in a specific category, and $\sum fi$ is the total number of respondents. The next stage was the calculation of the weighted mean score, using the formula:

$$x = \frac{\sum fi \cdot wi}{\sum fi} \quad (2)$$

Where x represents the weighted mean score, fi is the frequency, and wi is the weight assigned to each response. After calculating the weighted scores, the scale range was determined to map the respondents' perceptions. The scale range was computed using the formula:

$$Rs = \frac{R(\text{Bobot})}{M} \quad (3)$$

Where R (*bobot*) refers to the difference between the highest and lowest weights, and M denotes the number of weight categories. Since the Likert scale applied ranged from 1 to 5, the resulting scale range was 0.8, as shown in the formula:

$$R_s = \frac{5-1}{5} = 0,8 \quad (4)$$

This scale range was then used to classify promotion effectiveness into the following categories:

Table 2. Likert scale

Scale	Meaning
1.00–1.80	Very Ineffective
1.81–2.60	Ineffective
2.61–3.40	Moderately Effective
3.41–4.20	Effective
4.21–5.00	Very Effective

The final step was to determine the overall effectiveness of the promotion by calculating the SOR Rate, which is the average of the scores of the three dimensions, using the formula:

$$\frac{\text{Stimulus} + \text{Organism} + \text{Response}}{3}$$

The SOR Rate reflects the level of effectiveness or the perceived position of a product promotion according to respondents, as aligned with the predetermined value scale in Table 3.1. The mean score for each dimension was first calculated, then matched with the specified scale values. Subsequently, the SOR Rate was computed, and the result was compared to the established scale to determine whether the promotion activity could be considered adequate. (Afifah et al., 2019; Hasanah et al., 2016; Pertiwi et al., 2021).

The analytical tool employed was Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) method, using WarpPLS version 8.0, to address objectives 2 and 3.

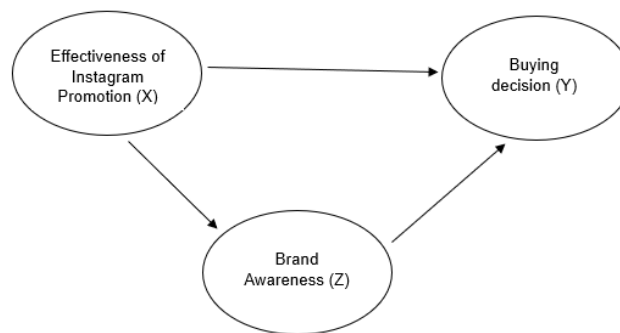


Figure 1. Structural equation modeling (SEM)

SEM-PLS was selected because it is suitable for exploratory research with small to medium sample sizes, does not assume data normality, and is capable of estimating complex causal relationships among latent variables. Model evaluation was conducted in two stages:

1. Measurement Model (Outer Model):

- Convergent validity is used to measure the extent to which measurement items correlate positively with other items of the same construct (Purwanto & Sudargini, 2021). The minimum acceptable loading factor is 0.5, provided that the Average Variance Extracted (AVE) value for each construct exceeds 0.5 (Ulum et al., 2014)
- Discriminant validity is assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between that construct and other constructs within the Model. According to Samak & Hanke (2024), if the correlation of a latent variable with its indicators is higher than its correlation with other variables, the discriminant validity of that variable can be considered acceptable.
- Composite reliability serves as a measure of convergent validity in reflective measurement models. The recommended criterion is that the AVE value should exceed the range of 0.5 to 0.7 (Purwanto & Sudargini, 2021)

