



The Effect of Brand Awareness of Tukucur Stores on the Decision to Purchase Tuku Coffee Online (A Survey of Instagram Followers of @tokokopituku)

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Abstract

Brand awareness of Gerai Tukucur has a positive and significant effect on consumers' online purchase decisions for Tuku Coffee, explaining 64.9% of the variance in purchase decisions. This quantitative study employed a survey method involving 67 respondents selected from a population of 200 Instagram followers of @tokokopituku who had purchased or consumed Tuku Coffee. The sample was determined using the Slovin formula with a 10% precision level and selected through simple random sampling. Data were collected in January 2026 using a four-point Likert-scale questionnaire distributed through Instagram direct messages via Google Forms. The instrument was tested on 30 respondents, with all items declared valid and reliable, indicated by Cronbach's alpha values of 0.866 for brand awareness and 0.874 for purchase decision. Data were analyzed using descriptive statistics and simple linear regression with SPSS 25. The mean score for brand awareness was 3.45, while the mean score for online purchase decision was 3.62, indicating high levels for both variables. The regression analysis produced the equation $Y = 20.300 + 0.778X$, with a correlation coefficient of 0.806 and a calculated t value of 10.965 with a significance value of 0.000. The findings demonstrate that stronger brand awareness is associated with higher online purchase decisions for Tuku Coffee among the surveyed followers.

Keywords: Brand Awareness, Online Purchase, Purchase Decision, Tuku Coffee, Tukucur.



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INTRODUCTION

The growing integration of digital platforms into everyday consumption has transformed how consumers encounter, recognize, evaluate, and select brands, particularly in highly competitive consumer markets such as the coffee industry. Indonesia represents an important context for this transformation because coffee production and domestic consumption have continued to sustain a large and increasingly diverse local coffee market, creating conditions in which differentiation is no longer determined solely by product characteristics but also by how effectively brands remain cognitively accessible to consumers (Santika, 2024). The expansion of social media has intensified this competitive environment because platforms such as Instagram allow coffee businesses to establish visual identities, communicate product meanings, and maintain repeated interactions with prospective consumers without depending exclusively on physical retail encounters. Indonesia had approximately 102.15 million Instagram users in April 2024, positioning the country among the largest Instagram user populations globally and making the platform particularly relevant to consumer-oriented communication (Rizaty, 2024). Recent studies of coffee businesses indicate that digital marketing activities, social media exposure, and brand-related communication increasingly intersect with consumers' purchasing processes, although their effects may operate through different psychological and behavioural mechanisms (Cristianto et al., 2023). The contemporary coffee marketplace therefore presents a setting in which the ability of a brand to become recognizable and retrievable in consumers' memories can shape the transition from digital exposure to purchasing consideration. This development makes brand awareness particularly relevant for examining consumer decisions in coffee businesses whose transactions are increasingly mediated by digital platforms.

The importance of brand awareness becomes more evident when previous research is examined across different coffee and consumer-product contexts rather than treated as a collection of isolated findings. Brand awareness has been associated with purchase decisions because consumers tend to

incorporate brands that they recognize or can recall into the set of alternatives considered during consumption choices, particularly when competing products provide similar functional benefits (Kotler et al., 2019). Empirical research has repeatedly identified a positive relationship between brand awareness and purchase decisions, including studies involving McDonald's consumers and Pizza Hut Delivery customers, indicating that awareness can operate as an important component of consumers' brand evaluation processes (Arianty & Andira, 2021). Comparable evidence has emerged in the coffee sector, where social media, lifestyle, and brand awareness have been examined as interconnected factors influencing purchase decisions, suggesting that awareness is not independent from the broader digital environment in which consumers encounter brands (Cristianto et al., 2023). Research on coffee businesses has further shown that Instagram promotion can strengthen brand awareness and that brand awareness can subsequently contribute to purchase decisions, illustrating the relevance of the platform as a site where cognitive brand responses may develop (Siahaan et al., 2025). These findings suggest a consistent theoretical direction, but they also indicate that the relationship between awareness and purchasing behaviour is embedded within particular communication and consumption settings. The empirical question is consequently not simply whether brand awareness matters, but whether its relationship with purchase decisions remains observable when the brand is encountered through a predominantly online purchasing structure.

Evidence concerning Toko Kopi Tuku provides a particularly relevant setting for addressing this question because the brand has developed within the expansion of Indonesia's local coffee culture and has established a distinctive association with coffee products incorporating palm sugar. Toko Kopi Tuku was established in 2015 through its first outlet in Cipete Raya, South Jakarta, and its development has contributed to the wider visibility of Indonesian local coffee brands in contemporary consumer culture (Shanti, 2024). Previous research on Tuku has examined marketing communication among Generation Y and Generation Z, indicating that the brand's communication practices are relevant to understanding consumer responses among digitally oriented generations (Nathaniel & Samaria, 2025). Other studies have investigated the role of product quality, price, electronic word of mouth, and purchasing decisions among Tuku consumers, showing that consumer decisions toward the brand can be approached through several distinct marketing variables (Silvia & Kusuma, 2025). Research examining Tuku's Instagram presence has also positioned social media culture as an element contributing to the construction of the coffee shop's brand image, reinforcing the importance of Instagram in understanding how Tuku is represented and encountered by consumers (Utoyo & Karlina, 2023). At the same time, research on Tuku has examined factors such as price, location, and service in relation to purchasing decisions, demonstrating that existing scholarship has largely approached consumer behaviour through multiple marketing attributes rather than isolating brand awareness as the central explanatory variable (Andriany & Arda, 2024). The existing evidence therefore establishes Tuku as a meaningful empirical context while leaving room for a more focused examination of how consumers' awareness of the brand relates specifically to their decision to purchase its products online.

