THE EFFECT OF *SOCIAL MEDIA MARKETING* ON THE PURCHASE DECISION OF KOOKA COFFEE PRODUCTS USING *BRAND IMAGE* AS A MEDIATION VARIABLE

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Abstract: This research is motivated by the increasingly high competition between coffee shops which encourages coffee shops to have more creative and innovative strategies. Some of the existing coffee shops have done social media marketing, which makes delivering product information easier, has affordable prices and has a broader market reach. Information that is shared through social media needs to be adequately packaged and attractively because it can increase customer satisfaction and brand image, which plays an essential role in the success of coffee shops during increasingly high competition. Kooka Coffee is the pioneer coffee shop that collaborates with clothing convection, producing advantages that other coffee shops do not. Kooka Coffee uses Instagram to share various marketing information that it hopes will increase its brand image in the minds of consumers and can have an impact in improving purchasing decisions. The goal of this study is to identify the most influential indicators on Kooka Coffee consumers' social media marketing, brand image, and purchasing decisions, as well as the effect of social media marketing on Instagram against brand image and purchasing decisions, and the influence of social media marketing on Kooka Coffee Malang consumers' purchasing decisions mediated by brand image.. This study used 100 respondents who were determined by the method purposive sampling**.** Analysis path used to calculate the effect between variables social media marketing with purchasing decision variables directly and indirectly through brand image. The analysis results show that social media marketing has a positive and significant effect on brand image, social media marketing positive and insignificant effect on purchasing decisions, brand image has a positive and significant impact on purchasing decisions, and brand image mediates with influence of social media marketing on buying decisions**.**

Keywords: *Brand Image, Coffee Shop, Path analysis, Purchase Decision, Social Media Marketing*

INTRODUCTION

Shift trend Drinking coffee has become a lifestyle, causing competition between coffee shops to be sharper as time goes by. It is marked by the proliferation of coffee shops in every corner of the city. For the coffee shop to survive during the existing competition, a more creative and innovative strategy is needed (Widiyanti, 2020). The methods developed can be in the form of menu variations, interiors that support a comfortable atmosphere, events interesting according to the target market's interest, and a unique form of promotion.

Not only the activity of drinking coffee, there is also a lifestyle e-life developing in today's society.

E-life itself is a condition of community activity that electronic things have influenced due to the encouragement of technological developments (Nuryanto, 2012). To compensate, many coffee shops are starting to use the internet to access social media as a marketing tool. Social media was chosen as a marketing medium because social media can facilitate marketing activities at an affordable cost and reach a broader market. It can be proven from the number of Indonesians who are active social media users by 37.96% in 2019. This figure is obtained from data that states that in 2019 there were 73.7% of the Indonesian population became internet users and 51.5% of them use the internet with the main reason being accessing social media (Association of Indonesian Internet Service Providers, 2020).

Many social media users and the benefits provided are an opportunity for coffee shops to do electronic or electronic-based product marketing social media marketing (Mileva and H., 2018). However, social media marketing needs some effort to do social media marketing that can be done as expected. The first thing is that coffee shops need to build an exchange of opinions between the coffee shop and consumers and keep these interactions active and open (Rachmawati and Andjarwati, 2020). The next thing is that coffee shops need to pay attention to the excellent and attractive packaging of information because it can increase the intensity of potential consumers seeing product information. The higher the power of the information received will increase consumer confidence so that the opportunity to make product purchasing decisions is even more excellent (Narayana and Rahanatha, 2020). Not only that, good information packaging can also increase brand knowledge (brand knowledge) of the products offered in social media; which is one of the two concepts in brand knowledge (brand knowledge) is the brand image (brand image) (Christodoulides and de Chernatony, 2010).

Brand image plays an essential role in determining the success of a coffee shop. The brand image is a perception and belief of consumers towards a product (Kotler and Keller, 2012). Brand image Strong strengths are created through the advantages and uniqueness of each coffee shop. The strong brand image in consumers' minds tend to make consumers choose the brand over other brands when buying. It is because of brand image The good quality of a product will cause potential consumers

not to hesitate to purchase the product (Narayana and Rahanatha, 2020). Therefore, brand image cannot be underestimated, especially in the modern era with increasingly high competition between coffee shops.