2. Structural Model (Inner Model): The inner Model is tested to determine the structural relationships that represent the connections between latent variables.
 - R-Square. The evaluation of the structural Model begins by assessing the R-Square value for each endogenous latent variable, which indicates the predictive power of the structural Model (Kock, 2021). R-squared values of approximately 0.75, 0.50, and 0.25 are considered to represent strong, moderate, and weak models, respectively, in accordance with the guidelines provided by Purwanto & Sudargini (2021).
 - Variance Inflation Factor (VIF) is used to measure the level of collinearity (Purwanto & Sudargini, 2021). Multicollinearity refers to a situation in which two or more independent variables or exogenous constructs are highly correlated, thereby reducing the Model's predictive capability. A VIF value must be less than 3.3; values exceeding this threshold indicate the presence of collinearity between constructs (Purwanto & Sudargini, 2021).
 - Cross-validated redundancy (Q-square) is used to evaluate predictive relevance (Purwanto & Sudargini, 2021). A Q² value greater than zero indicates that the Model has appropriate predictive relevance for a particular construct. Conversely, a Q² value less than zero suggests a lack of predictive relevance.
 - Path Coefficient plays a role in evaluating the relationships between variables by measuring the strength and significance of those relationships, and testing hypotheses to determine the extent to which one variable influences another (Purwanto & Sudargini, 2021). Path coefficients range from -1 to +1, with values closer to +1 indicating a stronger relationship between constructs.
 - Model Fit refers to the test used to assess the overall adequacy of the research model (Purwanto & Sudargini, 2021). Model fit is often referred to as the "Goodness of Fit Model." The Goodness of Fit refers to indices and metrics that measure how well the observed relationships among latent variables align with the proposed Model.
 - Mediation Testing, The mediation effect of brand awareness was assessed using the Variance Accounted For (VAF) approach, with the following criteria: VAF > 80% indicates complete mediation, VAF between 20% and 80% indicates partial mediation, and VAF < 20% indicates no mediation.
 - Hypotheses were tested using bootstrapping, with a 5% significance level ($p < 0.05$).

RESULTS AND DISCUSSION

Profile of Sumber Wandhe Coffee Lab

Sumber Wandhe Coffee Lab is located in Sumber Hamlet, RT/RW. 08/13, Wonosalam Village, Wonosalam Subdistrict, Jombang Regency, East Java 61476. The word Wandhe means 'warung' in Javanese—Wandhe as a warung and Sumber meaning source. Thus, Sumber Wandhe is a warung specializing in brewing coffee sourced directly from its origin. Sumber Wandhe Coffee Lab was first established on December 26, 2019. At its inception, Wandhe used 'Coffee and Eatery' as its name before changing to 'Coffee Lab' at the beginning of 2022.

Sumber Wandhe Coffee Lab has an intriguing promotional concept, particularly through video storytelling and educational content about coffee. This sets it apart, as it introduces itself not through price promotions, bundles, or other tactics that could lead to price wars among coffee shops, but through sharing knowledge via storytelling that includes the coffee-making process from bean to cup, interviews with farmers, and information about the various advantages of different coffee beans. Given the intense competition among coffee shops, this strategy is appealing because Sumber Wandhe Coffee demonstrates its quality and enhances the value of the coffee itself, rather than just 'selling coffee.' Although Sumber Wandhe is not located in a particularly strategic area, it can add value by incorporating natural views into the coffee shop's layout. Additionally, the coffee processing area, which includes weighing and roasting, is located adjacent to the Sumber Wandhe Coffee Lab.

Respondent Characteristics

The characteristics of the respondents in this study provide a general overview of consumers of Sumber Wandhe Coffee Lab who follow the brand's official Instagram account. Data were obtained from 100 individuals who completed the research questionnaire.

The majority of respondents reside in Jombang (54%), demonstrating Sumber Wandhe Coffee Lab's strong local customer base, while also attracting consumers from major cities such as Surabaya, Malang, and Jakarta, likely due to social media exposure (Gahlot & Rani, 2023). Most respondents (82%) belong to Generation Z, who actively integrate café visits into their digital lifestyles and frequently share such experiences online as part of their self-expression. Regarding occupation,

66% are entrepreneurs and private sector employees with stable incomes, making coffee consumption part of their daily routines. Meanwhile, 31% are students drawn to the coffee shop's educational initiatives, which combine experiential learning with visual engagement. From a marketing perspective, entrepreneurs and private employees prefer functional product information, whereas students are more responsive to storytelling-based and interactive content on social media.

Table 3. Respondent characteristics

Characteristics	Total (People)
Gender	
Male	54
Female	46
Age (Years)	
13-28	82
29-44	15
45-60	2
>60	1
Residence	
Jombang	54
Surabaya	18
Malang	10
Jakarta	7
Kediri	5
Mojokerto	4
Yogyakarta	2
Occupation	
Entrepreneur/Private Sector Employee	66
Student/College Student	31
Housewife	1
State-Owned Enterprise Employee	1
Barista	1

Effectiveness of Instagram Promotion

Effectiveness of Instagram Promotion, to achieve the first objective, this study examines the effectiveness of Instagram promotion by employing the Stimulus-Organism-Response (SOR) Model at Sumber Wandhe Coffee Lab. The effectiveness of promotional activities conducted via Instagram is defined as the extent to which promotional messages are successfully conveyed through the Instagram platform to the target audience and subsequently elicit the intended responses or outcomes. In this study, the indicators utilized are Stimulus, Organism, and Response.

