Jurnal Manajemen
Vol. 23 No. 1 Mei 2026 Page 52-74 doi: https://doi.org/10.25170/jm.v23i1.7845
P-ISSN: 1829-6211 E-ISSN: 2597-4106 http://ejournal.atmajaya.ac.id/index.php/JM

THE ROLE OF BRAND IMAGE IN SHAPING PURCHASE INTENTION: EVIDENCE FROM FORE COFFEE

Gun Gun Budiarsyah[1*], Liliana[2], Suryanto[3], Viorensa[4], Nervi[5], Oscar[6]

[1]Department of Accounting, Faculty of Business, Universitas Universal, Batam, Indonesia
[2,3,4,5,6]Department of Management, Faculty of Business, Universitas Universal, Batam, Indonesia

gungun.budiarsyah@uvers.ac.id[1]
liliana@uvers.ac.id[2]
suryantolee05@uvers.ac.id[3]
chenenqy@uvers.ac.id[4]
nerviwang.08@uvers.ac.id[5]
infinityshutgt@uvers.ac.id[6]

ABSTRACT

The rapid growth of Indonesia's coffee industry has encouraged companies to develop effective digital marketing strategies to strengthen brand image and increase consumer purchase intention. This study examines the direct effects of storytelling, electronic word of mouth (e-WOM), influencer marketing, social media marketing, and brand image on purchase intention, as well as the indirect effects of digital marketing factors through brand image. A quantitative approach with a single cross-sectional design was employed. Data were collected through an online questionnaire using a five-point Likert scale from 313 Generation Y and Generation Z consumers of Fore Coffee in Batam City. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 and a bootstrapping procedure. The results show that storytelling and social media marketing have significant positive direct effects on purchase intention, whereas e-WOM and influencer marketing do not. Brand image also has a significant positive effect on purchase intention. Furthermore, storytelling, e-WOM, and social media marketing significantly affect brand image, while influencer marketing does not. The mediation analysis indicates that brand image significantly mediates the effects of e-WOM and social media marketing on purchase intention but does not mediate the effects of storytelling and influencer marketing. These findings highlight the important role of brand image in transforming e-WOM and social media marketing into stronger purchase intention. The study provides practical implications for Fore Coffee and similar coffee brands to strengthen social media engagement, encourage positive e-WOM, maintain consistent storytelling, and evaluate influencer collaborations based on credibility, relevance, and audience fit.

Keywords: *Brand Image, e-WOM, Influencer, Purchase Intention, Social Media, Storytelling*

Article history: Submission date March 28th 2026 Accepted date September 8th 2026
To cite: Budiarsyah, G.G., Liliana, Suryanto, Viorensa, Nervi, & Oscar. (2026). The Role Of Brand Image In Shaping Purchase Intention: Evidence From Fore Coffee. *Jurnal Manajemen*, 23(1), 52-74

[*] Corresponding Author: Gun Gun Budiarsyah. Email: gungun.budiarsyah@uvers.ac.id

1. INTRODUCTION

According to the Foreign Agricultural Service under the United States Department of Agriculture (USDA), Indonesia is one of the world's largest coffee-producing countries, ranking fourth after Brazil, Vietnam, and Colombia, with a coffee production of 10.90 million bags per year or around 654 thousand metric tons as of December 2024 (Alfathi, 2025). This large production capacity has driven the rapid growth of the coffee shop business in Indonesia, both from local and international brands. There are more than 20,000 outlets spread across the region, and this number is projected to continue to increase, making the coffee industry one of the most competitive sectors (Aji, 2025). The development of the coffee industry has shifted the perceptions of consumers, from the younger to the older generations (Utama et al., 2021). Coffee is no longer seen as just an energy-boosting drink, but has become an important part of people's lifestyles to support various contemporary activities, such as social interaction, work, studying together, or simply relaxing (Azzahra et al., 2023)

With the increasing number of coffee shops, changes in people's lifestyles, and increasingly fierce competition as stated above, consumers are now more selective in choosing coffee brands that suit their preferences (Sudarsono & Rum, 2021). Fore Coffee has emerged as one of the prominent local coffee brands in Indonesia's increasingly competitive coffee industry. Its strong emphasis on digital marketing, engaging content, and innovative campaigns has contributed to attracting and engaging younger consumers, particularly Millennials and Generation Z (Permana & Haliza, 2025). This market development is accompanied by substantial business growth, with Fore Coffee reporting revenue of IDR 1.04 trillion in 2024, representing a 115% year-on-year increase, while its net profit increased by more than 4,900% to IDR 58.2 billion (Fore Coffee, 2025).

