UDC 332

THE ROLE OF BRAND IMAGE MEDIATES THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CONTENT MARKETING ON PURCHASE DECISIONS: A STUDY ON CONSUMERS OF UMAH LOKAL COFFEE & ROASTERY IN DENPASAR

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ABSTRACT
As a result of the country's rapid modernization and rising middle class, the coffee industry in Indonesia is ripe for the picking. Umah Lokal Coffee & Roastery is seeing the effects of the rising levels of rivalry in the coffee sector, where new coffee shops are opening every year and the products sold are mostly interchangeable. The purpose of this research is to clarify how brand image moderates the impact of social media marketing and content marketing on consumers' final purchasing decisions. Umah Lokal Coffee & Roastery customers in Denpasar City make up the studies demographic. Purposive sampling, which is not based on probability, was used to calculate the sample size, which came to be 180 people in total. The data collection is carried out with the use of a Google Form questionnaire, and it is disseminated via a variety of social media platforms in addition to in-person surveys carried out at each of the many study locations. In this particular piece of study, the data were examined by making use of the Structural Equation Modeling (SEM) methodology as well as the Partial Least Square (PLS) strategy. Both of these methods were used in conjunction with one another. The following are some of the conclusions that can be drawn from the findings of this study: SMM and CM have a positive and significant effect on purchase decision; SMM and CM have a positive and significant effect on brand image; brand image has a positive and significant effect on purchase decision; and brand image can partially mediate the influence of SMM and CM on purchase decision. It is hoped that the findings of this study will contribute to the growing body of knowledge about marketing management and consumer behavior, as well as serve as a guide for management as they consider how to use social media and content marketing to strengthen the Umah Lokal Coffee & Roastery brand and encourage more people to buy their coffee.

KEY WORDS
Social media marketing, content marketing, brand image, purchase decision.

As a result of the country's rapid modernization and rising middle class, the coffee industry in Indonesia is ripe for the picking. The more coffee shops there are, the more intense the competition will be. Toffin found that as of August 2019 there were over 2,950 coffee shops in Indonesia, which is an increase of over three times from 2016 when there were just 1,000 coffee shops (INews, 2019). The expected rise in national coffee consumption from 2016 to 2021 (Ministry of Agriculture, 2018) coincides with the uptick in coffee shops.

Companies in the coffee industry will be encouraged to keep innovating by the rising level of competition. Every business out there is in a constant state of competition to increase sales. They do this by developing ever-better products and expanding their use of digital marketing tools. A consumer's purchase choice is the culmination of many factors being taken into account before finalizing an order. It's possible for two things to stand between a consumer's initial intent to buy and their actual action of selecting a certain brand. In this phase, the consumer has already decided on a product, made a purchase, and begun using it. When making a purchase, customers are more likely to buy things that are marketed under well-known brand names. Umah Lokal Coffee & Roastery is just one example of the many coffee shops that have sprung up to meet the growing demand for coffee. These shops offer a wide range of coffees and other beverages, and cater to the preferences of their

customers.

Established in 2017, Umah Lokal Coffee & Roastery operates in the coffee business. The company's founder launched it in 2017 after noticing a void in the market for specialty coffee in Denpasar City. Coffee beans, coffee powder, and coffee beverages are all available at Umah Local Coffee & Roastery. The Kintamani Arabica Coffee and Pupuan Robusta Coffee that are used to make the coffee beans and coffee powder that are sold are both grown and harvested in coffee-growing regions of Bali. Package sizes for the sold coffee beans range from 100 grams to 1 kilogram. Coffee items in the 100- to 500-gram range are designed for occasional use at home. Those who purchase coffee bean products from Umah Lokal Coffee & Roastery will appreciate the fact that their purchase includes free bean grinding into powder. Customers who intend to resale the 1 kilogram packaged coffee beans to manufacturers of processed coffee beverage goods are the intended market for this product. Umah Lokal Coffee & Roastery is a coffee bean supplier that also offers free consultancy to its retail partners. Umah Lokal Coffee & Roastery looks like a storefront you'd find atop a building. From the third floor rooftop, customers may take in the sights and sounds of bustling Denpasar City while enjoying a cup of coffee. Coffee aficionados are currently into processed coffee shop drinks like cappuccino, lattes, and newfangled iced coffee milk.

Umah Lokal Coffee & Roastery is seeing the effects of increased rivalry in the coffee sector, as new coffee shops are opening every year and the items sold are relatively the same, as evidenced by the company's flattening revenue growth in 2022. Sales figures for Umah Coffee & Roastery, a local chain, indicate no growth from January to December of 2022. In April and July, sales were the highest at Rp. 75,600,000. Sales were the lowest in February at Rp. 74,400,000. The proliferation of coffee shops has resulted in a plethora of options for customers to choose from, which may explain why business has been seen as static. In light of this trend, the proprietor of Umah Lokal Coffee & Roastery has resorted to content marketing and social media promotion in an effort to sway customers' purchasing decisions.

According to Nurrohman and Adiwijaya (2020), "social media" is "a form of marketing in which businesses and consumers engage in two-way communication about a brand's products or services through a publicly accessible and user-generated platform." In order to establish and maintain connections with customers, businesses can take advantage of social media marketing (Chusnaini & Rasyid, 2022). Facebook, Twitter, Pinterest, YouTube, and Instagram are just some of the most well-known platforms for community-based social media advertising. Instagram, for example, is limited to the sharing of photographs and videos, none of which can include any text other than the uploaded caption (Damayanti, 2021). Businesses using social media should try to limit any negative effects they might have.

The effect of social media advertising on consumer choice has been the subject of several research. Based on their findings, Mileva and Fauzi (2018) conclude that marketing via social media significantly influences consumers' final decisions. Although social media is currently seen as a fairly powerful tool in influencing people's purchase decisions, research by Muslim (2018) shows that it has no significant effect on purchase decision, as social media is still limited to disseminating product information.