1. Stimulus

Stimulus in Instagram promotion refers to the form of message delivery, either in the form of images, videos, or audio, designed to attract the audience's attention. Based on the research findings, the promotional content displayed by Sumber Wandhe Coffee Lab, including documentation of field school activities, interviews, and coffee brewing demonstrations, has received positive responses from consumers. The majority of consumers consider the content quality to be quite good in terms of technical aspects, such as image and sound clarity.

Table 4. Stimulus scale

Likert Scale	Score	Respondent Frequency				Total Average Score
		S1	S2	S3	S4	
STS	1	3	3	3	1	4,23
TS	2	1	1	1	2	
C	3	11	8	6	6	
S	4	51	44	46	43	
SS	5	34	44	44	47	
Amount		100	100	100	100	
Average Weight		4,12	4,25	4,27	4,30	

However, several responses suggest that the visual content presented by Sumber Wandhe Coffee Lab has not fully aligned with the current social media trends. For example, the promotional content has not widely used popular music, viral short video formats, or contemporary storytelling styles that are more appealing to the younger generation.

This finding is consistent with the study by Sampe, Litha, and Kreshan (2024), which stated that viewers prefer visual content in video format that consistently follows the latest trends. These latest trends may take the form of currently viral songs or even videos with new concepts. This will increase interaction among Instagram users, so that content following the latest trends will appear on the Instagram homepage, both for users who have followed and those who have not. Similarly, on the TikTok platform, several business owners build their brand by following ongoing trends. For example, they present visual content in the form of storytelling videos that are interesting and relevant to the public, increasing awareness of corporate life within certain companies. (Widjajanto & Astuti, 2021) also emphasized that content strategies relevant to current trends are crucial for increasing engagement and building loyalty. In addition, Runiasari (2021) found that an emphasis on calm visuals, relatable stories, and a consistent brand identity are the main strengths in delivering marketing messages. Thus, it can be concluded that the promotional stimulus from Sumber Wandhe Coffee Lab has met technical quality standards but still needs improvement in terms of creativity and alignment with visual trends that match the characteristics of social media users, especially Generation Z.

2. Organism

An organism in the S-O-R model describes the internal state of an individual after receiving external stimuli. In this study, the organism reflects the communicant's attitude toward promotional content received from the Sumber Wandhe Coffee Lab Instagram account. There are three important aspects in the organism dimension: attention, comprehension, and acceptance. These aspects, together, influence the extent to which consumers will respond to the stimulus through actual behavior, such as purchase decisions.

Table 5. Organism scale

Likert Scale	Score	Respondent Frequency				Total Average Score
		O1	O2	O3	O4	
STS	1	1	1	1	2	4,24
TS	2	3	2	2	2	
C	3	9	13	11	10	
S	4	41	35	37	36	
SS	5	45	48	48	49	
Amount		100	100	100	100	
Average Weight		4,23	4,24	4,26	4,25	

All indicators in the organism dimension show a very effective category. This indicates that the promotion from Sumber Wandhe Coffee Lab has successfully attracted consumer attention, is well understood, and is positively accepted. This study is supported by the findings of a study conducted by Syara (2025), which stated that a positive attitude toward digital promotions, especially in visual form, has a significant influence on consumers' purchase intentions. (Hartono & Tjiptodjojo, 2024) also emphasized that the understanding and acceptance of digital promotional messages are strongly influenced by the extent to which consumers have emotional involvement with the brand. Furthermore, Ghifarani (2025) explained that consumers' psychological involvement plays an important role in shaping positive perceptions of messages delivered through social media. From these results, it can be inferred that the visual strategy and promotional narrative employed by Sumber Wandhe Coffee Lab have successfully built positive attitudes among consumers, both cognitively and affectively. The consistency of visual appearance, message coherence, and alignment with audience preferences are important factors in the success of the organism dimension.