A further examination of the literature reveals that the relationship between brand awareness and purchasing decisions cannot be assumed to be fully explained by studies conducted in conventional physical-store environments or through models containing numerous antecedent variables. Research on McDonald's and Pizza Hut Delivery, for example, demonstrates the relevance of brand awareness, but these studies place awareness alongside brand image and examine consumer decisions within established food-service contexts (Rumaidlany et al., 2022; Meilani & Rosa, 2023). Research on digital marketing has similarly demonstrated that brand awareness can function as a mediator between digital marketing activities and purchase decisions, which shifts analytical attention toward the process through which marketing communication generates awareness rather than toward awareness itself as an independent predictor (Dwiputri et al., 2024). Studies involving coffee brands have also incorporated social media marketing, word of mouth, lifestyle, content, or promotional effectiveness into more complex explanatory models, making it difficult to isolate the empirical contribution of brand awareness to purchasing decisions in a specific online purchasing context (Gabriella et al., 2022). More recent evidence continues to show that brand awareness is associated with purchase decisions in the Indonesian coffee industry, yet these studies frequently examine awareness as a mediating mechanism or as one component of a broader digital marketing framework (Wonkay et al., 2026). A similar pattern appears in research on sunscreen products, where brand awareness contributes significantly to purchase decisions alongside influencer marketing and price, indicating that the effect of awareness may vary

according to product category, communication environment, and competing determinants (Pebriyani & Akbar, 2025). The literature therefore contains substantial evidence for the relevance of brand awareness but remains comparatively limited in explaining its specific relationship with online purchase decisions when the respondents are followers of the brand's Instagram account and the purchasing outlet itself operates through digital delivery channels.

This empirical gap is particularly important in the case of Tukucur, a cloud-based development of Toko Kopi Tuku in which transactions are oriented toward online ordering through platforms such as Gojek, Grab, and ShopeeFood rather than conventional direct purchasing at a physical outlet. In such an environment, consumers may encounter the brand through Instagram, remember its identity, search for it through an online ordering platform, compare it with competing coffee brands, and eventually decide whether to complete a transaction without physically entering the store. The sequence makes brand awareness potentially consequential because recognition and recall can determine whether a consumer notices the brand as an available alternative when purchasing opportunities arise. Studies of coffee consumers have demonstrated that social media and word-of-mouth communication can influence the buying decision process, with brand awareness and purchase intention functioning within this broader decision pathway (Nicolas et al., 2023). Research on Toko Kami Coffee likewise indicates that brand awareness can be strongly connected to purchasing decisions when consumers are exposed to social media and lifestyle-related marketing stimuli, although the presence of additional explanatory variables makes the independent contribution of awareness more difficult to isolate (Satria et al., 2025). Research on Instagram-based coffee marketing has also reported that brand awareness can significantly contribute to purchase decisions, reinforcing the need to examine awareness not merely as an outcome of promotional communication but as a factor directly associated with consumers' purchasing behaviour (Siahaan et al., 2025). The unresolved issue is consequently both conceptual and empirical: existing research provides evidence that awareness matters, but the evidence is less specific regarding a local coffee brand whose online-oriented outlet structure places digital recognition close to the point of purchase. Addressing this issue can clarify whether the cognitive accessibility of Tuku as a brand is associated with consumers' movement toward an actual online purchasing decision.

The present study is positioned within this gap by focusing specifically on the effect of Tukucur brand awareness on the decision to purchase Tuku Coffee online among followers of the Instagram account @tokokopituku. The study treats brand awareness as the principal independent variable and purchase decision as the dependent variable, allowing the relationship between the two constructs to be examined without embedding awareness within a larger mediation model. The conceptualization of purchase decision follows the consumer decision process encompassing problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour, while brand awareness is approached through consumers' capacity to recognize, recall, consider, and maintain a brand in relation to its product category (Kotler & Keller, 2016). The methodological orientation follows a quantitative survey framework because the research seeks to measure the observed level of brand awareness and purchasing decisions and statistically examine the relationship between the two variables (Sugiyono, 2018). The choice of Instagram followers as the respondent population connects the study directly to the digital communication environment through which contemporary consumers encounter Tuku Coffee, while the focus on online purchasing corresponds to the transactional characteristics of Tukucur. The study therefore seeks to determine the level of Tukucur brand awareness among followers of @tokokopituku, identify the level of their online purchase decisions, and measure the effect of brand awareness on those decisions. Its theoretical contribution lies in extending discussion of brand awareness from general consumer-product and multi-variable marketing models toward a more focused account of brand cognition and online purchasing behaviour in the local coffee industry, while its methodological contribution lies in empirically testing this relationship among an Instagram-following population associated with an online-oriented coffee outlet.

