

The Influence of Word of Mouth, Brand Awareness and Viral Marketing on Purchase Decisions (A Study on Consumers of Kopi Kenangan Purwokerto)

Whina Antonia Zannuba¹, Arini Hidayah^{2*}, Wida Purwidiyanti³, Irawan Randikaparsa⁴

Universitas Muhammadiyah Purwokerto

Corresponding Author: Arini Hidayah arinihidayah@ump.ac.id

ARTICLE INFO

Keywords: Word of Mouth, Brand Awareness, Viral Marketing, Purchase Decisions

Received: 4 June

Revised : 9 July

Accepted: 11 August

©2025 Zannuba, Hidayah, Purwidiyanti, Randikaparsa: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).

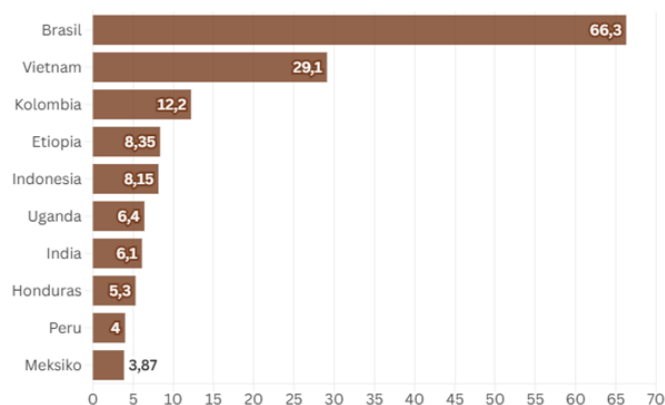


ABSTRACT

This study aims to analyze the influence of Word of Mouth, Brand Awareness and Viral Marketing on Purchase Decisions at Kopi Kenangan Purwokerto. The research method uses quantitative analysis, with data collection through online questionnaires. The sample used a non-probability purposive sampling technique. The population consists of customers Kopi Kenangan Purwokerto with an indeterminate number, so the Roscoe formula was used, involving 102 respondents who have made purchases more than twice at Kopi Kenangan Purwokerto and follow the Kopi Kenangan Instagram account. The data analysis technique used SPSS 26. The research results show that Word of Mouth, Brand Awareness and Viral Marketing have a positive effect on Purchase Decisions. This research proves that the implementation of effective communication strategies, brand awareness and digital marketing can drive an increase in purchases

INTRODUCTION

Indonesia currently ranks fifth in the world as the largest coffee producer. The highest production is Brazil, followed by Vietnam, Colombia, Ethiopia and then Indonesia. In 2023/2024, Indonesia successfully produced 8.15 million sacks of coffee, each weighing 60 kilograms, consisting of 91% robusta coffee and 9% arabica coffee (Pratiwi *et.al.*, 2024). According to the Central Bureau of Statistics (BPS), the coffee produced in Indonesia comes from provinces including West Sumatra, Central Java, East Nusa Tenggara, Aceh, South Sulawesi, East Java, Bengkulu, North Sumatra, Lampung and South Sumatra. In 2023, South Sumatra became the largest coffee-producing province with a production volume of 198 thousand tons or 26.05% of the national total production (Indikator.id, 2024).



Source: (goodstats.id, 2024)

Figure 1. Countries with the Most Coffee Production

According to data from the Ministry of Industry, national coffee consumption reached around 288,000 tons or equivalent to 1.03 kg per capita, with a market growth projection of 3.61% for the period 2024-2029 (financialreview.id, 2024). The change in the consumption patterns of the Indonesian people, which now prioritize practicality and recreation, has transformed the way coffee is enjoyed. Therefore, coffee shops have emerged as an alternative for busy urban communities, simultaneously fulfilling recreational needs and social functions such as gathering or working spaces (Sudarsono & Rum, 2021).

This situation has led many entrepreneurs to see the vast opportunities in the coffee industry, one of which is by opening coffee shops, so it is not surprising that their numbers continue to grow in various regions. The coffee shops that are managed can stand alone or have a franchise concept from a certain coffee brand. In Indonesia, there are two types of franchises: national and international. Some examples of national franchises in Indonesia include Kopi Kenangan, Point Coffee, Janji Jiwa, and Fore. Meanwhile, popular international franchises include Coffee Bean and The Leaf, Starbucks and Excelso. Among the many national franchise coffee shops, Kopi Kenangan is one of the most famous and favored in Indonesia (Florensia, 2023).