One of the coffee shops in Malang City that exists quite a bit with a uniqueness that other coffee shops don't have is Kooka Coffee, a shop that stands for coffee by T-shirt. This coffee shop is a subsidiary of Baboon T-shirt which became a pioneer and the only coffee shop in Indonesia that collaborates with clothing convection (Radar Malang, 2020). The collaboration resulted in a modern interior design concept industrial garments, the opportunity for consumers to see firsthand the clothing production process on the second floor of the coffee shop, and the concept of the promotion of buying free coffee for t-shirts which is also the slogan of Kooka Coffee.

Kooka Coffee does social media marketing through some platform social media, one of which is platform Instagram. Kooka Coffee has 1,828 followers on Instagram as of December 13, 2021, which shows that social media marketing conducted by Kooka Coffee has succeeded in attracting many Instagram users interested in coffee in Malang City. It is the impact of Kooka Coffee's efforts in packaging information in such an exciting and informative way that followers of the @kooka.cofee account can feel the benefits when receiving the information. The hope is that Kooka Coffee's efforts to utilizesocial media marketing can encourage the formation of brand image in the minds of consumers which will then increase the chances of success in purchasing decisions.

Even though it already has a competitive advantage and has made maximum efforts to utilize social media, Kooka Coffee is still experiencing marketing problems due to high competition. This is shown by the explanation of M. Audy Alifio and Intan Febrianty, as the managers of Kooka Coffee when the researchers conducted the pre-survey, namely that Kooka Coffee had experienced considerable losses and sales figures also did not show a significant increase. It can happen because there are many coffee shops in Malang, some of which offer different interior concepts of instagram and have also done social media marketing in their marketing activities. It makes consumers in Malang City faced with many choices of coffee shop brands when they want to fulfill their desire to enjoy coffee or a comfortable place to hang out with friends. As things that drive consumer purchasing decisions on

certain brands are brands that attract consumers' attention (Kurniasari and Budiatmo, 2018). Based on the background and existing problems, this study aims to determine the indicators that influence the variable social media marketing, brand image, and purchasing decisions used by consumers of Kooka Coffee. Furthermore, to determine the effect of social media marketing on platform Instagram against brand image, influence social media marketing on platform Instagram on purchasing decisions, and influence social media marketing on platform Instagram on consumer-mediated purchasing decisions of Kooka Coffee brand image.

RESEARCH METHOD

Research Approach

This research uses a quantitative explanatory approach. Explanatory research is a method that seeks to explain a phenomenon by expressing it into a causal relationship between variables, while quantitative research is a research approach carried out to test theories by analyzing causal relationships between variables based on the data collected and described following the research objectives that have been carried out. formulated (Dwiastuti, 2017).

Research Location and Time

This research was conducted at Kooka Coffee located at Jalan Dirgantara Raya A1 No. 19, Malang. The research location was chosen intentionally by the author as the research location because it is considered a strategic location and has problems that need to be solved through scientific research. This location is said to be strategic because it is located in Malang City, one of the big cities in East Java Province that continues to develop according to the times. While the problem at the location of this research is that it has advantages that other coffee shops do not have, as follows: pioneer the coffee shop collaborating with clothing convection, but still having problems in the field of marketing. The implementation time of this research is from September to October 2021.

Sampling Method

This study uses the method of determining the purposive sample sampling with the criteria of the respondents needed in this study, including every individual who (1) is at least 17 years old, (2) Instagram users, (3) knows Kooka Coffee Malang's Instagram account, and (4) has purchased Kooka Coffee Malang. The number of samples used in this study was determined using "rule of the thumb" according to the assumption of analysis path (Kuntoro, 2014). The number of samples used in this study is between 5-10 times the number of estimated parameters. So, from the 15 indicators used to produce 75-150 respondents, the authors determine a number of 100 respondents used in the study.

Collecting Data Method

This study uses primary and secondary data sources. The primary data used in this research is from documentation obtained from direct observation and interviews. Meanwhile, the secondary data needed was obtained through documentation activities in the form of library research.

Data Analysis Method

This study uses the analysis of path. Analysispath is a data analysis tool as an extension of multiple linear regression analysis to test the effect of the mediating variable and estimate the causal relationship between the variables that have been determined (Narayana and Rahanatha, 2020). However, analysis path cannot be used to confirm or reject the causality hypothesis because it only shows the direction or course of analysis. So to ensure or reject the idea, multiple linear regression analysis is used, namely an investigation that involves one dependent variable on a metric scale with two or more independent variables with a metric or non-metric scale (Dwiastuti, 2017).