RESEARCH METHODS

This study employed an empirical quantitative research design using a survey method because the research relied on primary data collected directly from respondents to measure brand awareness and online purchase decisions. The survey employed standardized questionnaire responses that were subsequently subjected to statistical analysis (Sugiyono, 2018). The population comprised 200 followers of the Instagram account @tokokopituku who met three inclusion criteria: following the

account, commenting on posts published between 1 October and 6 December 2025, and having previously purchased or consumed Tuku Coffee. From this population, 67 respondents were selected using simple random sampling after the required sample size had been determined using the Slovin formula with a 10% margin of error, with each eligible population member assigned an equal probability of selection through a lottery procedure. The survey questionnaire was distributed through Google Forms to the selected respondents, allowing standardized primary data to be obtained concerning their awareness of the Tukucur brand and their decisions to purchase Tuku Coffee through online channels. The use of brand awareness as the principal independent variable was grounded in established marketing research that conceptualizes awareness as an important factor associated with consumers' purchasing decisions (Arianty & Andira, 2021).

The research instrument consisted of a closed-ended questionnaire containing 30 items, with 14 items measuring brand awareness as the independent variable (X) and 16 items measuring purchase decision as the dependent variable (Y). Brand awareness was operationalized through four dimensions, namely brand recall, brand recognition, purchase decision, and consumption, while purchase decision was operationalized through problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior, following established consumer decision concepts (Kotler & Keller, 2016). Each item was measured using a four-point Likert scale consisting of strongly disagree (1), disagree (2), agree (3), and strongly agree (4), while the complete distribution of items across the dimensions is presented in Table 1. Before the main data collection, the questionnaire was pilot-tested with 30 respondents, after which item validity was assessed by comparing the calculated correlation coefficient with the critical value and instrument reliability was evaluated using Cronbach's alpha to ensure adequate measurement consistency. The main analysis consisted of descriptive statistics in the form of frequencies, percentages, and means, followed by simple linear regression using SPSS version 25 to examine the effect of brand awareness on online purchase decisions, with the *t*-test used to determine the statistical significance of the regression coefficient, consistent with quantitative procedures for testing relationships between measurable variables (Sugiyono, 2018). The regression model was specified as $Y' = a + bX$, where Y' represents the predicted purchase-decision score, a represents the constant, b represents the regression coefficient, and X represents brand awareness, while the correlation coefficient (R) was used to interpret the strength of the relationship and the coefficient of determination (R^2) to identify the proportion of variance in purchase decisions explained by brand awareness, with respondent participation conducted voluntarily and respondents' information treated confidentially in accordance with the research purpose (Dwiputri et al., 2024).

Table 1. Dimensions and Number of Questionnaire Items

Variable	Dimensions	Number of Items
Brand Awareness (X)	Brand recall	3
	Brand recognition	4
	Purchase decision	3
	Consumption	4
Total	Brand Awareness	14
Purchase Decision (Y)	Problem recognition	3
	Information search	2
	Evaluation of alternatives	4
	Purchase decision	3
	Post-purchase behavior	4
Total	Purchase Decision	16
Total Questionnaire Items		30

Hypothesis

H0: Brand awareness of Tukucur has no significant effect on the decision to purchase Tuku Coffee online among followers of the Instagram account @tokokopituku.

H1: Brand awareness of Tukucur has a significant effect on the decision to purchase Tuku Coffee online among followers of the Instagram account @tokokopituku.

RESULTS AND DISCUSSION

Instrument Testing and Data Collection

The research began with an instrument trial involving 30 respondents who were familiar with Tukukur, allowing the questionnaire to be evaluated before its administration to the main sample. The validity test used a critical r value of 0.306, calculated from 28 degrees of freedom ($n - 2$) at the 5% significance level. All 14 brand awareness items produced calculated r values ranging from 0.312 to 0.864, while the 16 purchase decision items produced values ranging from 0.340 to 0.800, indicating that every item exceeded the required threshold. The reliability assessment also produced Cronbach's alpha values of 0.866 for brand awareness and 0.874 for purchase decision, demonstrating satisfactory internal consistency across both constructs. Instrument validity and reliability are essential in quantitative survey research because the interpretation of subsequent statistical relationships depends on the consistency and adequacy of the measurement instrument (Sugiyono, 2018). The results indicate that the questionnaire was sufficiently stable to represent the two variables examined in this study.

The detailed results of the validity and reliability assessment are presented in Table 2. As shown in the table, the lowest calculated r value for brand awareness was 0.312, which remained above the critical value of 0.306, while the highest value reached 0.864. The purchase decision construct showed a similar pattern, with its lowest item correlation reaching 0.340 and its highest reaching 0.800. These results indicate that each statement had a measurable relationship with its respective construct rather than functioning as an unrelated indicator. The relatively high Cronbach's alpha coefficients also suggest that the items within each construct measured coherent aspects of brand awareness and purchase decision. Such measurement consistency is particularly relevant when brand awareness is examined as an explanatory factor for purchasing behavior, as previous research has similarly treated brand awareness as a measurable construct associated with consumer purchase decisions (Arianty & Andira, 2021).