3. Response

Response reflects how consumers respond to the received stimulus through tangible actions, such as commenting, liking, sharing content, or recommending it to others. Based on the score results, consumer response to the Instagram promotion from Sumber Wandhe Coffee Lab is classified as effective. The indicator with the highest score is consumers' willingness to recommend to others after seeing the promotional content, which indicates a high level of trust and satisfaction with the brand.

Table 6. Response scale

Likert Scale	Score	Respondent Frequency				Total Average Score
		R1	R2	R3	R4	
STS	1	2	2	2	2	4,15
TS	2	6	2	0	0	
C	3	16	14	12	8	
S	4	37	35	42	32	
SS	5	36	46	42	57	
Amount		100	100	100	100	
Average Weight		3,90	4,18	4,16	4,39	

However, active interactions such as replying to stories, participating in polls, or commenting are still relatively low. Most consumers only access content passively without providing direct responses. This suggests that, although the promotional message successfully attracts attention, the drive to foster two-way interaction remains suboptimal.

Research by Group & Fgd (2025) suggests that the existence and effectiveness of a call to action play a crucial role in encouraging interactive audiences to increase engagement and drive purchase intention. (Juliana et al., 2024) also emphasized that consumer engagement with promotional content influences purchasing decisions and loyalty. Therefore, promotion from Sumber Wandhe Coffee Lab should be complemented with interactive elements, such as favorite menu polls, light quizzes, or open questions that can encourage active audience engagement.

4. SOR Rate

Based on the average score results of each dimension, each dimension falls into the effective to very effective scale. The stimulus dimension obtains an effective scale, the organism dimension obtains an effective scale, and the response dimension obtains an efficient scale. The average score of the three dimensions will be summed and then divided by the number of dimensions to obtain the SOR Rate 4,20. The overall results of the three dimensions of the S-O-R model indicate that the Instagram promotion conducted by Sumber Wandhe Coffee Lab has been running smoothly. Stimulus has a strong visual appeal, indicating that messages are processed positively by consumers, and the response suggests a tendency for consumers to share content organically.

Nevertheless, promotional effectiveness can still be improved, especially in aspects of interaction and active engagement. A promotion that relies solely on visual appearance is not sufficient to encourage direct consumer engagement. Content that is emotionally relevant, interactive, and aligned with social media trends will be more effective in building long-term relationships with consumers. Ideal digital promotion not only delivers information but also creates enjoyable experiences, encourages participation, and forms emotional attachment between consumers and the brand. These findings underscore the importance of a strategic approach that combines visual quality, strong storytelling, and interactivity as key factors for successful social media promotion.

Model Evaluation

1. Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model aims to ensure that the indicators used in this study accurately represent the constructs being measured. This phase includes assessments of convergent validity, discriminant validity, and reliability, all of which were analyzed using the SEM-PLS approach.

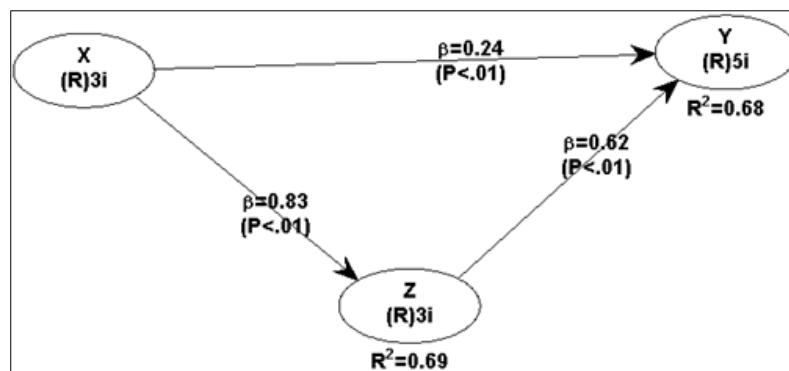


Figure 1. Measurement model evaluation

a. Convergent Validity

Convergent validity is assessed through the loading factor values, which indicate the strength of the relationship between each indicator and its corresponding construct. The results demonstrate that all indicators have loading factors above 0.70 and p-values below 0.05, meeting the criteria for convergent validity as suggested by Ulum et al. (2014).