A preliminary poll of Umah Lokal Coffee & Roastery customers revealed that the use of content marketing impacted their propensity to buy the company's products. The content you create must be tailored to your target audience's preferences. In order to better connect with its intended audience, most content marketing is structured around the demands of that audience and written utilizing narrative methods. It is believed that content marketing can bring the target audience closer, making it simpler for marketers to accomplish their marketing communication goals. Storytelling tactics are often employed in the creation of content marketing in order to increase the likelihood of its being accepted by the intended audience (Padrianto and Sukendro, 2018).

Comparing the findings of content marketing studies on Instagram with those of Sudarsono (2020) reveals a substantial impact on consumer choice. Situmeang's studies also found promising outcomes in favor. The marketing industry has been changed by the

rise of the digital age. Where businesses battle it out to prove they're the best. Where traditional forms of advertising are increasingly being replaced by content marketing as the foundation of effective promotion. Huda et al.'s (2021) research, on the other hand, found that content marketing had no appreciable impact on consumers' propensity to make a purchase. Abdjul et al.'s (2022) study found similar outcomes.

According to Dam (2020), a brand is "a name, term, sign, symbol, design, or any combination thereof, intended to identify, promote, and distinguish an individual product or set of products from those of other sellers." Certain sorts of brands are understood by their target audiences based on their images. Brands are created by marketers that have a fully formed concept and put it to good use in all of their promotional endeavors. Making a positive impression is one approach to give your brand staying power. Having a positive image for a product or service can influence more customers to buy it. Brand recognition is important to consumers when making purchases. Because consumers are more likely to choose companies that are at the forefront of their minds, these factors are all crucial (Upadana and Pramudana, 2020).

The research conducted by Andira and Arianty (2021) reveals that consumers' views of a brand have a direct and substantial impact on the ultimate purchasing decisions that they make. According to the findings of Sari et al.'s (2022) research, customers' impressions of a brand are a significant role in their ultimate purchasing decisions. To put it another way, if customers have a favorable opinion of a particular brand, they are more inclined to purchase that particular brand. According to the findings of a study conducted by Narayana and Rahanatha (2020) on consumers of Denara Bali in Denpasar City, they discovered that the effect of social media marketing on consumers' likelihood to make a purchase was tempered by the consumers' perceptions of the brand. This highlights the ability of social media marketing to convince consumers to make a purchase; however, this power is only effective when the consumers already have a positive view of the company. On the basis of the findings of this study, additional research into "The Role of Brand Image Mediating the Influence of Social Media Marketing and Content Marketing on Purchase decisions for Local Coffee & Roastery Households" is needed. This line of inquiry focuses on how consumers' perceptions of a company's brand influence their purchasing decisions.

Based on the background and literature review, the hypotheses that are formulated:

- H1: Social media marketing has a positive and significant effect on purchase decision;
- H2: Content marketing has a positive and significant effect on purchase decision;
- H3: Social Media Marketing has a positive and significant effect on brand image;
- H4: Content marketing has a positive and significant effect on brand image;
- H5: Brand image has a positive and significant effect on purchase decision;
- H6: Brand image is able to mediate the influence of social media marketing on purchase decision;
- H7: Brand image is able to mediate the effect of content marketing on purchase decision.
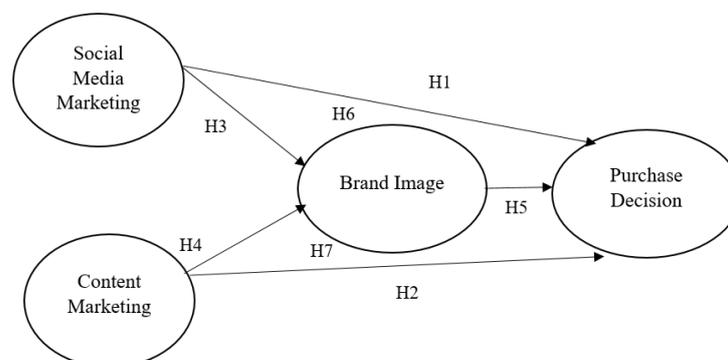

Figure 1 – Study Design

This study's objective is to evaluate the role that consumers' perceptions of a brand play in neutralizing the effects of marketing methods such as social media marketing and content marketing on their decisions to make purchases from Umah Local Coffee & Roastery. Specifically, the research will focus on how consumers' perceptions of Umah Lokal Coffee & Roastery influence their decisions to buy from the company. The use of social media for marketing is an example of an exogenous variable, whereas the decision to make a purchase is an example of an endogenous variable, and brand image is an example of a mediating variable. The following is an example of how the relationship between these variables can be interpreted within the conceptual framework (Figure 1).