However, the strong market performance of Fore Coffee does not necessarily explain how consumers form purchase intention toward the brand. Although Fore Coffee has achieved rapid revenue growth, strong brand visibility, and a top-of-mind position in Indonesia's competitive coffee shop industry, these achievements mainly reflect business expansion and market performance rather than consumers' psychological responses to the brand. In a market where many coffee brands offer similar products, digital promotions, lifestyle-based branding, and social media engagement, it becomes increasingly important to understand what actually drives consumers to intend to purchase Fore Coffee products. This issue is particularly relevant because Fore Coffee relies heavily on digital-first marketing strategies, including storytelling, e-WOM, influencer-based promotion, and social media communication. Nevertheless, it remains unclear whether these digital marketing factors directly stimulate purchase intention or whether their influence works through the formation of a strong brand image. Without this

understanding, Fore Coffee and similar coffee brands may invest in digital marketing activities that increase visibility but do not necessarily strengthen consumer intention to purchase. Therefore, examining the role of brand image in linking digital marketing factors to purchase intention is urgent, especially in the context of Fore Coffee consumers in Batam City.

Previous studies have examined several digital marketing factors related to purchase intention, but the findings remain fragmented. Chang (2025) focused on storytelling marketing in Taiwan and suggested that future studies examine different industries and regional contexts. Febrian and Fadly (2021) emphasized the importance of e-WOM in digital marketing, while Mulyaputri and Sanaji (2021) examined Kopi Kenangan and recommended the inclusion of other marketing variables, such as influencer marketing and social media. Kamalasena and Sirisena (2021) also highlighted the need to consider brand image as a mediating variable in explaining consumer purchase intention. These studies indicate that storytelling, e-WOM, influencer marketing, social media, and brand image have been discussed in prior research, but they have generally been examined separately, in different industries, or with different brand contexts.

Therefore, the research gap in this study lies in the limited understanding of how each digital marketing factor shapes purchase intention, both directly and indirectly through brand image, in the context of Fore Coffee. This gap is important because Fore Coffee operates in a highly competitive coffee shop industry, where Generation Y and Generation Z consumers are highly exposed to social media content, online reviews, influencer promotion, and brand narratives. These consumers do not only evaluate coffee products based on functional attributes, but also through digital experiences, perceived brand meaning, and online social influence. However, it remains unclear which digital marketing factors are more effective in strengthening brand image and encouraging purchase intention among Fore Coffee consumers. Thus, this study specifically examines storytelling, e-WOM, influencer marketing, and social media as determinants of purchase intention, with brand image as a mediating variable, among Generation Y and Generation Z consumers in Batam City.

Accordingly, this study aims to examine the direct effects of storytelling, e-WOM, influencer marketing, social media, and brand image on purchase intention, as well as the indirect effects of storytelling, e-WOM, influencer marketing, and social media on purchase intention through brand image. The findings are expected to contribute to the digital marketing literature by clarifying the role of brand image as a mediating variable and to provide practical insights for Fore Coffee and other coffee shop managers in designing more effective marketing strategies for Generation Y and Generation Z consumers.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior (TPB)

According to (Ajzen, 1991), the Theory of Planned Behavior (TPB) is used as a theoretical framework in this study to understand how digital marketing factors influence consumer attitudes and behavioral intentions. TPB explains that purchase intention arises through the interaction between attitudes, subjective norms, and perceived behavioral control, which ultimately encourages consumer behavior. Attitudes refer to consumers' positive or negative evaluations of a behavior, subjective norms reflect the influence of other consumers and the surrounding environment, while perceived behavioral control refers to consumers' beliefs about their ability to perform the behavior.

