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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 Indonesian coffee industry has experienced rapid growth, with Café on Wheels emerging as an innovative distribution model to enhance market accessibility and optimize operational efficiency. Jago Coffee, a pioneer in this sector, leverages electric vehicles (EVs) to implement dynamic customer engagement strategies. However, sustaining this business model remains challenging due to evolving consumer preferences and competitive market dynamics. This study examines the impact of Content Marketing, Electronic Word-of-Mouth (E-WOM), and Perceived Quality on Brand Equity and Purchase Intention, utilizing the Diffusion of Innovation Theory and Theory of Planned Behavior. A quantitative methodology was employed, collecting survey data from 399 active Instagram and TikTok users in Indonesia, analyzed through Structural Equation Modeling (SEM). Results indicate that Content Marketing and E-WOM significantly strengthen Brand Awareness, which subsequently drives Purchase Intention. However, Perceived Quality demonstrates no significant direct effect on Purchase Intention, suggesting that digital engagement metrics and brand perception variables exert greater influence on consumer decision-making processes. These findings underscore the critical role of social media marketing in building brand equity and stimulating purchase behavior, providing actionable strategic insights for Café on Wheels operators to enhance competitive positioning.

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

INTRODUCTION

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.

The purpose of this study is to examine the determinants of purchase intention among consumers of Jago Coffee, a pioneer in Indonesia's Café on Wheels model, by focusing on the roles of Content Marketing, Electronic Word-of-Mouth (E-WOM), and Perceived Quality, with Brand Awareness as a mediating variable. In the context of a rapidly growing coffee industry and shifting consumer preferences, this research aims to uncover how digital marketing strategies influence consumer behavior, particularly in mobile coffee businesses that lack fixed physical locations. By employing the Theory of Planned Behavior and Diffusion of Innovations Theory, the study seeks to provide empirical evidence on the pathways through which digital engagement drives brand recognition and purchase decisions, offering actionable insights for businesses operating in dynamic and competitive markets.

This study contributes to the existing literature by addressing a gap in research on digital marketing strategies for mobile coffee businesses, which differ significantly from traditional brick-and-mortar cafés. Unlike prior studies, this research highlights the critical role of Brand Awareness as a mediator, demonstrating how it bridges the gap between digital marketing efforts and purchase intention. Additionally, the findings reveal that while Perceived Quality alone does not directly influence purchase intention, it significantly enhances Brand Awareness, which in turn drives consumer decisions. These insights enrich academic discourse on consumer behavior and digital marketing, particularly in emerging business models, and provide a foundation for future studies on the interplay between digital strategies and brand equity.

The practical implications of this study are particularly relevant for businesses adopting the Café on Wheels model, such as Jago Coffee, and other digital-centric enterprises. The

results underscore the importance of leveraging Content Marketing and E-WOM to build Brand Awareness, which is pivotal for driving purchase intention. For marketers, this means prioritizing engaging, consistent, and relatable content on platforms like Instagram and TikTok, as well as fostering positive online reviews to enhance credibility. Furthermore, the study suggests that maintaining high product quality, while essential, must be complemented by robust brand communication strategies to translate quality perceptions into actual sales. These insights can guide businesses in optimizing their digital marketing efforts to strengthen market presence and sustain competitive advantage in an increasingly digitalized consumer landscape.

RESEARCH METHOD

This study employs a postpositivistic paradigm, which recognizes that while reality exists independently, it can only be understood imperfectly due to the limitations of human perception and measurement. The postpositivist approach still values objectivity and empirical testing but acknowledges that all observations are inherently theory-laden and potentially fallible. This paradigm aligns with the quantitative method used in this research, where structured data is collected and analyzed to test hypotheses regarding the influence of digital marketing strategies—such as content marketing, electronic word-of-mouth (E-WOM), and perceived quality—on brand awareness and purchase intention. According to Creswell & Creswell (2018), the postpositivist worldview is particularly appropriate for studies that seek to explain relationships between variables while recognizing the provisional nature of knowledge.