Table 2. Results of Validity and Reliability Tests

Variable	Items	Range of Calculated r	r Table	Cronbach's Alpha	Description
Brand awareness (X)	14	0.312–0.864	0.306	0.866	Valid and reliable
Purchase decision (Y)	16	0.340–0.800	0.306	0.874	Valid and reliable

The validity findings also provide a methodological basis for retaining all 30 questionnaire items in the main survey rather than removing indicators that might otherwise narrow the conceptual coverage of the variables. This is important because brand awareness in digital environments involves more than simple recognition, encompassing the ability to recall, identify, consider, and associate a brand with consumption situations. The four dimensions used for brand awareness therefore allowed the study to capture different manifestations of Tukukur recognition among its Instagram followers. The purchase decision indicators likewise covered several stages of consumer decision-making, from recognizing a need and searching for information to evaluating alternatives, making a purchase, and responding after consumption. Previous research on coffee businesses has shown that brand awareness can operate within broader digital and social-media processes that shape consumer purchasing decisions (Cristianto et al., 2023). The satisfactory measurement results in this study strengthen the basis for examining whether this relationship is also observable among followers of @tokokopituku.

Following the instrument test, the finalized questionnaire was converted into a Google Form and distributed to the 67 selected respondents through Instagram direct messages in January 2026. Each respondent completed three identity-related questions, 14 statements measuring brand awareness, and 16 statements measuring purchase decision, resulting in 30 substantive measurement items. The four-point Likert scale required respondents to indicate their level of agreement through strongly disagree, disagree, agree, or strongly agree, thereby avoiding a neutral midpoint in the response structure. The completed responses were subsequently compiled and processed using SPSS version 25 for descriptive and inferential analysis. The use of a standardized online questionnaire was consistent with the characteristics of the research population, which consisted of Instagram followers and consumers with experience purchasing or consuming Tuku Coffee. Digital communication and social-media exposure

are relevant to the Tuku Coffee context because Instagram has been identified as an important space through which the brand's image and consumer interactions are constructed (Utoyo & Karlina, 2023).

The data collection procedure also maintained consistency between the population criteria and the research objective, as all selected respondents were followers of @tokokopituku who had demonstrated engagement with the account and had experience with Tuku Coffee. This criterion reduced the possibility that respondents would provide evaluations based solely on unfamiliarity with the brand or indirect exposure. Their responses therefore reflected experiences among users who had at least some degree of contact with the brand and its digital communication environment. The procedure is particularly relevant because the research focuses on Tukucur as an online-oriented store, making recognition and purchasing decisions inseparable from consumers' interactions with digital platforms. Previous research concerning Tuku Coffee has likewise examined consumer purchase intentions in relation to the brand's marketing communication, particularly among digitally engaged consumer groups (Nathaniel & Samaria, 2025). The resulting dataset provided the empirical basis for describing respondent characteristics, measuring the distribution of brand awareness and purchase decision responses, and subsequently testing the relationship between the two variables.

The completed questionnaires were then organized for analysis without altering the original responses, allowing each respondent's scores to be retained for subsequent descriptive and regression procedures. The instrument-testing stage established that the measurement items met the predetermined validity and reliability requirements, while the data-collection stage generated responses from the full sample of 67 respondents. This sequence ensured that statistical analysis was conducted only after the measurement instrument had demonstrated acceptable performance. The methodological structure also supports comparison with previous studies examining the relationship between brand awareness and purchase decisions in different consumer contexts. Studies of coffee brands have reported that brand awareness can be connected with purchasing behavior alongside other digital marketing and social-media factors, indicating that the construct remains relevant when consumer interactions increasingly occur through online channels (Gabriella et al., 2022). The next stage of analysis therefore focuses on the characteristics of the respondents whose responses formed the empirical basis for evaluating brand awareness and online purchase decisions.

Respondent Characteristics and Descriptive Findings

The characteristics of the 67 respondents provide an important context for interpreting the relationship between brand awareness and online purchase decisions for Tuku Coffee. The respondents were selected from followers of the @tokokopituku Instagram account who had interacted with the account and had experience purchasing or consuming Tuku Coffee. This composition means that the sample represents consumers who already have some degree of exposure to Tuku Coffee through digital media. Such exposure is relevant because Instagram functions not only as a social networking platform but also as a space where brands construct visual identity and maintain consumer recognition. Utoyo and Karlina (2023) found that Instagram culture contributes to the formation of Tuku Coffee's brand image, indicating that exposure through this platform can be closely connected with how consumers recognize the brand. The respondent profile can consequently be read as a digital consumer context rather than as a representation of all Tuku Coffee consumers.