Table 1. Top Brand Coffee Shop

Brand	TBI
Janji Jiwa	42.1%
Kopi Kenangan	39.3%
Fore	9.5%
KULO	3.7%

Source: (Award, 2024)

Based on the Top Brand Award data for 2024, Kopi Kenangan ranks second in the coffee shop category with a Top Brand Index (TBI) value of 39.3%. This position indicates that Kopi Kenangan has a highly competitive market share and is one of the most recognized and trusted coffee shop brands among consumers in Indonesia (Award, 2024). Kopi Kenangan is one of the contemporary coffee drink brands that has experienced rapid growth in Indonesia. Since its establishment in 2017, Kopi Kenangan has successfully attracted consumer attention with its grab-and-go concept and innovative, affordable menu variations. Until now, Kopi Kenangan has 868 outlets spread across 64 cities throughout Indonesia. This expansion demonstrates high competitiveness and is expected to drive consumer purchasing decisions amid the intense competition in the local coffee industry (Creative, 2024).

The purchase decision is one of the stages in the purchasing process. In entering the purchasing decision stage, consumers have already been presented with several alternative options, so at this stage, consumers will take action to decide to purchase the product based on the chosen option (Nuraeni & Irawati, 2021). According to (Andrian, 2022:112) the purchasing decision is the process of making a decision about a product, where a person considers various options and then makes a decision about what they will buy. In addition to the definition that has been explained, there are several other factors that also need to be considered because they have the potential to influence purchasing decisions, namely: Word of Mouth, Brand Awareness and Viral Marketing.

Word of Mouth (WoM) is the process by which consumers share information, experiences or recommendations, whether positive or negative, about products or services with others. This word-of-mouth promotion strategy has been widely used by companies because it is considered effective, being a cost-free promotion that can benefit the company and potentially have a significant impact on purchasing decisions (Purwitasari & Sulistyowati, 2024). This is supported by research from Jessica *et al.*, (2020), Wijaya & Keni (2021), Ramadani & Rachmawati (2022), Adi *et al.*, (2022), Setiawati *et al.*, (2023), Puspasari *et al.*, (2023) that WoM has a positive influence on Purchase Decisions. However, this opinion is not supported by (Tanjung *et al.*, 2024) who state that WoM does not have a positive influence on purchasing decisions.

According to (Alfian *et al.*, 2024) Brand Awareness or brand awareness is the initial stage in the process of forming consumer perceptions of a brand. They explain that brand awareness plays an important role as a crucial initial foundation in influencing consumer purchasing decisions. This indicates that the higher the level of consumer awareness of a brand, the greater the likelihood that the consumer will consider and eventually purchase products from that brand. This is supported by the research of Nur *et al.*, (2022), Ramadani & Rachmawati (2022), Anindya & Indriastuti (2023), Puspasari *et al.*, (2023), Setiawati *et al.*, (2023) that Brand Awareness has a positive influence on purchasing decisions. However, this opinion is not supported by Amelfdi & Ardyan (2021) who state that Brand Awareness does not have an influence on purchasing decisions.

Viral Marketing in the research (Irawan & Misbach, 2020) is a business strategy aimed at marketing and disseminating trend-based content that aligns with current societal conditions, with the goal of entertaining and encouraging consumers to voluntarily share and spread the message to others. This concept resembles a viral spread pattern, meaning it spreads quickly and widely through the use of social platforms such as Instagram, TikTok, Twitter, Facebook and various other online means. The spread occurs when users share interesting content through likes, comments and shares, allowing information to quickly reach a wide audience without significant advertising costs. Viral marketing is a promotional strategy that leverages the ease of content dissemination through social media, capable of creating broad and rapid exposure to the audience, thereby positively reinforcing consumer purchase intentions and decisions (Albachrie *et al.*, 2024). This is supported by research studies by Maulida *et al.*, (2022), Distianasari (2023), Hasanah & Nasution (2023), Anindya & Indriastuti (2023) which indicate that Viral Marketing has a positive effect on purchasing decisions. However, it is not supported by the research of Arin Fajriyah & Nandang Bakti Karnowati (2022) which shows that Viral Marketing does not have a positive effect on purchasing decisions.

This research is a development of studies conducted by Adi *et al.*, (2022), (Prawira & Arif, 2024), (Haryanto & Mulyadi, 2024) and (Setyoningrum & Rahadhini, 2025) with the dependent variables Word of Mouth, Brand Awareness and the independent variable Purchase Decision and adds the Viral Marketing variable from the research of (Maulida *et al.*, 2022), (Pratiwi *et al.*, 2023), (Siahaan & Moko, 2024) and (Yanasari *et al.*, 2024). The title of this research is "The Influence of Word Of Mouth, Brand Awareness and Viral Marketing on Purchase Decisions (A Study on Kopi Kenangan Consumers in Purwokerto)."