METHODS OF RESEARCH

This study is an associative quantitative investigation. To investigate the impact of a connection between multiple factors, or conduct associative research, as defined by Sugiyono (2018:11). The history, problem statement, study aims, research benefits, literature review, and research hypotheses have all been described in the previous chapter. To draw conclusions from the study's findings, the next stage is to collect data and put hypotheses to the test. Case study of local customers of Umah Coffee & Roastery was used to test the hypothesis that exposure to social media and content marketing would have an effect on consumers' propensity to make a purchase. Umah Lokal Coffee & Roastery on Jln Plawa number 88 in Denpasar was the site of our study. Umah Lokal Coffee & Roastery is a company that specializes in the cultivation of coffee beans. Both of Umah Local Coffee & Roastery's Denpasar cafes and bean warehouse are open to the public. A population is "any aggregation of entities sharing some characteristic" (Rahyuda, 2016:194). Uncountable (infinite) numbers of Denpasar City residents who have purchased products from Umah Lokal Coffee & Roastery either in-store or online make up the study's population. This research employed a non-random sample strategy known as non-probability sampling. The sample for this study was chosen using a judgment-based sampling technique (judgment sampling) that takes into account whether or not it will yield useful results for the research problem at hand. The following are the selection criteria for this study's samples: A high school or its equivalent is the last degree earned. Respondents who (1) hold a high school or equivalent and (2) have followed Umah Lokal Coffee & Roastery on social media or (3) have purchased products from Umah Lokal Coffee & Roastery are given preference. According to Sugiyono (2018: 129), a multivariate analysis should have a sample size of at least five to ten times the number of variables. Since there are 18 indicators in use, there must be 180 responses (or 18 times 10, or 180 people). In order to collect information for this study, a questionnaire was distributed to the participants. Direct mail questionnaires were sent out to customers of Umah Local Coffee & Roastery. Researchers used a questionnaire distribution technique to collect data for this study; once they had collected enough responses, they analyzed them using a Likert Scale to determine how people felt about various statements (Sugiyono, 2018: 132). In this study, the researchers employed a Structural Equation Modeling (SEM) analysis based on Partial Least Square (PLS) to deduce the answers to the research questions.

RESULTS AND DISCUSSION

This study has a total of 180 respondents. Respondent characteristics are presented through an overview that is seen through gender, age, last education, occupation and income. Table 1 outlines the various features of the people who responded to the survey.

According to the data on the characteristics of the respondents in table 1, the gender classification of respondents tends to be dominated by men, as there are as many as 105 men with a proportion of 58.3% compared to as many as 75 women with a proportion of 41.7 percent. This indicates that the majority of Umah Local Coffee & Roastery's customers are men. There were 101 respondents between the ages of 18 and 25 with a percentage of 56.1%, followed by 75 respondents between the ages of 26 and 33 with a percentage of

41.9%. There were four respondents between the ages of 34 and 41, representing a percentage of 2.2%. 101 millennials, who consume coffee in coffee establishments, including Umah Lokal Coffee & Roastery, make up the majority of UmahLoca's clientele. This age group is also engaged in the daily use of social media.

Table 1 – Characteristics Respondents

No.	Characteristics	Classification	Number of Respondents	Percentage (%)
1.	Gender	Man	105	58,3
		Woman	75	41.7
		Total	**180**	**100**
2.	Age	18-25 Years old	101	56,1
		26-33 Years old	75	41.7
		34-41 Years old	4	2,2
		Total	**180**	**100**
3.	Last education	Highschool	37	20,6
		Diploma	2	1,1
		Bachelor degree	120	66,7
		Master degree	21	11,7
		Total	**180**	**100**
4.	Occupation	Student	44	24,4
		Private sector employee	72	40
		Civil servant	8	4,4
		Businessman	38	21,1
		Other	18	10,1
		Total	**180**	**100**

Source: Processed Data (2023).

The last education is the next characteristic. Twenty-seven respondents, or 20.6%, had a last level of education of SMA or equivalent. Two respondents, or 1.1%, held a diploma from their most recent educational institution. There were 120 respondents with a Bachelor's degree, representing 66.7%, and 21 respondents with a Master's degree, representing 11.2%. The majority of respondents are S1s, according to the data.

Occupation is the last characteristic. There were 44 respondents with student as occupation, representing a 24.4% response rate. As many as 72 respondents with private employment at a rate of forty percent. 8 respondents held positions as civil servants, for a percentage of 4.4%, while 38 respondents held entrepreneurial positions, for a percentage of 21.1%. In the other classification, there were as many as 18 respondents with other occupations, for a total of 10.1%. In this investigation, private employees constituted the majority of Umah Local Coffee & Roastery's respondents.

Consumers of Umah Lokal Coffee & Roastery in Denpasar City who have purchased the product are predominantly male, between the ages of 18 and 25 years old, Bachelor's degree-educated, and private-sector employees, according to data from table 1.

The SEM PLS technique are both utilized in this investigation. The research data were processed by using SmartPLS in order to test hypotheses and generate a workable model as a general method for estimating path models employing latent components with numerous indicators. This was done in order to produce a practicable model.

Table 2 displays the findings obtained from doing an examination to determine whether or not convergent validity was present by applying indicators of social media marketing, content marketing, brand image, and purchase decision. The results of the convergent validity assessment are presented in Table 2, which can be seen here. According to the results of the tests, it would appear that all of the variable indicator values for outer loadings have p-values that are smaller than 0.05 and values that are greater than 0.50. This conclusion is based on the fact that all of these values have values that are higher than 0.50. In order for this study's convergent validity requirement to have been satisfied and for all of the indicators to be regarded as authentic.

Table 2 – Convergent Validity Test Results

Variables	Outer Loadings	Information
X1.1 ←Social Media Marketing	0.739	Valid
X1.2 ←Social Media Marketing	0.812	Valid
X1.3← Social Media Marketing	0.807	Valid
X1.4← Social Media Marketing	0.775	Valid
X1.5← Social Media Marketing	0.751	Valid
X2.1← Content Marketing	0.771	Valid
X2.2← Content Marketing	0.831	Valid
X2.3← Content Marketing	0.745	Valid
X2.4← Content Marketing	0.826	Valid
X2.5← Content Marketing	0.779	Valid
M1.1← Brand Image	0.755	Valid
M1.2← Brand Image	0.879	Valid
M1.3← Brand Image	0.846	Valid
M1.4← Brand Image	0.752	Valid
Y1.1 ←Purchase Decision	0.753	Valid
Y1.2 ←Purchase Decision	0.718	Valid
Y1.3 ←Purchase Decision	0.848	Valid
Y1.4 ←Purchase Decision	0.854	Valid

Source: Primary data processed (2023).