Table 7. Convergent validity

	X	Z	Y	Type	P.Value
X1.1	(0.824)	-0.002	-0.185	Reflective	<0.001
X1.2	(0.858)	-0.028	0.130	Reflective	<0.001
X1.3	(0.866)	0.029	0.047	Reflective	<0.001
X2.1	-0.212	(0.825)	0.029	Reflective	<0.001
X2.2	0.024	(0.913)	-0.116	Reflective	<0.001
X2.3	0.177	(0.869)	0.094	Reflective	<0.001
Y1.1	0.024	-0.069	(0.792)	Reflective	<0.001
Y1.2	-0.419	0.066	(0.757)	Reflective	<0.001
Y1.3	0.067	0.273	(0.887)	Reflective	<0.001
Y1.4	0.288	-0.310	(0.804)	Reflective	<0.001
Y1.5	0.008	0.014	(0.887)	Reflective	<0.001

One notable finding is the high loading factor value of the brand recognition indicator under the Brand Awareness construct, which reaches 0.913. This suggests that consumers have a strong ability to recognize the Sumber Wandhe Coffee Lab brand, likely due to consistent exposure to Instagram-based promotional stimuli. This result aligns with the findings of Sarjana & Indonesia (2025), who revealed that repeated exposure to digital content significantly enhances brand recall.

Conversely, within the Effectiveness of Promotion construct, one indicator contributed relatively less than the others. This suggests that certain aspects of the promotional stimulus, such as content consistency, the use of trending audio-visual elements, or alignment with audience characteristics, still require optimization. This aligns with the study by Ilmu et al. (2025), which emphasizes that the success of social media promotion is highly influenced by the visual and emotional appeal perceived by the audience.

b. Discriminant Validity

Discriminant validity is intended to confirm that distinct constructs within the Model truly measure different underlying concepts. The results show that the Average Variance Extracted (AVE) values for all constructs exceed the minimum threshold of 0.50. This indicates that each indicator explains more variance in its respective construct than in others. This confirms that the constructs of Promotion Effectiveness, Brand Awareness, and Purchase Decision possess clear conceptual identities, with no overlapping interpretations across constructs. These findings support the criteria proposed by Purwanto & Sudargini (2021) and reinforce the validity of the measurement model structure employed in this study.

c. Reliability

Reliability testing was conducted to assess the internal consistency of indicators in forming each construct. The results indicate that all variables achieved Composite Reliability and Cronbach's Alpha values above 0.70, suggesting that the measurement instruments are reliable (Purwanto & Sudargini, 2021)

Table 8. Reliability

	X	Z	Y
Composite Reliability	0.886	0.903	0.915
Cronbach's Alpha	0.807	0.838	0.883

These high reliability scores indicate that respondents provided consistent answers to each item measuring a particular construct. This implies that the instruments used were not only valid but also trusted and clearly understood by the audience.

Overall, the evaluation of the outer Model indicates that the measurement model in this study meets all required validity and reliability criteria. All indicators have proven to be both valid and reliable in measuring the hypothesized constructs, making the Model suitable for the next phase of structural model testing.

2. Structural Model Evaluation (Inner Model)

The evaluation of the structural Model is conducted to assess the causal relationships among latent constructs within the formulated Model. This test covers five main aspects: Path Coefficient, Coefficient of Determination (R-Square), Predictive Relevance (Q-Square), Multicollinearity (VIF), and Model Fit.

a. Coefficient of Determination (R-Square)

The R-Square values indicate the predictive strength of exogenous constructs on endogenous constructs. Brand Awareness shows an R^2 value of 0.692, while Purchase Decision records a value of 0.679. Based on the interpretation by Kock (2021), these values are considered high, indicating a strong model in explaining data variance. These findings reinforce the study by Taufik et al. (2022), which found that consistent digital promotion explains more than 65% of the variation in brand awareness and consumer decisions.

b. Predictive Relevance (Q-Square)

The Q-Square values are 0.683 for Brand Awareness and 0.682 for Purchase Decision, indicating that the Model possesses strong predictive relevance (Purwanto & Sudargini, 2021). The positive Q^2 values approaching 0.7 suggest that the Model is not only theoretically sound but also capable of empirically predicting the data. This reinforces the Model's reliability within the context of digital promotion and consumer behavior research.

c. Multicollinearity (Variance Inflation Factor - VIF)

All VIF values within the Model are below 3.3, indicating the absence of multicollinearity issues that could affect the relationships between exogenous constructs (Purwanto & Sudargini, 2021). This implies that each construct provides a unique, statistically non-overlapping contribution.

d. Model Fit

Model fit refers to the degree to which a statistical model accurately represents the observed data. In the context of statistical modeling, a good model fit indicates that the Model accurately represents the relationships present in the data and is capable of making accurate predictions on new data.