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

According to Ajzen and Fishbein (1980), this theory is an extension of the Theory of Reasoned Action (TRA). In the realm of psychology, the TPB is a theory that explains the relationship between individual beliefs and the behavior displayed. Specifically, this theory provides an understanding of how behavioral intentions are influenced by attitudes, norms and behavioral control, thereby predicting customers intentions to make a purchase (Siqueira *et al.*, 2022).

Consumer Behavior

Consumer behavior is the study that examines how individuals, groups, or organizations engage in a series of activities ranging from selecting, purchasing, using, to disposing of goods, services or experiences to meet their needs and desires. This process not only involves the physical act of buying but also encompasses the psychological and social processes that influence purchasing decisions (Lamb *et al.*, 2022).

Purchase Decision

As mentioned by (Barus *et al.*, 2021) it is a series of stages that buyers go through in evaluating a product before deciding to purchase. Before making a decision, potential consumers tend to first recognize and understand the characteristics of the product that meet their needs. The decision-making process varies among individuals, depending on their behavior and decision-making patterns. The process includes problem identification, problem-solving investigation, consideration of various available options and decision-making for the purchase deemed most suitable.

Word of Mouth

Word of Mouth is the dissemination of information among consumers about experiences, quality and taste that occurs after someone utilizes or uses a product, then conveys it to others personally or within a community. Word of Mouth has proven to be a highly efficient marketing approach, considering its ability to save on promotional costs and optimize the company's distribution channels. WOM plays an important role in shaping the reputation and consumer perception of products, as well as having a substantial impact on consumer behavior patterns and purchase intentions (Hasanah, 2023). This is also reinforced by research conducted by Ramadani & Rachmawati (2022), Adi *et al.*, (2022), Setiawati *et al.*, (2023), Puspasari *et al.*, (2023).

H1: Word of Mouth has a positive influence on purchasing decisions.

Brand Awareness

Buyer awareness of a certain brand is referred to as Brand Awareness. This becomes an important component that influences the value of a brand. A product must be able to maintain and enhance the brand so that it remains in the customers memory, even when they do not regularly use the commodity Hasbun and Ruswanti (2016:3) in (Kurniawan *et al.*, 2024). In the research by Anindya & Indriastuti (2023), Puspasari *et al.*, (2023), Setiawati *et al.*, (2023) it is confirmed that Brand Awareness has a beneficial impact on purchasing decisions.

H2: Brand Awareness has a positive effect on purchasing decisions.

Viral Marketing

Viral marketing is a strategy to increase brand awareness by rapidly spreading content through social media and digital platforms. The goal is to create a viral effect, which is the mass dissemination of messages in a short period to attract attention and build brand popularity. This strategy emphasizes the importance of understanding the characteristics and preferences of the target audience, as well as the elements that trigger the organic spread of information (Hisbullah *et al.*, 2023). In the research by Distianasari (2023), Hasanah & Nasution (2023), Anindya & Indriastuti (2023), which shows that viral marketing has a positive influence on the factors of purchase decisions.

H3: Viral Marketing has a positive influence on purchasing decisions.

Based on the results of hypothesis development, a framework of thought can be constructed as follows:

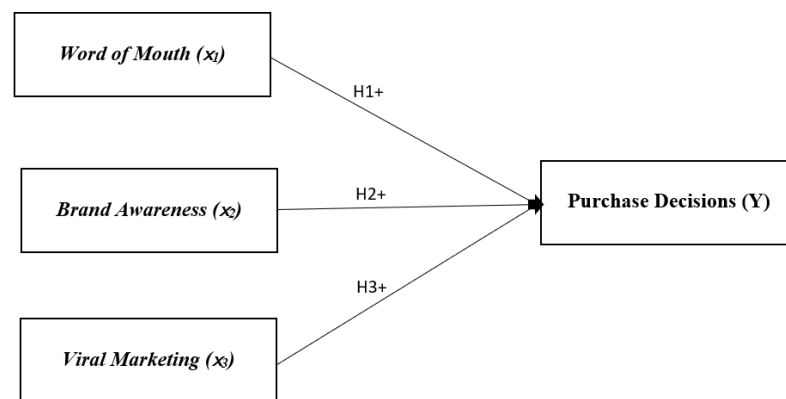


Figure 2. Framework of Thought

METHODOLOGY

The method used is quantitative. The population in this study is the consumers of Kopi Kenangan in Purwokerto, whose exact number is not precisely known. The approach uses a non-probability purposive sampling model with specific considerations or criteria. The criteria for respondents in this study are consumers who have made a purchase at least twice at Kopi Kenangan Purwokerto and follow Kopi Kenangan's social media accounts. For measurement, a Likert scale from 1 to 5 points (Strongly Disagree – Strongly Agree) was used. To measure the level of agreement of respondents with the items in the research variable.