In the context of this study, storytelling, e-WOM, influencer marketing, social media, and brand image can shape consumers' attitudes and perceptions toward Fore Coffee. When consumers receive positive brand stories, online reviews, influencer content, and social media information, they may develop stronger brand perceptions and higher purchase intention. In Chang (2025) study, storytelling was shown to influence consumer attitudes toward a brand. When advertising stories are in line with consumer values and experiences, positive attitudes toward the brand can be strengthened and encourage consumers to make purchases. Thus, TPB provides a relevant theoretical foundation for explaining how digital marketing factors and brand image influence purchase intention.

2.2 Purchase Intention

Purchase intention refers to consumers' intention and willingness to buy a product based on several factors. Purchase intention is used to measure the potential of future product purchases because it is important for businesses. These predictions need to be made more specifically; the more positive the factors that shape purchase intention, the more likely consumers are to make a purchase. Purchase intention differs from attitude, which reflects consumers' evaluation of a product or brand, while intention reflects consumers' motivation or willingness to make a purchase. By understanding purchase intention, companies can anticipate shifts in consumer preferences and adjust their marketing strategies to align with the desires and expectations of their target consumers (Chang, 2025; Febrian & Fadly, 2021; Kamalasena & Sirisena, 2021; Mulyaputri & Sanaji, 2021; Wibisana et al., 2024).

In this study, purchase intention is treated as the dependent variable, while storytelling, e-WOM, influencer marketing, social media, and brand image are examined as determinants of purchase intention. Brand image is also positioned as a mediating variable that links digital marketing factors to purchase intention. Therefore, this study seeks to confirm that purchase

intention is not only directly influenced by digital marketing factors, but also indirectly shaped by how consumers perceive and evaluate brand image, which is supported by previous studies (Chang, 2025; Febrian & Fadly, 2021; Kamalasena & Sirisena, 2021; Mulyaputri & Sanaji, 2021; Wibisana et al., 2024).

2.3 Direct Effects on Purchase Intention

2.3.1 Storytelling and e-WOM

Storytelling as a communication strategy focuses on forming emotional bonds between stories and consumers, which can build empathy and deep emotional engagement, thereby significantly improving brand image and purchase intention (Chang, 2025). According to Wijayanti et al. (2024), storytelling uses stories to convey messages so that potential consumers can feel and evaluate the experience, which ultimately evokes feelings and influences purchase intention. From the perspective of the Theory of Planned Behavior, storytelling can shape consumers' attitudes by creating emotional engagement and positive perceptions toward a brand. When consumers perceive a brand story as creative, meaningful, and relevant to their experiences, they are more likely to develop favorable attitudes that encourage purchase intention. In line with this rationale, previous studies have shown that storytelling has a positive and significant effect on purchase intention, both in the context of Gadgetin technology influencer beauty product marketing (Wijayanti et al., 2024), and perfume content marketing (Wu et al., 2024)

H1: Storytelling has a significant positive effect on Purchase Intention.

Electronic word of mouth (e-WOM) refers to communication between consumers through digital media in the form of text, audio, or visuals regarding product usage experiences. Unlike traditional word of mouth, e-WOM utilizes digital platforms, such as Instagram and X (Twitter), which allow reviews and recommendations to reach a wider audience (Kartika & Pandjaitan, 2023) The rationale behind the effect of e-WOM on purchase intention is that online reviews, recommendations, and shared experiences can reduce consumer uncertainty and strengthen confidence in purchasing decisions. Positive e-WOM can provide social proof and increase consumer trust, especially when consumers rely on online information before deciding to purchase a product. Previous studies have shown that e-WOM has a positive effect on brand image and purchase intention, especially when consumers have a good experience (Febrian & Fadly, 2021; Kamalasena & Sirisena, 2021), although there are different findings that show no significant effect in the context of skincare products (Tanjung & Keni, 2023).

H2: e-WOM has a significant positive effect on Purchase Intention.