Research Hypothesis

Based on the framework of thought, several hypotheses can be formulated: H1: Social media marketing has a positive and significant influence on purchasing decisions on consumers of Kooka Coffee Malang. H2: Social media maekting has a positive and significant influence on brand image to consumers of Kooka Coffee Malang. H3: Brand image has a positive and significant influence on purchasing decisions on consumers of Kooka Coffee Malang. H4: Social media marketing has a positive and significant influence on mediated purchasing decisions brand image to consumers of Kooka Coffee Malang.
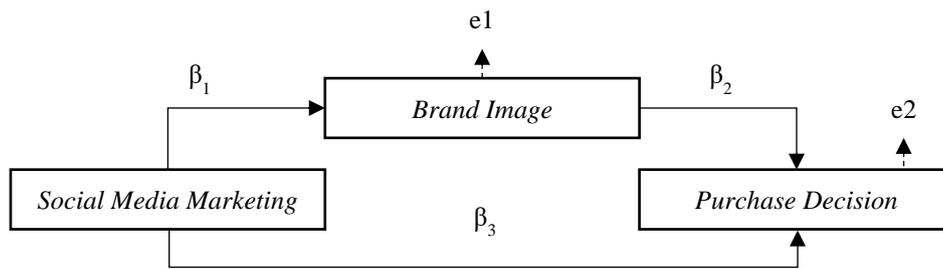
Figure 1. Research Model

RESULTS AND DISCUSSION

Variable Description

Social media marketing is a marketing strategy used by companies to promote their products through social media (Kristiawan & Keni, 2020). In this study the variable social media marketing measures by using 5 indicators in a total statement of 11 items. The results of the distribution of respondents' responses to related questionnaire statements social media marketing, described in Table 1, shows the highest scale score on the X. indicator1.5 (be honest), with an average score of 4,450 categorized high (Solimun et al., 2017). This means that Kooka Coffee's Instagram has succeeded in growing consumer confidence because they feel that the information in the shared content is not exaggerated and accounted for.

Table 1. Distribution of Respondents' Responses to Variables Social Media Marketing

Indicator	Answer Scale					Total	Sum	Average Score
	1	2	3	4	5	%		
$X_{1.1}$	0	0	70	156	74	100	1.204	4,013
$X_{1.2}$	0	0	47	131	122	100	1.275	4,250
$X_{1.3}$	0	0	0	111	89	100	889	4,445
$X_{1.4}$	0	0	9	99	92	100	883	4,415
$X_{1.5}$	0	0	5	45	50	100	445	4,450
Total							4.696	4,269

Source: Primary Data Processed (2021)

Brand image is a set of brand associations and beliefs inherent in the minds of consumers towards a particular product (Warasto, 2018). In this study the variable brand image measured using 3 indicators with a total statement of 7 items. The results of the distribution of respondents' responses to related questionnaire statements social media marketing described in Table 2 shows the highest scale score on the X. Indicator 2.1 (attributes) with an average score of 4,443, categorized as high (Solimun *et al.*, 2017). It means that the information shared by Kooka Coffee has succeeded in forming a memory in the minds of consumers regarding the elements of Kooka Coffee's products.

Table 2. Distribution of Respondents' Responses to Variables Brand Image

Indicator	Answer Scale					Total	Sum	Average Score
	1	2	3	4	5	%		
$X_{2.1}$	0	0	18	187	195	100	1.777	4,443
$X_{2.2}$	0	0	41	98	61	100	820	4,100
$X_{2.3}$	0	0	11	53	36	100	425	4,250
Total							3.022	4,317

Source: Primary Data Processed (2021)

Purchasing decisions are a process of managing information held by consumers on a product on several existing alternatives to choose one of them (Kristiawan & Keni, 2020). In this study, the purchase decision variable was measured using 7 indicators with each indicator 1 statement, so there were 7 statement items on this variable. The results of the distribution of respondents' responses to the questionnaire statements related social media marketing described in Table 3 which shows the

highest scale score on the Y. Indicator 1.7 (payment method) with an average score of 4.55 which is categorized as very high (Solimun et al., 2017). It means that consumers can act quickly in deciding which payment to make when buying products at Kooka Coffee from the cash and non-cash payment options provided by Kooka Coffee.