Based on (Sugiyono, 2019:143) he calculation uses the Roscoe formula because the number of visitors or customers at Kopi Kenangan Purwokerto is uncertain each day. According to this theory, the ideal sample size is the number of variables multiplied by a minimum of 10-20. The calculation for the four variables is $4 \times 20 = 80$ respondents. To anticipate potential discrepancies or errors in data collection and the accuracy of the results, the researcher set a total sample of 102 respondents, which were then analyzed using the SPSS 26 data processing application.

The variables in the study consist of Word of Mouth as the independent variable (X1) with 3 indicators, Brand Awareness as the independent variable (X2) with 4 indicators, Viral Marketing as the independent variable (X3) with 5 indicators and Purchase Decision as the dependent variable (Y) with 4 indicators.

Table 2. Variable Indicators

Variable	Source	Indicator
Word of Mouth (X1)	Barry in Safitri et al. (2024)	1. Telling good things 2. Giving advice 3. Influencing other individuals
Brand Awareness (X2)	Sari (2021) in Suciawan & Melinda (2022)	1. Recall 2. Recognition 3. Purchase 4. Consumption
Viral Marketing (X3)	Kotler & Keller (2016) in Katiandagho & Hidayatullah (2023)	1. Reduction of uncertainty 2. Product understanding 3. Product engagement level 4. Utilization of electronic media 5. Product discussion
Purchase Decision (Y)	Hadita et al. (2020)	1. Emergence of need and desire 2. Impulse to try 3. Confidence in product quality 4. Repeat purchase decision

Source: Processed by the Researcher, 2025

RESULT

Response Rate

The data in this study were obtained through questionnaires distributed to respondents, namely the consumers of Kopi Kenangan Purwokerto. This questionnaire was designed to gather the information needed for this research. Details of the questionnaire return rate from respondents are presented in the table below:

Table 3. Response Rate

No	Description	Amount	Percentage (%)
1	Questionnaires distributed	110	100
2	Questionnaires returned	110	100
3	Questionnaires analyzed	102	92,7%

Source: Primary Data, 2025

According to the data presented in the table shared with the respondents, a total of 110 sheets (100%) were distributed. All of them were returned, totaling 110 questionnaires (100%), but only 102 questionnaires (92.7%) met the criteria for analysis.

Respondent Characteristics

The research respondents are consumers of Kopi Kenangan Purwokerto who have made more than 2 purchases and follow the Kopi Kenangan Instagram account. The respondents number 102 people and are categorized by: gender, age and monthly allowance.

Table 4. Respondent Characteristics

Identity	Description	Amount	Percentage (%)
Gender	Male	62	60,7%
	Female	40	39,2%
Age	15-20 Years	32	31,3%
	21-30 Years	54	52,9%
	> 30 Years	16	15,6%
Pocket money/month	< Rp. 1.000.000	45	44,1%
	Rp. 1.000.000 - Rp. 2.000.000	35	34,3%
	> Rp. 2.000.000	22	21,5%

Source: Primary Data, 2025

Based on the characteristics of the respondents presented in the table above, it indicates that the majority of buyers at Kopi Kenangan Purwokerto are male, totaling 62 people (60.7%). In terms of age category, the most common group is in the 21-30 year range, with 54 people (52.9%) and based on financial capability/pocket money per month, 45 people (44.1%) have a monthly budget of less than Rp. 1,000,000.

Descriptive Statistical Analysis

Describing, narrating and examining data obtained from research results is the function of Descriptive Statistical Analysis. The benchmark uses standard values, maximum, minimum, average (mean) and deviation (Ghozali, 2018:19). Data processing uses descriptive statistics, as follows:

Table 5. Descriptive Statistical Analysis

Variable	Statement	Min	Max	Mean	Std.Deviation	Meaning Mean
Word of Mouth	X1. 1	2,00	5,00	3,95	0,709	Neutral
	X1. 2	2,00	5,00	4,27	0,798	Agree
	X1. 3	2,00	5,00	4,25	0,817	Agree
	X1. 4	1,00	5,00	4,17	0,857	Agree
Brand Awareness	X2. 1	1,00	5,00	4,21	0,937	Agree
	X2. 2	2,00	5,00	4,29	0,839	Agree
	X2. 3	2,00	5,00	4,23	0,889	Agree
	X2. 4	1,00	5,00	4,13	0,864	Agree
Viral Marketing	X3. 1	1,00	5,00	4,02	0,923	Agree
	X3. 2	2,00	5,00	4,28	0,736	Agree
	X3. 3	2,00	5,00	4,34	0,790	Agree
	X3. 4	2,00	5,00	4,20	0,821	Agree
	X3. 5	2,00	5,00	4,24	0,798	Agree
Purchase Decisions	Y. 1	1,00	5,00	4,12	1,027	Agree
	Y. 2	1,00	5,00	4,23	0,866	Agree
	Y. 3	1,00	5,00	4,22	0,875	Agree
	Y. 4	2,00	5,00	4,41	0,788	Agree

Source: Data Processed Using SPSS, 2025

The results of the descriptive analysis illustrate that the highest respondent answers on the Word of Mouth variable reached the highest average value of 4.27 and the lowest of 3.95, followed by the brand awareness variable with the highest of 4.29 and the lowest of 4.13, the viral marketing variable with the highest of 4.34 and the lowest of 4.02 and the purchase decision variable with the highest average of 4.41 and the lowest of 4.12.

Validity Test

The results of the validity test indicate that all questions meet the validity criteria because the calculated r -count $>$ r -table (0.194) and is positive. The validity test was conducted with $df = 100$ ($n = 102$) (Ghozali, 2021).

Table 6. Validity Test

Variable	Statement	r count	r table	Valid
Word of Mouth	X1.1	0,848	0,194	Valid
	X1.2	0,869	0,194	Valid
	X1.3	0,864	0,194	Valid
	X1.4	0,861	0,194	Valid
Brand Awareness	X2.1	0,799	0,194	Valid
	X2.2	0,865	0,194	Valid
	X2.3	0,844	0,194	Valid
	X2.4	0,808	0,194	Valid
Viral Marketing	X3.1	0,891	0,194	Valid
	X3.2	0,861	0,194	Valid
	X3.3	0,793	0,194	Valid
	X3.4	0,810	0,194	Valid
	X3.5	0,839	0,194	Valid
Purchase Decisions	Y.1	0,898	0,194	Valid
	Y.2	0,865	0,194	Valid
	Y.3	0,823	0,194	Valid
	Y.4	0,867	0,194	Valid

Source: Data Processed Using SPSS, 2025

Reliability Test

The obtained questionnaire is tested to assess consistency using reliability. If the answers to the questionnaire are always consistent, it is considered reliable. The reliability criteria are determined based on the Cronbach's alpha value, considered reliable if the value $>$ 0.60 and deemed unreliable if the value $<$ 0.60 (Ghozali, 2018:47).

Table 7. Reliability Test

Variable	Cronbach's Alpha	Reliability Standards	Desc
Word Of Mouth (X_1)	0,882	0,60	Reliabel
Brand Awareness (X_2)	0,847	0,60	Reliabel
Viral Marketing (X_3)	0,894	0,60	Reliabel
Purchase Decisions (Y)	0,883	0,60	Reliabel

Source: Data Processed Using SPSS, 2025

According to the data above, a Cronbach's Alpha value > 0.60 was obtained, thus all variables are reliable.

Normality Test

To determine whether the independent and dependent variable data in the regression model are normally distributed or not, a normality test is conducted (Ghozali, 2021:29).

Table 8. Normality Test

N	Test Statistic	Asymp. Sig. (2-tailed)
102	0,078	0,130

Source: Data Processed Using SPSS, 2025

According to the data in the table above, the Asymp.Sig. (2-tailed) value is $0,130 > 0,05$. Based on the Kolmogorov-Smirnov normality test, it shows a significant value above 0.05, indicating a normal distribution.

Multicollinearity Test

Detecting the correlation among several independent variables in a regression model is done through the multicollinearity test. Independent variables with $VIF < 10$ and tolerance > 0.10 (Ghozali, 2021:157).

Table 9. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Word of mouth (X_1)	0,188	5,309
Brand Awareness (X_2)	0,261	3,829
Viral Marketing (X_3)	0,132	7,592

Source: Data Processed Using SPSS, 2025

Because all VIF values are < 10 and tolerance > 0.10 , the data used does not experience multicollinearity.

Heteroscedasticity Test

According to (Ghozali, 2021:178), to detect the presence of residual variance inequality, the Heteroskedasticity Test is used. Data is declared free from heteroskedasticity if the significance result is > 0.05 and if < 0.05 , it means there is heteroskedasticity.