The method that is utilized for determining whether or not a model possesses discriminant validity is to carry out a comparison between the square root of the average variance extracted (AVE) for each variable and the correlation that exists between one variable and the other variables that are contained within the model. If the value of the AVE for each variable is higher than the correlation that exists between any one variable and any of the other variables in the model, then the model is thought to have sufficient discriminant validity.

Table 3 – Discriminant Validity Test Results

Research variable	AVE	√AVE	Correlation			
			Social Media Marketing (X1)	Content Marketing (X2)	Brand Image (M1)	Purchase Decision (Y1)
Social Media Marketing (X1)	0.604	0.777	1,000	0.735	0.585	0.605
Content Marketing (X2)	0.625	0.791	0.735	1,000	0.624	0.627
Brand Image (M1)	0.656	0.810	0.585	0.624	1,000	0.653
Purchase Decision (Y1)	0.633	0.795	0.605	0.627	0.653	1,000

Source: Primary data processed (2023).

As can be seen in Table 3, the discriminant validity test gave an AVE value that was greater than 0.50, in addition, the correlation between each variable was significantly higher than the correlation between the variables. In addition, the correlation between all of the variables was weaker than the correlation between each individual variable. These data suggest that the latent variable indicator excels in comparison to other latent variables indicators, which indicates that this study possesses a significant amount of discriminant validity.

Table 4 – Composite Reliability Test Results

No.	Variable	Cronbach's Alpha	Composite Reliability	Information
1.	Social Media Marketing (X1)	0.836	0.884	Reliable
2.	Content Marketing (X2)	0.850	0.893	Reliable
3.	Brand Image (M1)	0.823	0.883	Reliable
4.	Purchase Decision (Y1)	0.808	0.873	Reliable

Source: Primary data processed (2023).

When evaluating the construct reliability of measurement models with reflected indicators, it is possible to make use of both the Composite Reliability and Cronbach's Alpha values. If the overall reliability and Cronbach's Alpha score is greater than 0.70, it can be

considered satisfactory. The following is an account of the findings of investigations on the dependability of several instruments; these findings are presented in Table 4.

Table 4 illustrates that the value of composite reliability and Cronbach's alpha for all constructs has a value that is greater than 0.70; hence, every construct included in this research model demonstrates high levels of dependability. This is due to the fact that both the value of the composite reliability as well as the value of Cronbach's alpha for all constructs are higher than 0.70. In Table 4, the value of the composite dependability as well as the Cronbach's alpha are presented for each individual build.

The internal model, also known as the structural model, is assessed in order to determine the nature of the connection that exists between the significant value construct and the R-square of the research model. It is possible to determine the degree (expressed as a percentage) to which the independent variables are able to predict the dependent variable by using the R-square value. If the R-square is less than zero, it is not recognized or acknowledged; if it is larger than 0.67, it is not considered high; if it is greater than 0.33, it is considered sufficient or moderate; if it is greater than 0.19, it is considered low or weak; and if it is less than zero, it is not considered at all.

Table 5 – R-Square Test Results

Construct	R-square
Brand Image	0.424
Purchase decision	0.524

Source: Primary data processed (2023).

The value of R square for the brand image variable is 0.424, which indicates that this research model is either somewhat or adequately accurate. That is to say, social media marketing and content marketing are responsible for the effect of 42.4% of the brand image variable, but variables outside the model are responsible for the explanation of 56.0% of the brand image variable. The R-Square value for the purchase choice variable is 0.524, which indicates that the research model is moderate in its accuracy. To put it another way, the variables pertaining to social media marketing, content marketing, and brand image explain 52.4% of the variance in the purchase decision variable, whereas other variables that were not included in the model account for 57.6% of the variance in the purchase decision variable.

The importance of the estimated parameters gives a very useful and illuminating look into the nature of the link that exists between the various aspects that were investigated in this study. This investigation was carried out to determine whether or not there is a relationship between these factors. In the following paragraphs, we will go through the findings obtained from doing research not only on the direct influence but also on the components that play the role of mediators. This inquiry makes use of a method known as partial least square analysis, abbreviated as PLS for short, in order to evaluate the research hypothesis that had been stated earlier. Figure 2, which may be seen on this page, illustrates the findings of the empirical study's model analysis.

During the process of testing the hypothesis that social media marketing has an effect on the decisions that consumers make regarding their purchases, a value for the path coefficient of 0.209 was discovered. According to this data, social media marketing has a favorable impact on the choice to make a purchase. If we assume that the levels of all other factors will remain the same, we can deduce that an increase in the number of social media marketing units will result in a 0.209 percentage point rise in the likelihood of making a purchase. This value also suggests that there is a connection between an increase in the use of social media marketing and an increase in the number of consumers who decide to make a purchase. The significance of the route coefficient indicates, in other words, that marketing through various platforms of social media has a positive influence on the decision-making processes of consumers. The p-value has been calculated to have a value of 0.016, which is