2.3.2 Influencer and Social Media

According to Lou and Yuan (2019) influencers refer to individuals or groups of people who have a significant influence on social media in shaping public opinion through their knowledge, experience, and relationships with consumers. With a large follower base, influencer can strengthen brand image and encourage purchase intention through content shared on social media. The rationale for this relationship is that influencers can act as reference figures who provide information, credibility, and social influence on consumers. When consumers perceive influencers as trustworthy and relevant, their evaluations of the promoted product may become more positive, which can increase purchase intention. Research shows that product reviews delivered by influencer in the form of short video content can increase visibility, build trust, and create brand awareness so that consumers are more interested in making purchases (Lou & Yuan, 2019). In line with this, previous research has also found that influencer has a positive and significant effect on purchase intention (Lestari & Yuniarinto, 2024).

H3: Influencer has a significant positive effect on Purchase Intention.

Social media as a modern marketing communication tool enables real-time interaction, information sharing, and product or service promotion, making it an important channel for companies to reach markets in a personalized and interactive manner (Lestari & Yuniarinto, 2024). The rationale behind the relationship between social media and purchase intention is that social media increases consumer exposure to brand information, strengthens engagement, and allows consumers to interact directly with brand-related content. Through continuous interaction and attractive content, social media can influence consumers' attitudes and subjective norms, which are important elements in shaping purchase intention. Various previous studies (Cayaban et al., 2023; Pop et al., 2020) consistently show that social media has a positive effect on purchase intention, either through the influence of subjective norms, group discussions, references from family and friends, or involvement in online communities.

H4: Social media has a significant positive effect on Purchase Intention.

2.3.3 Brand Image

In Chang (2025) study, it is explained that brand image refers to consumers' perceptions of a brand that are formed through experience, interaction, and marketing strategies implemented by the company. A strong brand image is not only related to physical attributes, such as product design and quality, but also non-physical aspects, such as reputation, emotional value, and trust given to consumers (Chang, 2025). The rationale for the effect of brand image on purchase intention is that consumers are more likely to intend to purchase products from brands they perceive positively. A favorable brand image can increase trust, reduce perceived

risk, and strengthen emotional attachment, which ultimately encourages consumers to choose the brand. Previous studies have shown that a positive brand image can increase consumer loyalty and contribute significantly to purchasing decisions (Chang, 2025; Junianto & Ruswanti, 2025).

H5: Brand Image has a significant positive effect on Purchase Intention.

2.4 Direct Effects on Brand Image

2.4.1 Storytelling and e-WOM

Storytelling is defined as an emotional appeal that is an important factor in strengthening brand image (Chang, 2025). The more appealing a story is, the greater its potential to evoke empathy, create positive experiences, and leave a lasting impression on consumers, which ultimately shapes a strong brand image. The rationale for this relationship is that storytelling allows consumers to associate a brand with certain meanings, values, and emotions. When a brand story is memorable and consistent with consumers' experiences, it can strengthen brand associations and create a more positive image in consumers' minds. Previous research also confirms that storytelling has a positive effect on brand image, in which the visual and auditory elements in the narrative can bring the story to life, leave a deep impression, and strengthen consumer perceptions of the brand . The impression created through the storytelling experience can strengthen emotional connection, shape a consistent brand image, and make it memorable (Chang, 2025).

H6: Storytelling has a significant positive effect on Brand Image.

In line with this, electronic word of mouth (e-WOM) also plays an important role in shaping brand image, e-WOM refers to online communication through posts, forums, comments, and other digital media that can influence consumer perceptions of a brand (Maulita et al., 2023). The rationale behind this relationship is that consumers often use online reviews and digital conversations as references to evaluate a brand. Positive information obtained through e-WOM can strengthen trust and improve brand reputation, while negative information has the potential to weaken consumer perceptions. A number of studies support these findings, for example, Afifah et al. (2022) found a positive influence of e-WOM on the brand image of Wardah and Maybelline, Maulita et al. (2023) confirmed a positive influence on Robucca Coffee Shop, and Fazrin et al. (2024) emphasized the role of e-WOM in increasing brand visibility in the digital market. Thus, e-WOM is not only a means of communication between consumers, but also a strategic instrument in building and strengthening brand image in the eyes of consumers.

H7: e-WOM has a significant positive effect on Brand Image.