Table 10. Heteroscedasticity Test

Variable	Significance	Significance Value	Description
Word of Mouth	0,134	> 0,05	Free of Heteroscedasticity
Brand Awareness	0,518	> 0,05	Free of Heteroscedasticity
Viral Marketing	0,775	> 0,05	Free of Heteroscedasticity

Source: Data processed using SPSS, 2025

According to the presented table, the significance values of Word of Mouth, Brand Awareness and Viral Marketing with results greater than 0,05 mean that all are free from heteroscedasticity.

Coefficient of Determination Test (R^2)

The measurement of variation in the independent variable in the model is done using the coefficient of determination. The independent variable is almost entirely able to predict the dependent variable if the R^2 value approaches 1 (Ghozali, 2021:147).

Table 11. Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,929	0,862	0,858	0,290

Source: Data Processed Using SPSS, 2025

According to the Adjusted R square value of 0,858 the independent variables: Word of Mouth (X_1), Brand Awareness (X_2), Viral Marketing (X_3) have an influence on the Purchase Decision variable (Y) by 85,8%, while the remaining 14,2% is attributed to the influence of other factors.

F Test (Goodness of Fit)

The calculated F value is used to test the model's (*goodness of fit*). To determine whether the model is acceptable or not, the calculated F value is compared to the table F value based on df: α , (k-1), (n-k) (Ghozali, 2021:147).

Table 12. F Test

	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	51.460	3	17.153	204.464	0,000
Residual	8.222	98	0,084		
Total	59.682	101			

Source: Data Processed Using SPSS, 2025

The significance value is $0.000 < 0.05$ and the calculated F value is 204.464 > 3,089, concluding that H_{a3} is accepted.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict the fluctuations of the dependent variable when two or more independent variables act as predictor factors. Multiple regression analysis is conducted when the number of independent variables is at least 2 (Sugiyono, 2021) in (Siata & Sasono, 2024).

Table 13. Multiple Linear Regression Analysis

Variable	Coefficients		
	B	t	sig.
(constant)	-0,273	-1.476	0,143
Word of Mouth	0,315	3.251	0,002
Brand Awareness	0,338	4.384	0,000
Viral Marketing	0,422	3.629	0,000

Source: Data Processed Using SPSS, 2025

According to the table above, it is concluded that the regression equation is:

$$Y = -0,273 (\alpha) + 0,315 (X_1) + 0,338 (X_2) + 0,422 (X_3)$$

The value of α at -0.273 is a constant or state when the Purchase Decision variable (Y) is not yet influenced by other variables, namely word of mouth (X1), brand awareness (X2) and viral marketing (X3). The word of mouth variable (X1) has a positive influence of 0.315, which means every increase in word of mouth will increase the purchase decision by 0.315. The brand awareness variable (X2) also has a positive influence of 0.338. The viral marketing variable (X3) shows a positive influence of 0.422.

Therefore, word of mouth, brand awareness and viral marketing are factors that influence purchasing decisions.

T Test (Partial Test)

The test of the magnitude of the influence of individual independent variables on the dependent variable is called the t Test (Ghozali, 2021:151). The t-table is determined by $df = n - k = 102 - 3 = 99$ with a significance level of 0.05, so the t-table value is 1.984.

Based on the partial analysis listed in table number 13, the regression coefficients are detailed as follows:

1. The research results show that the Word of Mouth variable (X1) significantly affects the Purchase Decision variable (Y). The t-value (3.251) > t-table (1.984), with a significance level of 0.002. This means that Word of Mouth has a positive influence on the Purchase Decision of Kopi Kenangan Purwokerto.
2. The analysis shows that Brand Awareness (X2) has a significant influence on the Purchase Decision (Y). The t-value (4.384) > t-table (1.984), with a significance level of 0.000. This means that Brand Awareness has a positive influence on the Purchase Decision of Kopi Kenangan Purwokerto.
3. The Viral Marketing variable (X3) has a significant influence on the Purchase Decision (Y). The t-value (3.629) > t-table (1.984), with a significance level of 0.000. This means that Viral Marketing has a positive influence on the Purchase Decision of Kopi Kenangan Purwokerto.