The age distribution shows that respondents aged 20–25 constituted the largest group, with 32 respondents or 47.8%, followed by those aged 25–30 with 18 respondents or 26.9%. Respondents aged above 30 accounted for 14 people or 20.9%, while respondents below 20 years old represented only 3 people or 4.5%. This distribution indicates that the survey was dominated by consumers in the young-adult age range, a group that is relevant to digital purchasing and social-media-based brand communication. Nathaniel and Samaria (2025), in their study of Toko Kopi Tuku, specifically examined purchase intentions among Generations Y and Z and highlighted the relevance of marketing communication to these digitally engaged consumer groups. The concentration of respondents between 20 and 30 years old also provides a reasonable context for examining online purchase decisions because these consumers may already have independent purchasing activity while remaining highly exposed to digital brand communication. The finding does not mean that age determines purchase decisions, but it indicates that the empirical pattern in this sample is particularly connected to younger adult followers of the brand.

Table 3. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Age	<20 years	3	4.5%
	20–25 years	32	47.8%
	25–30 years	18	26.9%
	>30 years	14	20.9%
Gender	Male	22	32.8%
	Female	45	67.2%
Online Purchase Frequency	Rarely (1/month)	18	26.9%
	Sometimes (1/week)	32	47.8%
	Often (2–3/week)	16	23.9%
	Routine (>3/week)	1	1.5%
Total		67	100%

The gender distribution shows that female respondents accounted for 45 people or 67.2%, whereas male respondents accounted for 22 people or 32.8%. This difference indicates that women formed the dominant group among the selected Instagram followers who met the study criteria. The result should be interpreted as a characteristic of the research sample rather than as evidence that women have a higher preference for Tuku Coffee than men. Within consumer research, demographic composition can shape the descriptive profile of responses, while the effect of brand awareness itself is examined separately through the inferential analysis. The predominance of female respondents is also consistent with the need to examine consumer characteristics before interpreting aggregate scores because different groups may have different patterns of interaction with digital marketing content. The present distribution therefore establishes the demographic context in which the subsequent measurements of brand awareness and purchase decision were obtained.

The frequency of online coffee purchasing provides another important aspect of the respondent profile. Respondents who purchased online approximately once a week formed the largest group, consisting of 32 people or 47.8%, while 18 respondents or 26.9% reported purchasing approximately once a month. A further 16 respondents or 23.9% purchased online two to three times per week, whereas only one respondent or 1.5% reported purchasing more than three times per week. The pattern suggests that online coffee purchasing was familiar to most respondents, although frequent purchasing was not a universal habit within the sample. This distinction is important because repeated exposure to an online purchasing environment may provide more opportunities for consumers to encounter brand names, visual identities, reviews, promotions, and other brand-related information. Studies concerning Tuku Coffee have also identified digital communication, word of mouth, and electronic word of mouth as relevant elements in the consumer decision process (Nicolas et al., 2023; Tarigan, 2025).

The descriptive profile can also be understood within the broader Indonesian coffee and digital-consumption environment. Indonesia has a substantial domestic coffee market, while digital platforms increasingly provide channels through which coffee brands communicate with consumers and facilitate purchasing interactions (Santika, 2024). Instagram's large user base in Indonesia further strengthens the relevance of studying consumer responses within Instagram-based brand communities (Rizaty, 2024). In the specific case of Tuku Coffee, the brand's identity has also been associated with distinctive product and cultural elements, including the popularization of palm sugar in its coffee products (Shanti, 2024). These contextual factors help explain why respondents who follow the brand's Instagram account may possess relatively high familiarity with Tuku Coffee before completing the questionnaire. Nevertheless, descriptive familiarity should not be equated automatically with purchasing behavior because the latter can also involve product quality, price, service, information sources, and other considerations.

The respondent characteristics therefore indicate that the empirical setting was predominantly composed of young-adult Instagram followers with established experience in online purchasing. Nearly half of the respondents were aged 20–25, approximately two-thirds were female, and almost half reported purchasing online coffee around once a week. This profile supports the relevance of examining brand awareness within a social-media-oriented consumer environment. The respondents were not simply general members of the public because the sampling criteria required prior exposure to the @tokokopituku account and experience with Tuku Coffee. Such characteristics are consistent with

research showing that social media and digital communication can contribute to brand awareness and consumer decision-making in the coffee-shop sector (Cristianto et al., 2023). At the same time, the demographic and purchasing distributions establish the scope of interpretation for the findings, since the subsequent statistical relationship reflects the perceptions and experiences of these 67 selected respondents rather than the entire population of Tuku Coffee consumers.

Brand Awareness and Online Purchase Decision

The descriptive results show that brand awareness of Tuku Coffee was relatively high, with an overall mean score of 3.45 on a four-point scale. This score indicates that respondents generally agreed with statements concerning their ability to recall, recognize, consider, and remain aware of the Tukucur brand in online coffee purchasing situations. Brand awareness represents the extent to which consumers can recognize or recall a brand under different purchasing and consumption conditions (Kotler et al., 2019). The highest score within the brand-awareness indicators was obtained from the statement that Tukucur was considered when purchasing online coffee, which reached a mean of 3.66. This finding indicates that awareness was not limited to simple recognition because the brand had already entered respondents' consideration set when they faced an online coffee purchase situation. Similar evidence was reported by Arianty and Andira (2021), who found that brand awareness was associated with consumer purchasing decisions.