2.4.2 Influencer and Social Media

In addition to storytelling and e-WOM, other factors that strengthen brand image include influencer and social media. Influencer is seen as figures who can influence their followers through their opinions and behavior, as well as encourage others to make decisions because they can provide clear and relevant information according to consumer needs (Wardhani et al., 2025). The rationale for the effect of influencer on brand image is that influencers can transfer their credibility, attractiveness, and perceived expertise to the brands they promote. When followers trust an influencer, the promoted brand may also be perceived as more credible, relevant, and attractive. With the trust and emotional closeness between influencer and their followers, brand image can be formed positively and consistently. Research by Wardhani et al. (2025) confirms that influencer has a positive effect on brand image, while Abduh et al., (2022) and Pantouw and Kurnia (2022) also found a similar effect in the case of the Erigo brand. The study shows that companies that optimize the use of influencer to convey product information in an informative and interesting way can strengthen their brand image while increasing their competitiveness with global brands.

H8: Influencer has a significant positive effect on Brand Image.

In addition, social media plays a strategic role in building brand image because it functions as an interactive communication tool that brings companies and consumers together without being limited by space or time. Social media also allows companies to instill brand values, messages, and characteristics through digital content (Jasin, 2022). The rationale behind the effect of social media on brand image is that consistent and engaging social media content can shape how consumers recognize, interpret, and remember a brand. Through creative content, interaction, and continuous communication, social media can strengthen brand identity and create favorable consumer perceptions. Jasin's (2022) research shows that social media has a positive effect on brand image because creative and interesting content can increase consumer engagement. Thus, optimal use of social media can strengthen the brand image in the minds of consumers and maintain brand image consistency.

H9: Social media has a significant positive effect on Brand Image.

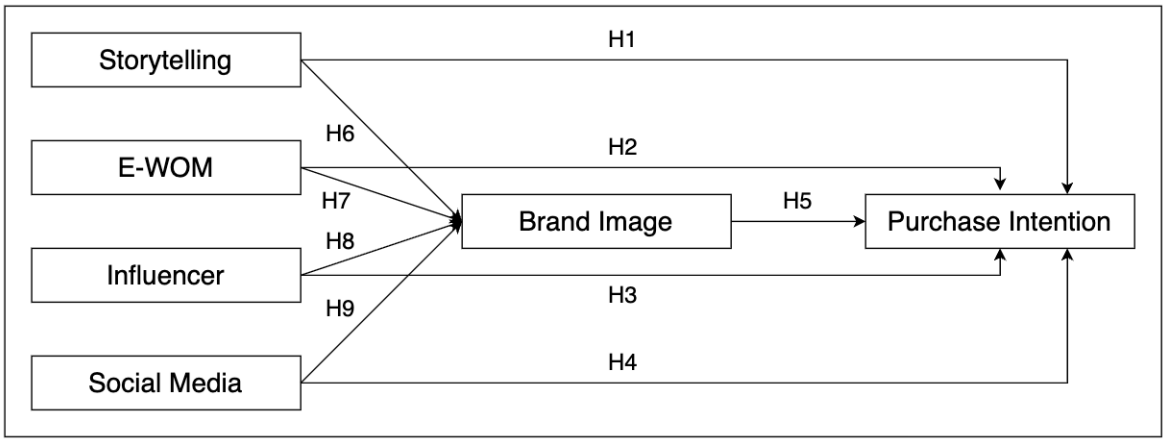
2.5 Mediating Effects of Brand Image on Purchase Intention

Brand image acts as a mediating variable that bridges the influence of external marketing factors on consumer purchase intention (Chang, 2025). Variables such as storytelling, e-WOM, influencer, and social media can influence consumer perceptions. However, their influence on purchase intention does not only occur directly but may also occur through the formation of brand image first. The rationale for this mediating relationship is that digital marketing factors can create consumer awareness, emotional engagement, social influence, and brand-related

information, but these effects become stronger when they first form a positive image of the brand. According to Chang (2025), external marketing factors will be more effective in driving purchase intention if they first establish a positive brand image.