DISCUSSION

The Influence of Word of Mouth on Purchase Decisions

Analysis shows that the Brand Awareness variable has a positive influence on the Purchase Decisions of Kopi Kenangan Purwokerto. This is because consumers are confident, trustful and already familiar with the decision-making process when purchasing coffee beverages. The results of this study support the Theory of Planned Behavior (TPB) by Icek Ajzen, which states that the more frequently a brand appears on social media, in social circles or is recommended by close acquaintances, the greater the influence of social norms to make a purchase. This is in line with the research by Ramadani & Rachmawati (2022), Puspasari et al., (2023), Anindya & Indriastuti (2023), which stated that brand awareness has a positive effect on purchasing decisions.

The Influence of Brand Awareness on Purchase Decisions

Analysis shows that the Brand Awareness variable has a positive influence on the Purchase Decisions of Kopi Kenangan Purwokerto. This is because consumers are confident, trustful and already familiar with the decision-making process when purchasing coffee beverages. The results of this study support the Theory of Planned Behavior (TPB) by Icek Ajzen, which states that the more frequently a brand appears on social media, in social circles or is recommended by close acquaintances, the greater the influence of social norms to make a purchase. This is in line with the research by Ramadani & Rachmawati (2022), Puspasari et al., (2023), Anindya & Indriastuti (2023), which stated that brand awareness has a positive effect on purchasing decisions.

The Influence of Viral Marketing on Purchase Decisions

Based on the analysis results, it shows that the Viral Marketing variable has a positive influence on the Purchase Decisions of Kopi Kenangan Purwokerto. The video content of Kopi Kenangan often features attractive visuals such as the aesthetic coffee-making process, a modern ambiance and touching or humorous narratives. Consumer interest in the video content is part of viral marketing, which impacts purchasing decisions. The results of this study support the TPB (Theory of Planned Behavior) by Icek Ajzen (1988), where when consumers feel interested and see many others also trying the product, this creates social pressure to buy in order not to miss the trend. This research aligns with the studies conducted by Maulida et al. (2022), Distianasari. N (2023), Hasanah & Nasution (2023), Anindya & Indriastuti (2023), which state that purchasing decisions are influenced by viral marketing.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of data analysis and discussion, it can be concluded that Word of Mouth, Brand Awareness and Viral Marketing have a positive influence on the Purchase Decision of Kopi Kenangan Purwokerto. These findings indicate that the implementation of word of mouth, brand awareness and the dissemination of information through viral media play an important role in effectively driving purchase decisions.

To address undesirable issues such as declining consumer interest or weak promotional impact, companies must consistently strengthen their marketing communication strategies, maintain product and service quality and adapt to digital trends to create higher consumer engagement.

Recommendation

Suggestion for Kopi Kenangan Purwokerto to continue developing participatory Viral Marketing strategies that actively involve customers. These efforts can be carried out through the organization of various digital promotional activities such as creative competitions (challenges), giveaway programs and the creation of interactive content that encourages customers to voluntarily share their experiences on social media. In addition, the company also needs to maintain the quality of its products and services, as well as introduce menu innovations that align with consumer preferences, which are important steps in maintaining customer loyalty and encouraging repeat purchase decisions.

For future research, it is recommended to develop the study by adding other variables that have the potential to influence purchasing decisions, such as service quality, price, brand image, consumer satisfaction and customer loyalty. By expanding the scope of variables, researchers can provide a more comprehensive picture of the factors that influence consumer behavior.

REFERENCES

- Albachrie, H., Siahaan, R., Brawijaya, U., Moko, W., & Brawijaya, U. (2024). Pengaruh Pemasaran Viral Dan Kualitas. 03(2), 502–512.
- Alfian, R., Nugroho, F. W., & Yuliana, L. (2024). Analysis of Brand Awareness, Brand Loyalty and Brand Reputation on Purchase Decisions. *Jurnal Bisnis Dan Manajemen*, 11(1), 63–74. <http://jurnal.unmer.ac.id/index.php/jbm>
- Andrian, et al. (2022). Perilaku Konsumen. In *Rena Cipta Mandiri* (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Aulya Purwitasari & Sulistyowati. (2024). Word Of Mouth Sebagai Alat Pemasaran Efektif: Tinjauan Literature Empiris. *Jurnal Akademik Ekonomi Dan Manajemen*, 1(4), 493–507. <https://doi.org/10.61722/jaem.v1i4.3303>
- Award, T. B. (2024). Top Brand Index: Kategori Kedai Kopi (Top Brand Index – Kedai Kopi, Tahun 2024). Top Brand Award – Top Brand Index; Top Brand Award. https://www.topbrand-award.com/top-brand-index/?tbi_year=2024&category=makanan-dan-minuman&type=subcategory&tbi_find=KEDAI KOPI