The research method used is a survey, where data was collected through questionnaires distributed to active social media users, particularly on Instagram and TikTok, who have interacted with Jago Coffee's campaigns. The survey method was chosen for its ability to efficiently gather data from a large sample and its capacity to provide insights into consumer perceptions and behaviors (Fowler, 2014)

The research population includes social media users who have interacted with Jago Coffee's account. The sampling technique used is purposive sampling, where respondents are selected based on specific characteristics relevant to the research objectives. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in approximately 399 respondents considered representative of the population (Patton, 2015)

The collected data was then analyzed using statistical techniques, including regression analysis, to evaluate the relationships between the independent variables (content marketing, E-WOM, and perceived quality), the mediator variable (brand awareness), and the dependent variable (purchase intention). The validity and reliability of the research instruments were tested using normality, reliability, and validity tests to ensure that the data obtained is accurate and reliable (Hair et al., 2021).

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

	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

Source: Data Processing Results from SmartPLS (2024).
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 Test

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

Source: Data Processing Results from SmartPLS (2024).

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).

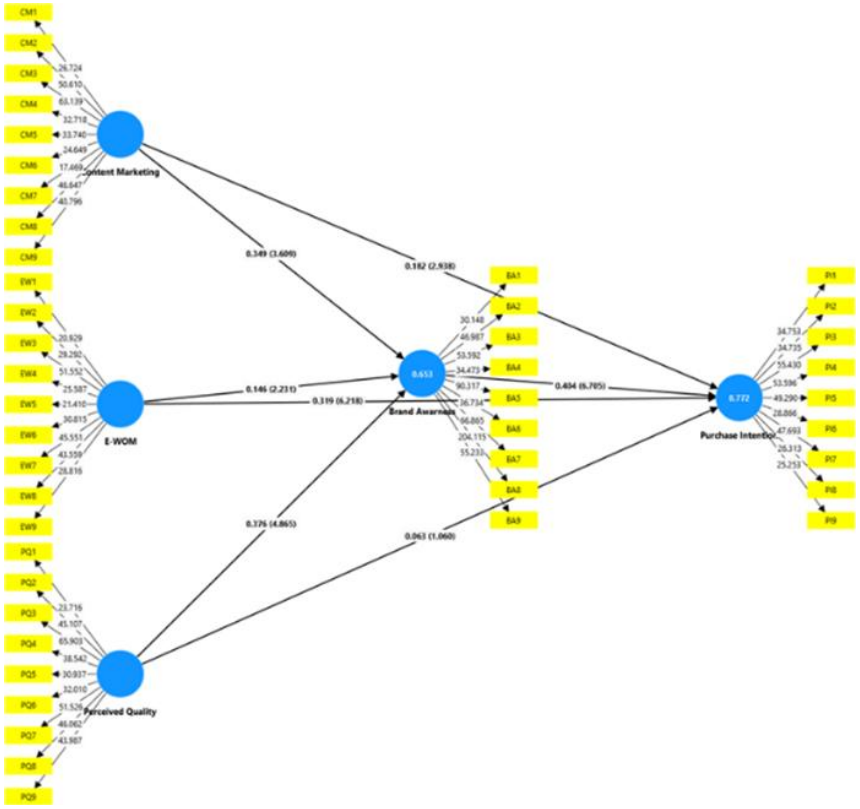

Figure 1 Path diagram

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

	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

Source: Data Processing Results from SmartPLS (2024).
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

	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

Source: Data Processing Results from SmartPLS (2024).

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

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

Source: Data Processing Results from SmartPLS (2024).

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.

CONCLUSION

The findings reveal that Perceived Quality significantly influences Purchase Intention only when mediated by Brand Awareness, highlighting that consumers' recognition and familiarity with a brand are essential for translating positive quality perceptions into actual buying intentions. This underscores the importance for companies to not only maintain high product quality but also invest in robust brand communication strategies to strengthen Brand

Awareness, thereby maximizing the impact of perceived quality on consumer purchasing decisions. For future research, it is recommended to explore the role of digital engagement and social media interactions as potential moderators in the relationship between Perceived Quality, Brand Awareness, and Purchase Intention, to provide deeper insights into effective marketing strategies in the digital era.

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