Table 3. Distribution of Respondents' Responses to Variables Purchase Decision

Indicator	Answer Scale					Total %	Sum	Average Score
	1	2	3	4	5			
$Y_{1.1}$	0	0	0	65	35	100	435	4,35
$Y_{1.2}$	0	0	19	44	37	100	418	4,18
$Y_{1.3}$	0	0	23	55	22	100	399	3,99
$Y_{1.4}$	0	0	17	44	39	100	422	4,22
$Y_{1.5}$	0	0	0	53	47	100	447	4,47
$Y_{1.6}$	0	0	22	41	37	100	415	4,15
$Y_{1.7}$	0	0	0	45	55	100	455	4,55
Total							2.991	4,27

Source: Primary Data Processed (2021)

Validity And Reliability Test

The validity test was conducted to test the validity of the statement items used in the research questionnaire instrument. The test must show a significance value < 0.05 or a Pearson Correlation value (r count) > r table to be considered valid.

Reliability tests were conducted to test the consistency of the statement items used in the research questionnaire to ensure reliability. The test must show the value of Cronbach's Alpha > 0.6 to be considered reliable. The results of testing this research instrument are presented as follows:

Table 4. Recapitulation of the results of the validity and reliability of research instruments

No.	Variable	Item	Sig.	R hitung	Cronbach's Alpha	Ket.	
1.	Social media marketing (X_1)	$X_{1.1.1}$	0,000	0,697		Valid	
		$X_{1.1.2}$	0,000	0,548		Valid	
		$X_{1.13}$	0,000	0,420		Valid	
		$X_{1.2.1}$	0,000	0,587		Valid	
		$X_{1.2.2}$	0,000	0,523		Valid	
		$X_{1.2.3}$	0,000	0,697	0,711	Valid	Reliable
		$X_{1.3.1}$	0,050	0,196		Valid	
		$X_{1.3.2}$	0,000	0,481		Valid	
		$X_{1.4.1}$	0,000	0,587		Valid	
		$X_{1.4.2}$	0,006	0,509		Valid	
		$X_{1.5.1}$	0,000	0,535		Valid	
2.	Brand image (X_2)	$X_{2.1.1}$	0,000	0,645		Valid	
		$X_{2.1.2}$	0,000	0,449		Valid	
		$X_{2.1.3}$	0,000	0,636		Valid	
		$X_{2.1.4}$	0,007	0,269	0,607	Valid	Reliable
		$X_{1.2.1}$	0,000	0,600		Valid	
		$X_{1.2.2}$	0,000	0,659		Valid	
		$X_{3.1.1}$	0,000	0,520		Valid	
3.	Purchase decision (Y_1)	$Y_{1.1.1}$	0,000	0,491		Valid	
		$Y_{1.2.1}$	0,000	0,630		Valid	
		$Y_{1.3.1}$	0,000	0,578		Valid	
		$Y_{1.4.1}$	0,000	0,613	0,602	Valid	Reliable
		$Y_{1.5.1}$	0,018	0,236		Valid	
		$Y_{1.6.1}$	0,000	0,750		Valid	
		$Y_{1.7.1}$	0,008	0,394		Valid	

Source: Primary Data Processed (2021)

Classic Assumption Test

The normality test was carried out to test the distribution of the confounding variables in the normal regression model equation or not. Testing using Kolmogorov- Smirnov Test must show a value greater than Alpha (0.05) to be considered a normally distributed confounding variable. The results of statistical tests carried out with Kolmogorov-Smirnov Test which is presented as follows:

Table 5. Normality test (*Kolmogorov-Smirnov Test*)

Equation	*Kolmogorov-Smirnov Test*
Equation 1	0,068
Equation 2	0,141

Source: Primary Data Processed (2021)

The multicollinearity test was carried out to test the close relationship between one independent variable and another in a model equation regression. Multicollinearity test on this research performed with analyzes tolerance and VIF value. The independent variable in the regression equation model is declared to have no symptoms of multicollinearity if it has a value tolerance >0,1 and the value of VIF < 10, which can be seen in the table Coefficients result testing multicollinearity which is presented in Table 6 as follows:

Table 61. Multicollinearity test equation 2 (Tolerance dan Variance Inflation Factor)

Variable	Colinearity Statistics	
	Tolerance	VIF
Social media marketing (X_1)	0,540	1,853
Brand image (X_2)	0,540	1,853

Source: Primary Data Processed (2021)

Heteroscedasticity test was carried out to test the presence or absence of variance of the confounding variables—testing with graphics scatter plot.Testing must show that the points are evenly distributed above and below the number 0 and do not form a certain pattern to be declared free of heteroscedasticity symptoms. The results of the heteroscedasticity test are presented as follows:
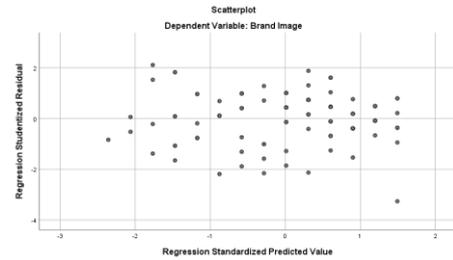

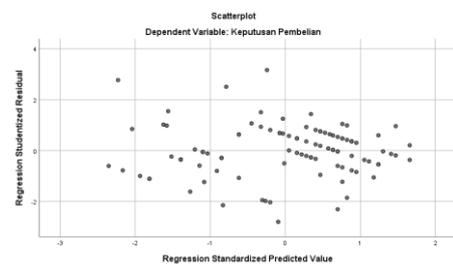**Figure 2.** Heteroscedasticity Test with *Scatterplot* Equation 1

Figure 3. Heteroscedasticity Test with *Scatterplot* Equation 2

Hypothesis Testing

The direct effect can be seen by looking at the significance value less than equal to 0.05 in the table Coefficients for the partial effect and the ANOVA table for the simultaneous product. In addition, the direct effect parts can be seen from the value of t-count > t-table, which means it has a positive influence and the direct effect simultaneously can be seen from the value of f-count > f-table which means it has a positive impact. The direct influence of the independent variable on the dependent variable can be seen from the value of R^2. Meanwhile, the indirect effect can be seen by looking at the z value > 1.96 to assume that there is an indirect effect between the independent and dependent variables. The results of the path analysis in equation 1 are presented in Table 7 as follows:

Table 7. Path Analysis Results Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,783	2,460		3,164	0,002
Social Media Marketing	0,478	0,052	0,679	9,145	0,000
R Square : 0,460					

Source: Primary Data Processed (2021)

Based on Table 7 it can be seen that social media marketing has a positive coefficient with a significance value of 0.000 (less than 0.05) and a t-count of 9.145 > t-table of 1.987. It can be interpreted that social media marketing what Kooka Coffee has done has a positive and significant influence on brand image built by Kooka Coffee, so H2 is accepted. The magnitude of the influence social media marketing to brand image when viewed from the total determination value (R2) is 46% and other variables outside the equation influence the remaining 54%. These results align with research conducted by Narayana and Rahanatha (2020) and Fahmiet al. (2020), who found that social media marketing can improve brand image.

Marketing activities carried out by Kooka Coffee optimally by utilizing social media, namely, Instagram to share information and establish interactions have been able to encourage the creation of a good perception in the minds of consumers who have followed or just looking for information on Kooka Coffee's Instagram. It can also be realized because Kooka Coffee provides content containing product information, both food and beverages, and other information such as events and promotions shared via Instagram. Likewise, the display of attractive images and as caption which interactively helps Kooka Coffee consumers feel closer or deeper acquainted with Kooka Coffee itself. The results of path analysis with regression for equation 2 are presented in Table 5 as follows:

Table 8. Output F Test Equation 2

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	268,740	2	134,370	42,671	0,000[b]
Residual	305,450	97	3,149		
Total	574,190	99			

Source: Primary Data Processed (2021)

Based on Table 8, it can be seen that equation 2 has a significance value of 0.000 <0.05 and the value of F-count 42.671 > F-table 3.09. It shows that equation 2 has a simultaneous influence between social media marketing and brand image on

purchasing decisions of Kooka Coffee consumers by 46.8% and the remaining 53.2% is influenced by other variables outside the equation. Here's the table coefficients from equation 2:

Table 9. Path Analysis Results Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,378	2,612		2,825	0,006
Social Media Marketing	0,103	0,072	0,144	1,429	0,156
Brand Image	0,586	0,102	0,578	5,734	0,000
R Square : 0,468					

Source: Primary Data Processed (2021)

Based on Table 9 it can be seen that social media marketing has a positive coefficient but the significance value is 0.156 (more than 0.05) and tcount 1.429 < t-table 1.988. It can be interpreted that partially social media marketing what Kooka

Coffee has done has a positive and insignificant effect on purchasing decisions made by Kooka Coffee consumers, so H1 is rejected. This result is not in line with research conducted by Upadana and Pramudana (2020), Narayana and Rahanatha (2020),

as well as research from Purwaningsih and Susanto (2020) which shows social media marketing positive effect and significant to purchasing decisions. But the results in this study are in line with research conducted by Okadianiet al. (2019) who found that social media marketing does not have a significant effect on purchasing decisions directly.

It can happen because there are various other things that consumers take into consideration before deciding to make a purchase after seeing the information provided by Kooka Coffee through Instagram. Image information with an attractive appearance and caption the interactive ones shared by Kooka Coffee can be considered no more interesting than what is shared and offered by other coffee shops so that consumers by only seeing the information are less interested in making a purchase. Nowadays, almost all coffee shops also do their marketing through social media so that consumers don't rely too much on information from Instagram to make purchases.

Based on Table 9, brand image has a positive coefficient with a significance value of 0.000 (less than 0.05) and tcount 5.734 < t-table 1.988. It can be interpreted that partially brand image developed by Kooka Coffee has a positive and significant influence on purchasing decisions made by Kooka Coffee consumers, so H3 is accepted. These results are in line with research conducted by Rachmawati and Andjarwati (2020) which showed that brand

image positive and significant effect on purchasing decisions

Kooka Coffee in doing its marketing both directly and through social media always tries to highlight its uniqueness so that consumers can recognize and remember it easily. Kooka Coffee provides good service, responds in a friendly manner, provides promotions to buy coffee for free, and creates iconic spots in coffee shops to instill a good perception and stick in the minds of consumers. The efforts provided by Kooka Coffee have succeeded in influencing consumer decisions to buy products at Kooka Coffee. As, the better the brand image in the minds of consumers, the greater the opportunity for consumers to make purchases (Rachmawati dan Andjarwati, 2020).

Furthermore, the calculation of the error value possessed by equations 1 and 2 is carried out to describe the path analysis model used in this study. The following is the calculation of the error value:

$$e_i = \sqrt{1 - R_i{}^2} \qquad (1)$$
$$e_1 = \sqrt{1 - R_1{}^2} = \sqrt{1 - 0{,}460} = 0{,}735 \qquad (2)$$
$$e_2 = \sqrt{1 - R_2{}^2} = \sqrt{1 - 0{,}468} = 0{,}729 \qquad (3)$$

Based on the calculation of the error value above, a path analysis model can be drawn up from the coefficients and error values presented in the path diagram as follows:
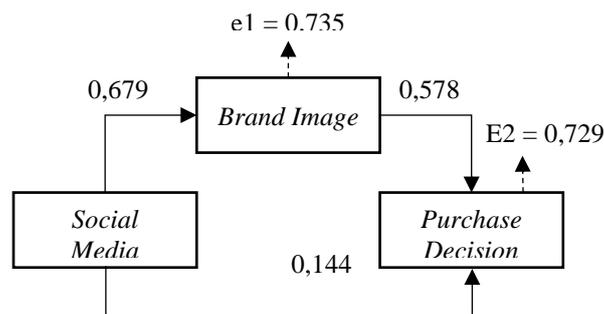

Figure 4. Hasil Model Analisis Path

Based on the path diagram in Figure 4, calculations can be made to determine the magnitude of the direct, indirect, and total effect. The calculation is presented in the form of Table 7 as follows:

Table 10. Direct Effect, Indirect Effect, and Total Effect

Variable Effect	Direct Effect	Indirect Effect Through Mediation	Total Effect
X$_1$→X$_2$	0,679	-	0,679
X$_1$→Y$_1$	0,144	0,679 x 0,578 = 0,392	0,144 + 0,392 = 0,536
X$_2$→Y$_1$	0,578	-	0,578