- Barus, N. B., Pangaribuan, M., Purnami, S., Bisnis, M., Niaga, A., & Medan, P. N. (2021). Pengaruh Promosi Menggunakan Media Sosial Tiktok Terhadap Keputusan Pembelian Produk Kosmetik Ms. 616–626.
- Creative, M. (2024). Genap Berusia 7 Tahun, Kopi Kenangan Umumkan Pencapaian dan Rencana Ekspansi Internasional Selanjutnya. Kopi Kenangan – News; Kopi Kenangan. <https://kopikenangan.com/news/genap-berusia-7-tahun-kopi-kenangan-umumkan-pencapaian-dan-rencana-ekspansi-internasional-selanjutnya>
- financialreview.id. (2024). Kopi Indonesia Siap Mendunia, Wamenperin: Inovasi Industri Jadi Kunci. <https://www.financialreview.id/>
- Florensia, M. (2023). Pengaruh Kualitas Layanan dan Citra Merek terhadap Keputusan Pembelian Kopi Kenangan di Mall Kelapa Gading, Jakarta Utara/Maya Florensia/20209142/Pembimbing: Dergibson Siagian.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 (10th ed.). Badan Penerbit Universitas Diponegoro.
- Hasanah. (2023). Pengaruh Gaya Hidup, Desain, Word of Mouth, Dan Endorsement Terhadap Keputusan Menggunakan Jasa Sewa Papan Bunga Rustic Di Kota Pekanbaru. NBER Working Papers, 3(2), 89. <http://www.nber.org/papers/w16019>
- Hisbullah, M. A. D., Purnamasari, E. D., & Emilda, E. (2023). Pengaruh Viral Marketing dan Fear Of Missing Out terhadap Keputusan Pembelian Konsumen Produk Mixue di Kota Palembang. Jurnal Nasional Manajemen Pemasaran & SDM, 4(3), 166–177. <https://doi.org/10.47747/jnmpsdm.v4i3.1581>
- Indikator.id. (2024). 10 Provinsi Penghasil Kopi Terbesar di Indonesia 2023. Indikator. <https://indikator.id/10-provinsi-penghasil-kopi-terbesar-di-indonesia-2023/>
- Irawan, A., & Misbach, I. (2020). Pengaruh viral marketing dan endorser terhadap keputusan pembelian dengan brand awareness sebagai variabel intervening. Management and Business Review, 4(2), 112–126. <https://doi.org/10.21067/mbr.v4i2.5182>
- Kopi: Pilar Penting Ekspor Indonesia. (2024). Goodstats.Id. <https://goodstats.id/article/kopi-pilar-penting-ekspor-indonesia-hlzf9>
- Kurniawan, R., Iriani, F., Parantika, A., & Basuki Putra, O. (2024). Minat Berkunjung pada Pengunjung Desa Wisata Waerebo. Octavia Basuki Putra INNOVATIVE: Journal Of Social Science Research, 4, 7316–7328. <https://j-innovative.org/index.php/Innovative>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2022). MKTG: Principles of Marketing (14th ed.). Cengage Learning.
- Nuraeni, Y. S., & Irawati, D. (2021). Pengaruh Online Customer Review, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Ubsi). Procuratio : Jurnal Ilmiah

- Manajemen, 9(4), 439–450.
<https://doi.org/10.35145/procuratio.v9i4.1704>
- Pratiwi, M. A. A., Bachtiar, A., Asmara, K., & Suharsa, M. (2024). Pengaruh Nilai Tukar Rupiah dan Harga Kopi Internasional Terhadap Nilai Ekspor Kopi Indonesia Tahun 2001-2021. *Jurnal Ilmiah Wahana Pendidikan*, 10(18), 644–655.
- Siata, Z., & Sasono, H. (2024). Pengaruh Kepemimpinan, Motivasi dan Disiplin Terhadap Kinerja (Study Kasus Hotel NEO, Kebayoran Jakarta). *GLORY (Global Leadership Organizational Research in Management)*, 2(2), 38–53.
<https://doi.org/10.59841/glory.v2i2.951>
- Siqueira, M. S. S., Nascimento, P. O., & Freire, A. P. (2022). Reporting Behaviour of People with Disabilities in relation to the Lack of Accessibility on Government Websites: Analysis in the light of the Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68.
<https://doi.org/10.47985/dcidj.475>
- Sudarsono, A. T., & Rum, M. (2021). Faktor-faktor yang Mempengaruhi Keputusan Pembelian Kopi pada Kedai Sehari Sekopi Sidoarjo. *Agriscience*, 2, (2).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D* (D. I. Sutopo (Ed.)). Alfabeta, Cv.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta, 2021.