Storytelling may influence purchase intention through brand image because brand narratives can create emotional meaning and memorable brand associations. When consumers perceive a brand story as creative, authentic, and relevant to their experiences, they may develop a stronger and more positive image of the brand. This positive brand image can then strengthen their intention to purchase the product. e-WOM may influence purchase intention through brand image because online reviews, recommendations, and shared consumer experiences can shape how consumers evaluate a brand. Positive e-WOM can strengthen trust and improve consumer perceptions of the brand, which then encourages purchase intention. Thus, brand image can serve as a mechanism that explains how e-WOM leads to higher purchase intention. Influencer marketing may influence purchase intention through brand image because influencers can transfer credibility, attractiveness, and social influence on the brand they promote. When consumers perceive an influencer as trustworthy and relevant, the promoted brand may be evaluated more positively. This favorable brand image can then increase consumers' intention to purchase.

Figure 1. Research Model



Note:

H10–H13 represent the indirect effects of storytelling, e-WOM, influencer, and social media on purchase intention through brand image.

Social media may influence purchase intention through brand image because social media allows companies to communicate brand values, provide product information, and build continuous interaction with consumers. Creative and interactive social media content can strengthen consumer engagement and form a positive brand image. When consumers develop

a favorable image of the brand through social media, their purchase intention is more likely to increase. Therefore, the following hypothesis is proposed:

H10: Storytelling has a significant positive effect on Purchase Intention through Brand Image as a mediating variable.

H11: e-WOM has a significant positive effect on Purchase Intention through Brand Image as a mediating variable.

H12: Influencer has a significant positive effect on Purchase Intention through Brand Image as a mediating variable.

H13: Social Media has a significant positive effect on Purchase Intention through Brand Image as a mediating variable.

3. METHOD

3.1 Research Approach and Data Collection Methods

This study employed a quantitative approach with a single cross-sectional design because the data were collected at one point within a specified period. A pretest was initially conducted involving 30 respondents who met the sampling criteria to evaluate the validity and reliability of the research instrument. The main survey was subsequently conducted using an online questionnaire distributed through Google Forms. The population consisted of Generation Y and Generation Z consumers of Fore Coffee in Batam City. Respondents were selected using purposive sampling based on the following criteria: residing in Batam City, belonging to Generation Y or Generation Z, having consumed Fore Coffee products, actively using social media, and being willing to complete the online questionnaire.

The main survey resulted in 313 valid responses, comprising 145 men and 168 women. Most respondents were aged 17–24 years and worked as office employees or staff. All questionnaire items were measured using a five-point Likert scale ranging from 1, “strongly disagree,” to 5, “strongly agree.”

Table 1. Participant's Demographic Profile

	Frequency	Percentage
Gender		
Man	145	46.32%
Woman	168	53.68%
Age		
< 17 years old	3	0.96%
17-24 years old	217	69.33%
25-34 years old	73	23.32%
35-40 years old	20	6.39%
Education		
Primary School	2	0.64%
Junior High School	2	0.64%
Senior/Vocational High School	170	54.31%
University Student	1	0.32%
Diploma (I-III)	19	6.07%
Bachelor's Degree	110	35.14%
Master's/Doctoral Degree	9	2.88%
Job		
Unemployed	38	12.14%
Freelancer	1	0.32%
Entrepreneur/Business Owner	21	6.71%
Housewife	4	1.28%
Office Employee/Staff	249	79.55%

Source: Data processed by researchers (2025)

3.2 Operational Definition of Variables

The operational definition of variables is formulated to describe each research variable systematically so that the testing of research results is more focused and data analysis can be carried out more easily.