Source: Primary Data Processed (2021)

Based on Table 10, it can be seen that the direct influence of social media marketing on purchasing decisions is 0.144. While the indirect effect of social media marketing on purchasing decisions mediated by brand image is 0.392. So that the total effect is 0.536, then the Sobel Test was carried out to analyze the significant value of the indirect relationship of social media marketing to purchasing decisions mediated by brand image as follows:

$$z = \frac{\beta1\beta2}{\sqrt{\beta2^2 S\beta1^2 + \beta1^2 S\beta2^2 + S\beta1^2 S\beta2^2}} \qquad (4)$$

$$z = \frac{(0,679)(0,578)}{\sqrt{(0,578)^2(0,052)^2 + (0,679)^2(0,102)^2 + (0,052)^2(0,102)^2}}$$

$$z = \frac{0,392}{\sqrt{0,006}}$$

$$z = 5,061 \qquad (5)$$

Based on Table 10 and the results of the Sobel Test above, which shows the z value (5.061) > 1.96, it can be interpreted that there is a full mediation effect between social media marketing on purchasing decisions positively and significantly, H4 is accepted. The full mediation effect can be seen from the results of the direct influence of social media marketing on direct purchasing decisions which show no significant effect, while the indirect effect assisted by brand image mediation shows a significant effect which indicates the role of mediation is more meaningful, namely the Sobel Test value is greater than absolute Sobel value (Kharisma and Hutasuhut, 2019). So that Kooka Coffee's efforts in sharing information and interacting with consumers through social media will be able to improve consumer purchasing decisions if they succeed in forming a brand image in the minds of consumers. The results of this study are following research conducted by Narayana and Rahanatha (2020) who found that social media marketing has a positive and significant influence on purchasing decisions mediated by brand image.

Kooka Coffee consumers in making purchasing decisions are not directly influenced or based on the social media marketing efforts that Kooka Coffee has carried out, but there are mediating variables between the social media marketing carried out by Kooka Coffee and consumer purchasing decisions that can influence the decisions taken by consumers. So interested in buying products at Kooka Coffee. The brand image that is successfully embedded in the minds of consumers becomes an intermediary between social media marketing and purchasing decisions made by Kooka Coffee consumers. It is because the role of

brand image that shows consumer perceptions or what consumers say regarding Kooka Coffee products and services is important to understand and not only communicate information to make purchasing decisions (Fahmi *et al*., 2020).

CONCLUSION

Based on the results of research that has been carried out using path analysis, the following conclusions can be drawn:
1. The most clear indicator for Kooka Coffee consumers on the social media marketing variable is being honest with a score of 4.450, the brand image variable is the attribute with a score of 4.443, and the purchasing decision variable is the decision about the payment method with a score of 4,550.
2. Social media marketing has a positive and significant effect on the brand image of Kooka Coffee consumers. The better social media marketing done by Kooka Coffee, the better the brand image in the minds of consumers.
3. Social media marketing has a positive and insignificant effect on purchasing decisions for Kooka Coffee consumers. Social media marketing carried out by Kooka Coffee cannot directly foster consumer desire to make purchases on Kooka Coffee products.
4. Social media marketing positively and significantly affects purchasing decisions by mediating brand image. Social media marketing carried out by Kooka Coffee can generate incentives to make purchasing decisions through mediation of a good brand image.

RECOMMENDATION

Based on the conclusions above, some suggestions can be drawn as follows:
1. For further researchers, it would be better if they were able to further analyze the influence of social media marketing on brand image-mediated purchasing decisions in different or the same research scopes by using SEM analysis to provide a clearer picture of the influence of each indicator used.
2. 2. For Kooka Coffee, on the social media marketing variable, it would be better if Kooka Coffee increased activity in building interactions with consumers because being

active has the lowest average score among other indicators. These efforts can be in the form of increasing the intensity of uploading content on Instagram and doing it consistently. In the brand image variable, the indicator that needs to be improved is benefits, so Kooka Coffee needs to develop a more interesting way of delivering events and promotions or improvising on events or promotions to generate consumer desire to come to visit Kooka Coffee. In the purchasing decision variable, the indicator that needs to be improved is the decision about the brand. Kooka Coffee needs to innovate regularly so that consumers can choose it compared to other brands.

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