Table 9. Model fit

Evaluation Aspect	Result	Description
Path Coefficients (β)	$X \rightarrow Y = 0.24$ ($p < 0.01$)	Significant direct effect
	$X \rightarrow Z = 0.83$ ($p < 0.01$)	Significant effect
	$Z \rightarrow Y = 0.62$ ($p < 0.01$)	Significant effect
R-Square (R^2)	$Z = 0.692$ $Y = 0.679$	69.2% variance of Z explained by X; 67.9% of Y by X and Z
Q-Square (Q^2)	$Z = 0.683$ $Y = 0.682$	Predictive relevance is good (>0.5)
Model Fit	APC = 0.565 ($p < 0.001$)	<0.05 , accepted
	ARS = 0.685 ($p < 0.001$)	<0.05 , accepted
	AARS = 0.680 ($p < 0.001$)	<0.05 , accepted
	AVIF = 2.592	≤ 5 , ideally ≤ 3.3 , accepted
	AFVIF = 2.956	≤ 5 , ideally ≤ 3.3 , accepted
	GoF = 0.703	Kategori <i>large</i> (>0.36)
	SPR = 1.000	≥ 0.7 , ideally 1.000, accepted
	RSCR = 1.000	>0.9 , ideally 1.000, accepted
	SSR = 1.000	≥ 0.7 , accepted
NLBCDR = 1.000	≥ 0.7 , accepted	

Model fit is demonstrated by the Goodness of Fit (GoF) value of 0.703, which falls into the large category (GoF > 0.36). In addition, all indices such as APC, ARS, and AARS are statistically significant at $p < 0.05$, while the AVIF and AFVIF values are below the threshold of 3.3. Furthermore, all supplementary indices (SPR, RSCR, SSR, NLBCDR) score 1.000, which is considered the ideal condition according to Ulum et al. (2014). This confirms that the research model exhibits a high degree of alignment between its theoretical structure and empirical data.

f Hypothesis testing and mediation

Hypothesis testing and mediation are conducted by examining the path coefficient and p-value to determine the significance of the influence between variables.

Table 10. Path coefficient test

Path	Coefficient (β)	P-Value
X → Z	0.832	<0.001
X → Y	0.238	0.006
Z → Y	0.624	<0.001

Based on the path coefficient test results presented in the table above, there is a strong positive influence of variable X on variable Z, with a path coefficient of 0.832. This indicates that any increase in the effectiveness of promotion will contribute significantly to the improvement of brand awareness, as evidenced by a p-value of <0.001, demonstrating that this effect is statistically significant. Variable X also has a positive direct influence on variable Y, with a path coefficient of 0.238 and a p-value of 0.005, although this influence is relatively minor compared to the other paths. These results indicate that Promotion Effectiveness has a significant direct impact on consumers' Purchase Decisions. Variable Z exerts a positive influence on variable Y, with a path coefficient of 0.624 and a p-value of <0.001, showing that Brand Awareness makes a significant contribution to consumers' Purchase Decisions.

Table 11. Mediation analysis

Path	Direct Effect	Indirect Effect	Total Effect	Mediation Type
X → Z → Y	0.238	0.519	0.757	Partial Mediation

Based on the mediation analysis conducted, the results obtained show that the direct effect of Promotion Effectiveness (X) on Purchasing Decisions (Y) is 0.238 and significant ($p = 0.006$). Meanwhile, the indirect effect of Promotion Effectiveness (X) on Purchasing Decisions (Y) through Brand Awareness (Z) is 0.519, calculated by multiplying the path coefficients X→Z (0.832) and Z→Y (0.624). The p-value for this mediation effect is <0.001, which indicates that the mediation effect is statistically significant. The total effect of Promotion Effectiveness (X) on Purchasing Decisions (Y) is 0.757, which is the sum of the direct and indirect effects. Both direct and indirect effects are statistically significant, so it can be concluded that Brand Awareness (Z) partially mediates the relationship between Promotion Effectiveness (X) and Purchasing Decisions (Y).

The influence of brand awareness on consumer purchasing decisions, as well as the mediating role of brand awareness in the relationship between Instagram promotion effectiveness and purchase decisions.