Table 2. Operational Definition of Variables

Variable	Code	Explanation
Dependent		
Purchase Intention	PCIT	Purchase intention is the consumer's intention and willingness to buy a product in the future (Chang, 2025) which is used to measure the purchase potential for businesses in predicting consumer behavior (Wibisana et al., 2024).
Independent		
Storytelling	SRTG	Storytelling is a communication strategy that focuses on forming emotional bonds with consumers through stories, thereby enhancing brand image and encouraging purchase intention (Chang, 2025; Wijayanti et al., 2024).
e-WOM	EWOM	e-WOM is communication between consumers through digital media in the form of text, audio, or visuals about product usage experiences, which

Continued

		utilizes digital platforms such as Instagram and X (Twitter) to reach a wider audience (Kartika & Pandjaitan, 2023).
Influencer	INFL	An influencer is an individual who can build trust and emotional closeness with their followers so that a positive and consistent brand image is formed (Wardhani et al., 2025).
Social Media	SOME	Social media is an interactive communication tool that brings companies and consumers together without the constraints of space or time (Jasin, 2022).
Mediating		
Brand image	BRIG	Brand image is the consumer's perception of a brand that is formed through experience, interaction, and the company's marketing strategy (Chang, 2025)

Source: Data processed by researchers (2025)

3.3 Research Instruments

These research instruments were designed in accordance with indicators representing each research variable, namely purchase intention, storytelling, e-WOM, influencer, social media, and brand image. The research questions were formulated based on their relevance to the variables and research objects, as well as referring to previous studies.

Table 3. Variable Measurement Instruments

Variable	Indicator	Question	Source
Purchase Intention	PI1	I am interested in finding information about Fore Coffee.	Mulyaputri & Sanaji (2021)
	PI2	I am considering purchasing Fore Coffee.	
	PI3	I am interested in purchasing Fore Coffee products / intend to purchase Fore Coffee.	
Storytelling	ST1	The storyline of Fore Coffee left a deep impression on me.	Chang (2025)
	ST2	The Fore Coffee story feels creative.	
e-WOM	EW1	Online information about Fore Coffee is relevant.	Febrian and Fadly (2021)
	EW2	I share positive information about Fore Coffee when I have a good experience with the online information I receive.	
	EW3	I looked at online reviews of Fore Coffee when there were quite a few reviews per product.	
Influencer	IN1	Instagram mega-influencer with interesting characteristics caught my attention to Fore Coffee.	Duffett and Mxunyelwa (2025)
	IN2	The knowledge or experience of mega-influencer on Instagram influences my intention to buy Fore Coffee.	

Continued

Social Media	SM1	Fore Coffee conducts online marketing on social media to create and promote activities that add value to its customers, partners, and community.	Mukherjee et al., (2023)
	SM2	Fore Coffee's social media helps create positive words of mouth, strengthens brand equity, increases customer loyalty, and encourages the intention to purchase Fore Coffee products.	
Brand image	BI1	I believe that Fore Coffee is committed to providing high-quality products.	Dinni Kurnianti et al., (2025)
	BI2	Fore Coffee products meet my expectations in terms of quality.	

Source: Data processed by researchers (2025)

4. RESULTS AND DISCUSSION

Validity and Reliability Tests

Before conducting the main survey, a pretest was carried out using 30 respondents who met the sampling criteria. The pretest results showed that all questionnaire items were valid and reliable. The validity test indicated that the corrected item-total correlation values exceeded the r-table value of 0.361, with the lowest value found in PI1 at 0.4817. For constructs with two indicators, the inter-item correlation values also exceeded the required threshold and were statistically significant. Furthermore, Cronbach's Alpha values ranged from 0.7528 to 0.8951, indicating that all constructs met the reliability criteria. Therefore, the questionnaire items were considered appropriate and suitable for use in the main survey involving 313 respondents.

Table 4. Validity and Reliability Results

Construct	Outer loading range	Cronbach's alpha	rho_A	Composite reliability	AVE	Conclusion
Brand Image	0.911–0.926	0.815	0.820	0.915	0.844	Reliable and valid
e-WOM	0.800–0.868	0.778	0.780	0.871	0.693	Reliable and valid
Influencer Marketing	0.925–0.930	0.838	0.838	0.925	0.860	Reliable and valid
Purchase Intention	0.791–0.819	0.730	0.741	0.846	0.646	Reliable and valid
Social Media Marketing	0.912–0.920	0.809	0.809	0.913	0.839	Reliable and valid
Storytelling	0.917–0.931	0.830	0.834	0.921	0.854	Reliable and valid

Source: Data processed by researchers (2025)

After the questionnaire was distributed to the main respondents, validity and reliability tests were conducted again using the full sample data. All items used in the questionnaire were proven to be valid and reliable. The validity test showed that the Corrected Item-Total

Correlation values ranged from 0.507 to 0.721, indicating that all indicators exceeded the required threshold. Furthermore, the reliability test showed Cronbach's Alpha values ranging from 0.7299 to 0.8376, confirming that each variable met the reliability standard.