The item-level distribution provides a more detailed picture of how respondents perceived Tukucur's brand awareness. The statement that respondents could directly remember Tukucur as an online coffee brand obtained a mean of 3.58, with 51 of the 67 respondents selecting strongly agree. This result indicates relatively strong unaided recall among the respondents who were already familiar with the brand through Instagram and previous consumption experiences. Brand recall is important because consumers who can retrieve a brand from memory have a greater possibility of including it in subsequent purchasing consideration (Kotler et al., 2019). The lowest mean within the brand-recall dimension was 3.15 for the statement that Tukucur was easy to remember without assistance, suggesting that recognition was somewhat stronger than completely spontaneous recall for a portion of respondents. The finding is relevant to the digital context because repeated exposure to social-media content can strengthen consumers' familiarity with a brand even when they do not always retrieve it spontaneously. Utoyo and Karlina (2023) similarly demonstrated the role of Instagram culture in constructing the brand image of Tuku Coffee.

Table 4. Brand Awareness of Tukucur

Dimension	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean
Brand Recall	I directly remember Tukucur as an online coffee brand.	0	11	5	51	3.58
Brand Recall	I recognize and remember Tukucur on online platforms.	0	6	39	22	3.24
Brand Recall	The Tukucur brand is easy to remember without assistance.	1	15	23	28	3.15
Brand Recognition	I am able to distinguish Tukucur from other online coffee brands.	0	1	24	42	3.61
Brand Recognition	Tukucur is easy to recognize through its logo, name, and appearance.	0	5	25	37	3.48
Brand Recognition	Tukucur is immediately recognized as Kopi Tuku on online platforms.	0	6	27	34	3.43
Brand Recognition	Without explanation, Tukucur is immediately recognized as Kopi Tuku.	1	1	23	42	3.60

Purchase Decision	I buy Tukucur online because I know the brand.	0	6	22	39	3.48
Purchase Decision	Tukucur is considered when buying online coffee.	0	1	21	45	3.66
Purchase Decision	Tukucur remains considered despite many online coffee brands.	0	11	32	24	3.18
Consumption	Tukucur often becomes a comparison with other coffee.	1	11	16	39	3.42
Consumption	When consuming other coffee, I remain aware of the Tukucur brand.	0	4	24	39	3.54
Consumption	Tukucur often becomes the main choice.	0	5	29	33	3.43
Consumption	Tukucur is the first brand that comes to mind when buying online coffee.	0	6	19	42	3.52

The recognition dimension also demonstrates a strong pattern because 66 respondents agreed or strongly agreed that they could distinguish Tukucur from other online coffee brands. This result suggests that the brand possessed identifiable characteristics that enabled respondents to differentiate it within the competitive online coffee environment. Brand recognition becomes particularly meaningful when consumers encounter multiple competing brands and must identify a familiar alternative from available information (Rumaidlany et al., 2022). The mean of 3.60 for immediate recognition without explanation further indicates that most respondents did not require extensive information to associate Tukucur with Kopi Tuku. However, the mean of 3.18 for continued consideration despite numerous competing brands shows that strong recognition does not automatically guarantee dominant consideration in every purchasing situation. This distinction is important because brand awareness functions as one component of the decision process rather than as the sole determinant of consumer choice. Siahaan et al. (2025) likewise identified brand awareness as an important element in the relationship between Instagram promotion and consumer purchase decisions in a coffee-business context.

The purchase-decision variable produced an even higher overall mean of 3.62, indicating that respondents generally expressed strong agreement with the statements representing the stages of their online purchasing process. The information-search indicator produced the highest individual score, with online reviews obtaining a mean of 3.81 and 55 respondents or 82.1% selecting strongly agree. This result demonstrates that consumer decision-making was not based exclusively on internal brand familiarity because external information remained important before purchasing. Online reviews can function as electronic word of mouth that supplies consumers with additional evaluations of a product before a transaction takes place (Gabriella et al., 2022). The evaluation-of-alternatives dimension also showed a strong pattern because all respondents agreed or strongly agreed that they compared Tukucur with other coffee products before repurchasing. Price and quality were particularly relevant in this comparison, as the corresponding statement obtained a mean of 3.72. Such a pattern is consistent with research on Tuku Coffee showing that product quality, price, and electronic word of mouth can enter consumers' purchase-decision considerations (Silvia & Kusuma, 2025).