The effectiveness of Instagram promotion has been proven to have a significant direct influence on the purchase decisions of Sumber Wandhe Coffee Lab consumers, although the magnitude of the direct effect is smaller compared to the indirect effect. This finding is consistent with the study by Sumampouw (2023), which employed the EPIC model and indicated that promotion significantly influences purchase decisions. However, it differs from the research conducted by Novita Sari et al. (2023), which found that social media promotion had no effect on consumers' purchasing decisions, as it was perceived to be similar to that of competitors. This discrepancy in findings may be attributed to the distinctive promotional strategy implemented by Sumber Wandhe Coffee Lab, which sets it apart from other coffee shops by creating an emotional connection with consumers through storytelling that conveys the origin of the products, interviews with coffee farmers, and education regarding the use of local coffee beans, thereby enhancing the perceived value of the coffee itself.

The direct and indirect effects of Instagram promotion effectiveness on consumer purchase decisions at Sumber Wandhe Coffee Lab.

These findings support the role of Brand Awareness as a mediator in the effectiveness of promotion on purchasing decisions, as emphasized by Sisnuhadi & Sirait (2021), who stated that social media promotion effectively enhances brand perception, which subsequently impacts purchase decisions. However, this result contradicts the findings of Dafa & Hariyanti (2021), which suggest that in the context of food and beverage MSMEs, brand awareness does not always serve as a significant mediator due to consumer behavior that tends to be more impulsive and driven by short-term offers, such as discounts or bonuses. This difference may be attributed to the local context and market

segmentation; in this study, consumers of Sumber Wandhe Coffee Lab appear to demonstrate more affective and rational decision-making patterns, thus positioning brand awareness as a potent mediator.

This study presents several limitations that should be taken into consideration. First, the data scope is limited to a single case, namely Sumber Wandhe Coffee Lab, a micro, small, and medium enterprise (MSME) in the coffee sector with a locally based consumer profile. Therefore, generalizing the findings to other business sectors or geographic regions should be approached with caution. Second, the data collection was conducted at a single point in time (cross-sectional), which limits the study's ability to capture changes in consumer perception or behavior over a more extended period. Third, the quantitative approach used does not thoroughly explore the underlying reasons behind consumer responses, overlooking qualitative insights such as emotional perceptions and cultural values. Lastly, the use of the SOR model to measure promotion effectiveness was not directly compared with other promotional frameworks, such as AIDA or AISAS, which are also widely applied in digital marketing contexts.

From a theoretical perspective, this research extends the application of the Stimulus-Organism-Response (SOR) model within the context of social media-based digital marketing. Although SOR was initially developed in behavioral psychology, this study demonstrates its relevance in analyzing the effectiveness of promotional content on Instagram, utilizing both visual and narrative elements. Furthermore, the study reinforces the role of brand awareness as a key construct that bridges promotional stimuli and purchase decisions, while offering an operational measurement approach that can be replicated across other industries.

Practically, the findings provide strategic insights for MSMEs, particularly those in the coffee and culinary sectors, indicating that promotional success depends not only on visual presentation but also on the ability to build strong brand awareness. MSMEs are encouraged to maintain content consistency, incorporate audio-visual elements that align with current trends, and deliver storytelling that resonates emotionally with their consumers. Additionally, these results can serve as a reference for designing digital marketing campaigns that are not only informative but also participatory, fostering long-term connections between consumers and brands.

CONCLUSIONS AND SUGGESTIONS

The effectiveness of Instagram promotion directly influences purchase decisions; however, the indirect effect through brand awareness is significantly more substantial. This finding underscores the pivotal role of brand awareness as a key mediator within the Stimulus-Organism-Response (SOR) model, bridging promotional content and consumer purchasing decisions, particularly in the context of digital marketing. The measurement and structural models in this study are proven to be valid, reliable, and possess high predictive relevance. All indicators meet the requirements for convergent validity, discriminant validity, and construct reliability. Additionally, the structural relationships among variables demonstrate high R^2 and Q^2 values, along with excellent model fit ($GoF = 0.703$), indicating that the SOR approach is effectively applicable in the context of social media-based digital promotion. The Instagram promotions implemented by Sumber Wandhe Coffee Lab have been effective in capturing consumer attention and shaping positive attitudes. However, they have not yet fully maximized active engagement. The content strategy should be further optimized in terms of interactivity and alignment with current social media trends to enhance audience participation and responsiveness.

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