significantly lower than the cutoff, which has been established at 0.05. According to the findings of this study, marketing done via social media has a favorable and significant impact on the decisions that customers make regarding the products that they intend to purchase for themselves.
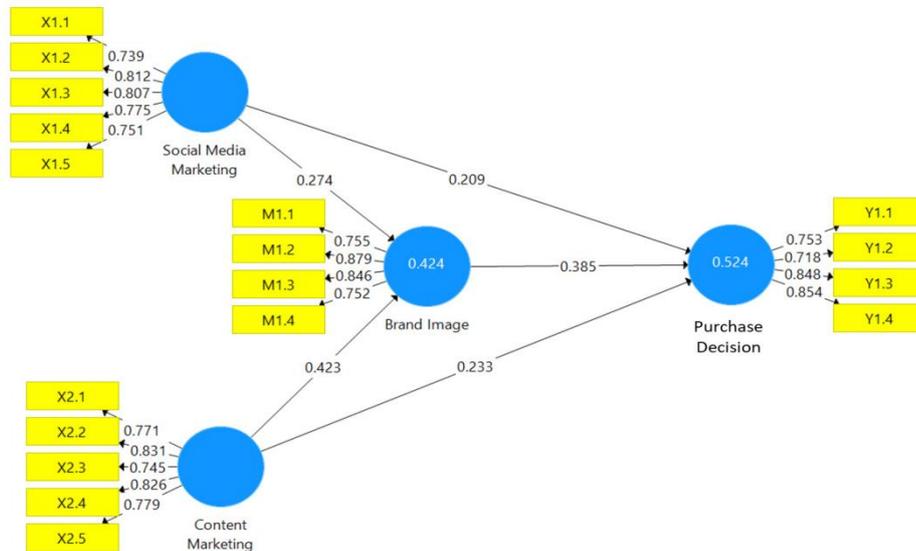

Figure 2 – Research Model Analysis

Table 6 – Direct Influence Test Results

Construct	Path Coefficient	T-statistics	p-values	Information
X1_ Social Media Marketing →Y_Purchase Decision	0.209	2,426	0.016	Accepted
X2_ Content Marketing →Y_Purchase Decision	0.233	2,486	0.013	Accepted
X1_ Social Media Marketing →M _ Brand Image	0.274	2,531	0.012	Accepted
X2_ Content Marketing →M_ Brand Image	0.423	3,989	0.000	Accepted
M_ Brand Image →Y_Purchase Decision	0.385	5,079	0.000	Accepted

Source: Primary data processed (2023).

During the process of testing the hypothesis on the influence of content marketing on consumer decision-making, a value of 0.233 was discovered for the path coefficient. This suggests that content marketing has a positive effect on purchase decision, as shown by the fact that there is a 0.233 unit rise in buy decision for every one unit increase in content marketing, assuming that all other variables remain constant. The value of the p-value is 0.013, which is significantly less than the cutoff, which is set at 0.05. According to the findings of this study, customers' purchasing decisions are significantly influenced in a positive way by content marketing, which plays a big role in the study's findings.

After conducting an experiment to test the hypothesis that social media marketing has an impact on a consumer's propensity to make a purchase, the researchers discovered that the path coefficient for this relationship is 0.274. This number suggests that social media marketing does have a positive effect on brand image, to the degree that the addition of one social media marketing unit results in an increase in purchase decision of 0.274, providing that all of the other variables remain the same. In other words, adding one social media marketing unit results in an increase in buy decision of 0.274. The value of the p-value is 0.012, which is quite a little less than the cutoff, which is set at 0.05. The results of this research indicate that marketing done via social media has a considerable influence, both positive and negative, on the way in which customers perceive of brands.

The hypothesis on the influence that content marketing would have on brand image was tested, and the results showed that the path coefficient had a value of 0.423. For every one unit rise in content marketing, there is a 0.423 unit gain in brand image, given that all other factors remain constant. This result demonstrates that content marketing has a positive

effect on brand image, such that for every one unit increase in content marketing, there is a 0.423 unit increase in brand image. The p-value is currently set at 0.000, which is a ridiculously high figure that is significantly less than 0.05.According to these studies, the influence of content marketing on customers' impressions of brands is one that is both positive and significant.A path coefficient value of 0.385 was obtained from the testing of the hypothesis regarding the effect of brand image on purchase decision. This value indicates that brand image has a positive effect on purchase decision, such that for every one unit increase in brand image, there is a 0.385 unit increase in purchase decision, provided that all other variables remain constant. This suggests that brand image has a positive effect on purchase choice, as shown by the fact that there is a positive correlation between an increase in brand image and an increase in buy decision of 0.385 units for every one unit rise in brand image. The p-value is currently set at 0.000, which is a ridiculously high figure that is significantly less than 0.05. The results of this research indicate that customers' perceptions of brands have a positive and significant impact on the decisions that they make about products and services.

In this investigation, the brand image variables act as mediators, and the Sobel test is used to assess the impact of these mediators in order to draw conclusions regarding the link between the two independent variables. The significance of the mediating variable's (M) participation in the indirect influence that the independent variable (X) has on the dependent variable (Y) can be evaluated with the help of the Sobel test. This examination was named after Sobel, who conceptualized it. If the Sobel test yields a significance level of 5% and a value of 1.96, then this variable has the potential to act as a mediator between the independent factors and the dependent variable. Sobel test results show that social media marketing has an effect size of more than 1.96 on purchase decisions mediated by brand image (4.129). The results of the investigation make such a conclusion plausible. This demonstrates that the public's perception of a brand can mitigate the impact of social media marketing factors on consumers' purchasing decisions. This provides evidence that the opinions that consumers hold on a brand can play a role in the products that they choose to purchase. According to the results of the Sobel test, the effect of content marketing on the purchasing decisions of customers, which are significantly influenced by their perceptions of the brand, is greater than or equal to the value 1.96. This highlights how a brand's credibility can mitigate the effects of the myriad facets of content marketing on a consumer's decision to buy.

RESULTS AND DISCUSSION

The Influence of Social Media Marketing on Purchase decision

The information that is shown in Table 6 demonstrates that marketing through social media has a direct effect that is positive and significantly significant on the decision-making process that customers go through when it comes to making purchases. This shows that the degree to which Umah Lokal Coffee & Roastery is successful in their utilization of social media marketing (SMM) is strongly associated to the possibility that a person will purchase products supplied by Umah Lokal Coffee & Roastery. On the other hand, the amount of a person's decision to purchase things from Umah Lokal Coffee & Roastery decreases in a direct relation to the level of SMM implementation that has taken place at Umah Lokal Coffee & Roastery.