Table 5. Online Purchase Decision of Tukucur

Dimension	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean
Problem Recognition	Daily busyness encourages me to purchase coffee.	0	3	17	47	3.66

Problem Recognition	I recognize the need to buy online coffee as a practical beverage.	0	1	24	42	3.61
Problem Recognition	The need for coffee encourages me to purchase Tukucur online.	0	2	29	36	3.49
Information Search	Online reviews influence my consideration of Tukucur.	1	0	11	55	3.81
Information Search	I obtain information about Tukucur from friends or family.	0	2	25	40	3.57
Evaluation of Alternatives	I compare Tukucur with other coffee before repurchasing.	0	0	27	40	3.60
Evaluation of Alternatives	Price and quality make me compare Tukucur with other coffee.	0	1	17	49	3.72
Evaluation of Alternatives	The advantages of Tukucur coffee are considered before purchasing.	0	3	22	42	3.57
Evaluation of Alternatives	I assess quality and benefits before buying online.	0	5	27	35	3.46
Purchase Decision	Tukucur meets my daily coffee needs.	0	0	18	49	3.73
Purchase Decision	Tukucur is the right choice to buy online.	0	6	26	35	3.45
Purchase Decision	The Tukucur offer attracts me to choose it.	0	0	21	46	3.69
Post-Purchase Behavior	Tukucur products match my expectations when bought online.	0	6	22	39	3.49
Post-Purchase Behavior	My Tukucur purchase experience has not fully met my expectations.	1	2	17	47	3.64
Post-Purchase Behavior	My experience after buying Tukucur encourages me to repurchase.	0	1	20	46	3.67
Post-Purchase Behavior	I prefer to buy Kopi Tukucur again.	0	0	15	52	3.76

The purchase-decision findings further show that respondents moved beyond need recognition toward evaluation, purchase, and post-purchase responses. The statement that Tukucur met daily coffee needs obtained a mean of 3.73, while the attractiveness of the offer reached 3.69. The highest post-purchase preference was the intention to buy Kopi Tukucur again, with a mean of 3.76 and 52 respondents strongly agreeing. This pattern indicates that the decision process extended beyond the immediate transaction and was connected with consumers' subsequent willingness to repurchase. Repurchase behavior is particularly relevant for local coffee brands because sustained consumer preference can strengthen competitiveness beyond initial purchase attraction (Prameswara & Yurindera, 2025). At the same time, the negative statement concerning incomplete satisfaction obtained a relatively high mean of 3.64, meaning that a substantial proportion of respondents still perceived that their purchase experience had not fully met expectations. This result shows that high purchase-decision scores should not be interpreted as evidence that every aspect of the consumer experience was equally satisfactory.

The descriptive comparison between the two variables shows that purchase decision had a higher mean than brand awareness, with scores of 3.62 and 3.45 respectively. The difference suggests

that respondents' favorable purchase responses were accompanied by strong brand familiarity, although the descriptive statistics alone cannot establish that brand awareness caused the purchase decision. Digital marketing research has similarly identified brand awareness as a mechanism that can connect digital content exposure with consumer purchase decisions (Wonkay et al., 2026). The findings also indicate that consumers continued to use external information, especially online reviews, when making decisions even though their awareness of Tukucur was already high. Price, quality, and electronic word of mouth provide additional considerations that may operate alongside brand awareness in the Tuku Coffee purchasing process (Andriany & Arda, 2024). This pattern is also compatible with findings that marketing communication can shape purchase intentions among Tuku Coffee's younger consumer segments (Nathaniel & Samaria, 2025). The inferential analysis in the following section is consequently required to determine whether the observed high level of brand awareness is statistically associated with the variation in online purchase decisions.

Effect of Brand Awareness on Online Purchase Decision

The inferential analysis was conducted to determine whether brand awareness significantly influenced the online purchase decision of Tukucur consumers. The total scores for the 14 brand-awareness items were calculated for each respondent and then analyzed against the total scores for the 16 purchase-decision items. Simple linear regression was selected because the research examined the effect of one independent variable, namely brand awareness, on one dependent variable, namely online purchase decision. Sugiyono (2018) explains that simple regression can be used to examine the relationship between an independent variable and a dependent variable and to estimate changes in the dependent variable associated with changes in the independent variable. The analysis generated an R value of 0.806, indicating a very strong relationship based on the interpretation criteria established in the study. This result provides initial statistical evidence that differences in respondents' brand-awareness scores were closely associated with differences in their online purchase-decision scores.

The coefficient of determination further indicates the magnitude of the explanatory contribution of brand awareness to the purchase decision. The R^2 value was 0.649, meaning that brand awareness statistically explained 64.9% of the variation in respondents' online purchase decisions. The remaining 35.1% represents variation associated with other factors that were not included as independent variables in this model. Brand awareness has also been identified as a relevant factor in purchasing decisions in research involving other consumer and coffee-brand contexts (Meilani & Rosa, 2023). The adjusted R^2 of 0.644 indicates that the explanatory contribution remained substantial after adjustment for the model specification. The standard error of 2.713 indicates the average magnitude of prediction error around the regression line. These results demonstrate that the observed relationship was not limited to the descriptive tendency of the respondents but was also reflected in the statistical model.

Table 6. Simple Linear Regression Coefficients

Model	B	Std. Error	Beta	t	Sig.
Constant	20.300	3.446	—	5.891	0.000
Brand Awareness (X)	0.778	0.071	0.806	10.965	0.000

The regression coefficient for brand awareness was 0.778, with a standard error of 0.071 and a standardized beta coefficient of 0.806. The positive coefficient indicates that higher brand-awareness scores were associated with higher online purchase-decision scores among the respondents. The resulting regression equation is $Y' = 20.300 + 0.778X$, meaning that an increase of one point in the brand-awareness score was associated with an estimated 0.778-point increase in the online purchase-decision score. The t value for brand awareness was 10.965 with a significance value of 0.000, showing that the coefficient was statistically significant at the 5% significance level. Research on brand awareness and purchase decisions has likewise reported a significant relationship between the two variables in consumer markets (Rumaidlany et al., 2022). The magnitude and direction of the coefficient indicate that brand awareness had a positive contribution within the specific sample examined in this study.