An analysis that was conducted out by Upadana and Pramudana (2020) came to the conclusion that marketing through social media has a favorable impact on the decisions that customers make regarding the products that they want to purchase. These findings were presented in the year 2020. It is possible that the quality of the marketing that is carried out on social media platforms will have an effect on the quality of the decision that the consumer makes in the end. According to the conclusions of the study that was conducted by Kurniasari and Budiatmo (2018), marketing that is carried out via social media has a significant influence, one that is to the benefit of the consumer. The results of an investigation that Bligin (2018) carried out are in line with this discovery, thus this is not

surprising. According to the findings of that study, marketing carried out via social media had a beneficial and significantly significant effect on the decisions that customers made in regard to the products that they subsequently purchased (Pratiwi and Yasa, 2019). According to the findings of Hanaysha's research (2022), which was conducted in the Arabian fast food company, there is a favorable and statistically significant impact that social media marketing has on the amount of food that customers purchase. This was demonstrated to be the case in the Arabian quick-service restaurant sector. The research that was carried out by Ardiansyah and Sarwoko (2020) reveals, among other things, that marketing through social media has a positive and statistically significant effect on the consumer's decision to make a purchase. This was one of the findings of their analysis. According to these data, it would appear that the potential for a firm to influence the purchasing decisions of customers is directly proportional to the number of social media marketing activities in which the company participates.

The Influence of Content Marketing on Purchase decision

The evidence shown in Table 6 reveals that content marketing has a direct, positive, and statistically significant effect on the selection of products to buy. This suggests that the possibility of a person purchasing Umah Lokal Coffee & Roastery's products increases in direct proportion to the effectiveness of the implementation of the content marketing strategy employed by Umah Lokal Coffee & Roastery. On the other hand, a person's level of intent to acquire Umah Lokal Coffee & Roastery products is lower when they apply Umah Lokal Coffee & Roastery content marketing at a lower level.

The findings that Situmeang (2021) collected as a consequence of her inquiry lend credence to this assertion. The use of content marketing has a significant impact, and a positive one, on the decisions of customers to make purchases. According to the findings of the investigation that was carried out by Fadhilah and Saputra (2021); Cahyani and Yasa (2021), content marketing has a beneficial and statistically significant impact on the decisions that customers make about the acquisition of goods. In addition, the findings of the study that was carried out by Cahyaningtyas and Wijaksana (2021) show that content marketing on TikTok has a beneficial and statistically significant impact on Scarlett Whitening's choice to make a purchase.

The Effect of Social Media Marketing on Brand Image

SMM has an impact that is both positive and significant on the image of the company. This suggests that the reputation of Umah Lokal Coffee & Roastery will improve in direct proportion to the quality of the social media marketing strategy that is implemented by Umah Lokal Coffee & Roastery. The reputation of Umah Lokal Coffee & Roastery as a brand, on the other hand, will suffer in direct proportion to the amount of social media marketing that Umah Lokal Coffee & Roastery engages in.

Savitri et al. (2022) research on the impact of SMM on brand image found that it has a positive outcome. Based on their research from the year 2020, Sulistyo and his colleagues have concluded that consistent social media marketing can help establish a positive reputation for a business among target demographics. According to Damayanti et al. (2021) and Primananda et al. (2022) study, social media marketing has a large and beneficial impact on consumer perceptions of brands. There is a direct correlation between the efficacy of a company's social media marketing and the improvement in that company's brand image. The two have been found to go hand in hand. The positive and obvious effect that social media marketing has on brand image is further supported by the findings of Fahmi et al. (2020)'s research. Based on their findings, Anizir and Wahyuni (2017) conclude that there is a causal relationship between the two variables they examined. This shows that the improvement in the use of SMM will directly lead to an increase in brand image, as described by the direction of the relationship between the two variables, which is also upward. Given that it also specifies the direction of the relationship between social media marketing and brand image, this may imply that the direction described is the actual direction of the relationship. As a result, it is clear that the definition of the direction of the link between social

media marketing and brand image is consistent with the description of the direction of the relationship. The results of this study are consistent with those of Ramadhani et al. (2019), who found that social media marketing had a positive and significant effect on brand image. This research led to a paper that appeared in the journal Marketing Research, where the findings were reported. In 2019, researchers Ramadhani et al. presented a study corroborated the results of this one.

Effect of Content Marketing on Brand Image

The results of the experiments, which are provided in Table 6, show that content marketing has a direct impact on brand image that is both positive and significant. This suggests that the brand image of Umah Lokal Coffee & Roastery will improve in direct proportion to the quality of the content marketing plan that is put into place by Umah Lokal Coffee & Roastery. Specifically, this indicates that the brand image will improve in direct proportion to the quality of the content marketing plan. The quantity of content marketing that Umah Lokal Coffee & Roastery engages in will, on the other hand, have a negative impact on the company's brand image. This will cause the brand image of Umah Lokal Coffee & Roastery to decline.

The outcomes of a study that was carried out by Mumpuni and Cahyani (2020) indicate that content marketing has a positive and significant effect on the brand image of a company. The results of the investigation demonstrate this to be the case. According to Pangetsu and Trangono (2022), one strategy for raising the value of the brand in the eyes of the audience is to plan the production of content that is instructional, informative, engaging, and entertaining. This strategy can be used in order to attain this goal. Afassy and Salma (2021), who imply that review material as one of the content marketing applications given by beauty vlogger Tasya Farasya has had an impact on Madame Gie's cosmetic brand image, provide evidence that this research is accurate. Tasya Farasya, who is known for her beauty vlogs, is the one who carried out this study.

The Effect of Brand Image on Purchase decision

According to the findings presented in Table 6, a consumer's perception of a brand has a direct influence that is both positive and significant on their choice to make a purchase. This indicates that the likelihood of purchasing products from Umah Lokal Coffee & Roastery increases in proportion to how positive the company's brand image is perceived to be. On the other hand, the decision to purchase Umah Lokal Coffee & Roastery is less likely to be made if the brand image of Umah Lokal Coffee & Roastery is seen as having a lesser quality.

The image of the brand has a positive and substantial influence on the purchase choice of the customer, as indicated by the findings of a study that was carried out by Darojat (2020) ; Temaja and Yasa (2019); Gita et al. (2020); Sutrisna and Yasa (2021); Candra and Yasa (2022); Kusuma et al. (2022); Dewi et al. (2023); and Solihin et al. (2021). This assumption is supported by evidence that may be gleaned from the findings of the inquiry that was carried out. According to the findings of the investigation that Ayuningsih and Maftukhah carried out in the year 2020, a favorable customer opinion of a brand will affect the purchasing decisions that are made by those consumers. The outcomes of the study that was carried out by Primadasari and Sudarwanto (2021) indicate that there is a positive link that can be formed between the image of a brand and the decision of a consumer about whether or not to make a purchase. To be more explicit, the researchers reached the conclusion that an improvement in the image of the brand will have an influence on the size of the decision if there is an improvement in the size of the decision. This was the result that was reached by the researchers. The findings of this study are in conformity with the findings of Miati (2020), who claims that brand image has a positive and substantial influence on the choice to purchase Deenay headscarves at Gea Fashion Banjar. The findings of this study were carried out by the same researchers as Miati (2020). The same researchers that were responsible for the findings of the preceding study were responsible for the findings of this investigation. This conclusion provides even more confidence to the findings and inferences taken from this research, and it is in accordance with the results of this investigation.

Moreover, this finding is consistent with the findings of this study. The findings of a research project that was conducted by Putra in the year 2019, it was revealed that the customers' impressions of the brand have a favorable and substantial impact on the decisions that they make regarding the acquisition of Honda Vario bikes, and these findings were based on the findings of the research project.

The Effect of Social Media Marketing on Purchase Decisions Mediated by Brand Image

According to the findings of the Sobel test, the image of a company's brand acts as a partial mediator between the effect of social media marketing and the decision of a customer to make a purchase. This is because consumers are more likely to make a purchase when they have a positive perception of the brand. This is the case regardless of whether or not marketing through social media platforms is the key consideration in the choice. This result is still the case despite the fact that marketing through social media is a significant component of the whole. According to the findings of this study, it is possible to draw the conclusion that the power of the brand image of Umah Lokal Coffee & Roastery is directly correlated to the degree to which social media marketing has an impact on customer decisions regarding the purchase of Umah Lokal Coffee & Roastery products. This conclusion can be drawn because the study found that social media marketing has an impact on customer decisions regarding the purchase of Umah Lokal Coffee & Roastery products. This conclusion is strengthened by the fact that it is feasible to establish a clear link between the strength of a brand's image and the degree to which social media marketing has an influence on the decisions that customers make. This is as a result of the fact that marketing done through social media has a bigger effect on the decisions that customers make when it comes to purchasing items from Umah Lokal Coffee & Roastery.

The findings of a research that was carried out by Mileva and Fauzi (2018) provide credibility to the viewpoint that has been presented here. They arrived at the conclusion that marketing carried out via social media had a favorable and significant impact on the decision made by the customer on whether or not to make a purchase. The results of a research that was carried out by Dewi et al. (2021) indicate that social media marketing has a positive and substantial influence on the decisions that customers make about their purchases at Givanda Store Denpasar. These findings are consistent with the findings of that study, which revealed that an increase in the usage of social media marketing will also result in an increase in the number of consumers making a purchase decision. The findings of this study are in accordance with the findings of that study. The findings shown here are consistent with the findings presented elsewhere. According to the conclusions of the investigation that were carried out in the year 2020 by Upadana and Pramudana, social media ought to be seen as an integral component of a bigger and more complete plan for marketing, communication, customer service, and sales. In addition to that, this component has the additional responsibility of reflecting and reacting to the market as well as the individuals who understand it.

The consumer's decision to purchase a product or service may be influenced by a variety of factors, including the company's brand image, which is one of those factors. The use of social media marketing is only one of many different aspects that might influence a customer's purchase decision. A favorable image for a brand can be achieved by developing an effective marketing strategy for the brand in order for it to function as a magnet and be in a position to have an effect on the decisions made by customers. This will allow the brand to have an influence on the decisions customers make. Because of this, the brand will be able to exert some kind of control over the decisions that customers make. According to the findings of Partiwi and Arini's research (2021), brand image is a strong supporting element in influencing purchasing decisions for Lempuk Durian goods purchased from Toko Cita Rasa situated in the Souvenir Center in Bengkulu City. The researchers conducted their study in Indonesia. It was discovered that this is the case for anything having to do with lempuk durian. According to the findings, the way in which customers perceive the brand of a certain company has a major influence on the decisions that such consumers make. This is the case regardless of the type of company in question. This research is further supported by

Wulandari and Iskandar (2018), who revealed that brand image has a positive and substantial effect on purchase choice for Viva Cosmetics items, and they found that this effect affects consumers in a favorable manner. This effect influences customers in a positive way because Wulandari and Iskandar (2018) discovered that this effect influences customers in a positive way. Wulandari and Iskandar (2018) provide even more credence to the findings of this investigation. According to Narayana and Rahanatha (2020), the deployment of social media marketing may have a significant influence on the decisions that customers make about the products that they wish to acquire. On the other hand, one can only witness this effect when the decisions of the customers are reinforced by a favorable picture of the brand that is entrenched in their brains. According to the findings of this study, the influence of social media marketing on consumers' judgments on whether or not to make a purchase can be mitigated by the consumers' preexisting perceptions of the company's brand.