The ANOVA results provide additional evidence regarding the statistical feasibility of the regression model. The regression sum of squares was 885.019, while the residual sum of squares was

478.444, producing a total sum of squares of 1,363.463. The model generated an F value of 120.236 with a significance value of 0.000. This result indicates that the regression model containing brand awareness significantly explained variation in the online purchase-decision scores. Similar relationships between digital marketing activities, brand awareness, and purchasing decisions have been identified in studies of Indonesian consumer markets (Dwiputri et al., 2024). The finding is also relevant to the Tuku Coffee context because Instagram-based communication can expose consumers to repeated brand information before they make purchasing decisions. Siahaan et al. (2025) found that Instagram promotion and brand awareness were connected with consumer purchase decisions in a coffee-business setting.

Table 7. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	885.019	1	885.019	120.236	0.000
Residual	478.444	65	7.361		

The hypothesis test used a t statistic with 65 degrees of freedom to assess the significance of the brand-awareness coefficient. The calculated t value of 10.965 was substantially above the critical threshold, while the significance value was 0.000, which is below the 0.05 significance level. The null hypothesis that brand awareness has no significant effect on online purchase decisions was therefore rejected, while the alternative hypothesis was accepted. The statistical result indicates a positive and significant effect of brand awareness on the online purchase decision of the respondents. Cristianto et al. (2023) similarly reported the relevance of brand awareness in explaining purchase decisions in the coffee-shop sector within a social-media context. The present finding extends that pattern to followers of @tokokopituku who had previous experience with Tuku Coffee and purchased or consumed the product. The result should nevertheless be interpreted as an association within the surveyed population rather than as evidence that brand awareness is the only factor determining consumer purchasing behavior.

The relatively high R^2 value also needs to be interpreted alongside the characteristics of the Tuku Coffee purchasing process. Previous research on Tuku Coffee has identified price, location, and service as factors associated with purchasing decisions, indicating that consumers may evaluate several functional considerations beyond brand familiarity (Andriany & Arda, 2024). Product quality, price, and electronic word of mouth have likewise been examined as relevant considerations in Tuku Coffee purchase decisions (Silvia & Kusuma, 2025). Word of mouth and electronic word of mouth can provide additional information that consumers use during the decision process, particularly when evaluating alternatives before purchasing (Tarigan, 2025). The present model did not include these variables, so the 35.1% unexplained variation should be understood as room for factors outside the model rather than as statistical error alone. The finding also corresponds with research showing that social media marketing and electronic word of mouth can operate through brand awareness in shaping purchase decisions (Gabriella et al., 2022). Consequently, the strong contribution of brand awareness in this study describes an important statistical relationship while leaving space for other consumer, product, service, and communication variables to explain the remaining variation.

CONCLUSION

Brand awareness of Gerai Tukucur has a positive and significant effect on the online purchase decision for Tuku Coffee among followers of the Instagram account @tokokopituku. The brand-awareness variable obtained an average score of 3.45, indicating that respondents generally recognized, remembered, and considered Tukucur when purchasing coffee online. The lowest brand-awareness indicator was the ability to remember the brand without assistance, with a mean score of 3.15, showing that spontaneous brand recall still has room for improvement. The online purchase decision obtained an average score of 3.62, indicating a high level of agreement with the purchasing-decision indicators. Online reviews recorded the highest mean score of 3.81, demonstrating the importance of digital information in respondents' purchasing considerations. The regression analysis produced the equation $Y = 20.300 + 0.778X$, with $R = 0.806$ and $R^2 = 0.649$, meaning that brand awareness explained 64.9% of the variation in online purchase decisions. The t-test further confirmed the significant effect of brand

awareness, with a calculated t value of 10.965 and a significance value of 0.000, while the remaining 35.1% was associated with factors outside the research model.

Based on these findings, Tukucur can strengthen continuous digital promotion and maintain a distinctive visual identity to improve consumers' ability to remember the brand without assistance. Consistent brand exposure across Instagram and other digital channels can also help maintain Tukucur's position within consumers' consideration set when they intend to purchase coffee online. The relatively low score for the statement that Tukucur is the right choice to purchase online, which reached 3.45, indicates that brand familiarity should be accompanied by improvements in the digital purchasing experience. Tukucur can improve ordering convenience, provide clearer product and purchasing information, and develop promotional offers that provide stronger reasons for consumers to select the brand. Online reviews should also receive attention because they recorded the highest score among the purchase-decision indicators and can influence consumers when searching for information before purchasing. Future research can broaden the explanatory model by incorporating variables such as brand image, price, product quality, promotion, electronic word of mouth, service quality, and consumer trust. Such an expanded model would provide a more comprehensive understanding of the factors associated with consumers' online purchase decisions for Tuku Coffee.

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