The Effect of Content Marketing on Purchase Decisions Mediated by Brand Image

According to the results of the Sobel test, the connection between content marketing and consumer decision-making over purchases is at least somewhat mediated by a business's reputation as a brand. It is possible to draw the conclusion, based on the findings of this study, that the stronger the brand image of Umah Lokal Coffee & Roastery, the greater the ability it will have to boost the influence of social media marketing on customer decisions regarding the purchase of Umah Lokal Coffee & Roastery products. This is a conclusion that can be drawn because the brand image of Umah Lokal Coffee & Roastery is directly correlated to the level of customer satisfaction with the company's products. This is due to the fact that a stronger brand image will have a greater capacity to increase the influence of social media marketing.

This is backed by the findings of a study that was carried out by Situmeang Research (2021). The study discovered that content marketing and content reviews have a good and significant impact on the decisions that consumers make regarding which products to purchase. These findings provide validity to the conclusions made by Cahyaningtyas and Wijaksana (2021), which were arrived at by research methods such as analysis and testing of the hypothesis. According to their studies, both good product reviews and content marketing on TikTok have a substantial impact on the choice of whether or not to purchase Scarlett Whitening. According to Fadhilah and Saputra (2021), content marketing has the capacity to influence both the perceptions and the actions of consumers when it comes to the decisions that they make regarding their purchases. posting new content on a regular basis, including content that offers special bundles for sale at discounted prices and other forms of discounts.

In addition to content marketing, the image of the firm is another component that plays a role in determining whether or not a customer will make a purchase. The conclusions of this study are corroborated by the findings of Primadasari and Sudarwanto (2021), who discovered that a positive correlation exists between brand image and buy decision. Their findings can be read in the article "A Positive Association Exists Between Brand Image and Purchase Decision." To be more explicit, they discovered that an improvement in the image of the brand has an effect on an increase in the number of purchase decisions that are made. This study's conclusions are in line with those found in Primadasari and Sudarwanto's (2021) research. According to Adiwidjaja and Tarigan (2017), brand image has a positive and significant impact on the decision-making process that consumers go through when deciding whether or not to buy Converse sneakers. This influence can be attributed to either direct or indirect relationships. The results of this study offer support to the idea that consumers' views of a company's brand are capable of influencing their decisions regarding whether or not to make a purchase of the company's product or service.

Implications of Research Results

The findings of this study have implications not just for theory but also for practice; these two types of repercussions are referred to, respectively, as the theoretical and practical implications. The word "theoretical implications" refers to the study's contribution to the

development of theories addressing the factors of social media marketing, content marketing, brand image, and purchase decision. This contribution is what is indicated by the phrase "theoretical implications." The practical implications of this research are related to the contribution that it will make to the community of Local Coffee & Roastery as a material consideration in the process of formulating policies and making marketing decisions related to social media marketing and content marketing in order to create a brand image that will have an effect on purchase decision.

Within the scope of this research are the topics of social media marketing, content marketing, brand image, and purchasing decision making for Umah Lokal Coffee & Roastery goods in the city of Denpasar. The findings of this study have the potential to contribute to the advancement of marketing management science, particularly as it relates to the consumer behavior of Local Umah Coffee & Roastery, and they can provide support for other empirical studies that are related to social media marketing, content marketing, and purchase decisions that are mediated by brand image.Practical Implications

It would be beneficial for Umah Lokal Coffee & Roastery to develop marketing and content marketing strategies that would improve the public perception of the company's brand and increase the possibility that customers will make a purchase from the business. Utilizing social media marketing by paying attention to, and trying to improve, effective interaction with followers or non-followers, as well as continually being active and pleasant in communication activities, including responding to special messages and comments on postings, is essential to the success of this strategy. By working together with other users, you can not only grow your audience but also see an increase in the amount of interaction with your account as well as an increase in the number of people that follow you. When putting together a content marketing strategy, it is essential to pay attention to both the structure and the substance of the material that is generated. Producing material that is instructional, enlightening, and entertaining, all of which can be in agreement with the goals of the business, is an essential part of this process.

CONCLUSION

Social media marketing has a direct and positive impact on purchase decisions. Results indicated that the more effective Umah Lokal Coffee & Roastery's social media marketing implementation, the greater a person's intent to purchase Umah Lokal Coffee & Roastery products.

Content marketing has a direct, positive, and significant impact on purchase decisions. Results indicated that the more effective the deployment of Umah Lokal Coffee & Roastery's content marketing, the more likely a person was to purchase Umah Lokal Coffee & Roastery's products.

Social media marketing has a significant and positive direct impact on brand image. Umah Lokal Coffee & Roastery's brand image will improve proportionally to the effectiveness of its social media marketing strategy, according to the findings of the study.

Content marketing has a significant and favorable direct impact on brand image. The results demonstrated that Umah Lokal Coffee & Roastery's brand image would increase proportionally to the effectiveness of its content marketing strategy.

Brand image has a direct and positive impact on purchasing decisions. The results of the study indicate that the likelihood of purchasing Umah Lokal Coffee & Roastery products increases as the brand's image improves.

Brand image acts as a partial mediator between social media marketing and purchase decision. The findings of this study indicate that the stronger Umah Lokal Coffee & Roastery's brand image, the greater the impact of social media marketing on consumers' purchasing decisions for Umah Lokal Coffee & Roastery products.

Brand image mediates a portion of the relationship between content marketing and purchase decision. The findings of this study indicate Umah Lokal Coffee & Roastery will be able to increase the influence of social media marketing on consumer decisions to purchase Umah Lokal Coffee & Roastery products proportionally to the strength of its brand image.

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