Discriminant Validity

Discriminant validity was assessed using cross-loadings and the Fornell–Larcker criterion. Each indicator had a higher loading on its assigned construct than on the other constructs. Therefore, the cross-loading criterion was satisfied.

Table 5. Fornell–Larcker Criterion

Construct	BI	EWOM	INFL	PCIT	SOME	SRTG
Brand Image	**0.918**					
e-WOM	0.634	**0.833**				
Influencer Marketing	0.565	0.698	**0.927**			
Purchase Intention	0.631	0.629	0.572	**0.804**		
Social Media Marketing	0.690	0.699	0.677	0.671	**0.916**	
Storytelling	0.537	0.681	0.599	0.592	0.556	**0.924**

Source: Data processed by researchers (2025)

Collinearity Assessment

Collinearity among the predictor constructs was assessed using the variance inflation factor (VIF). As shown in Table 6, the inner VIF values ranged from 1.987 to 2.941. All values were below the conservative threshold of 3.00, indicating that collinearity was not a critical issue in the structural model.

Table 6. Collinearity Assessment (VIF)

Predictor Construct	Brand Image	Purchase Intention
Brand Image	—	2.128
e-WOM	2.847	2.941
Influencer Marketing	2.349	2.353
Social Media Marketing	2.279	2.703
Storytelling	1.987	2.017

Source: Data processed by researchers (2026)

Model Fit Assessment

The overall model fit was assessed using the standardized root mean square residual (SRMR), d_ULS, d_G, Chi-square, and normed fit index (NFI). As shown in Table 7, the SRMR value for both the saturated and estimated models was 0.067, which was below the recommended threshold of 0.08, indicating an acceptable model fit. The d_ULS and d_G values were 0.466 and 0.366, respectively, while the NFI value was 0.716. Overall, the SRMR result indicates that the discrepancy between the observed and model-implied correlation matrices was within an acceptable range.

Table 7. Model Fit Assessment

Fit Measure	Saturated Model	Estimated Model
SRMR	0.067	0.067
d_ULS	0.466	0.466
d_G	0.366	0.366
Chi-square	752.463	752.463
NFI	0.716	0.716

Source: Data processed by researchers (2026)

Structural Model Assessment: Coefficient of Determination

The structural model was evaluated using the coefficient of determination (R^2) to assess the model's explanatory power. The results show that storytelling, e-WOM, influencer marketing, and social media explain 53.0% of the variance in brand image. Meanwhile, these variables together with brand image explain 55.6% of the variance in purchase intention. The adjusted R^2 values are 0.524 for brand image and 0.548 for purchase intention. These results indicate that the model has moderate explanatory power for both endogenous constructs.

Table 8. R-Square Results

Endogenous construct	R-square	Adjusted R-square	Interpretation
Brand Image	0.530	0.524	Moderate
Purchase Intention	0.556	0.548	Moderate

Source: Data processed by researchers (2026)

Hypothesis Testing: Direct Effects and Indirect-Effect Hypothesis Testing

Table 9. Direct-Effect Results

Hypothesis	Relationship	Path coefficient	t-statistic	p-value	Conclusion
Direct-Effect Hypothesis Testing					
H1	Storytelling → Purchase Intention	0.207	3.277	0.001	Supported
H2	e-WOM → Purchase Intention	0.108	1.571	0.058	Not supported
H3	Influencer Marketing → Purchase Intention	0.048	0.700	0.242	Not supported
H4	Social Media Marketing → Purchase Intention	0.296	4.559	0.001	Supported
H5	Brand Image → Purchase Intention	0.220	3.704	0.001	Supported
H6	Storytelling → Brand Image	0.118	1.650	0.049	Supported
H7	e-WOM → Brand Image	0.211	2.215	0.013	Supported
H8	Influencer Marketing → Brand Image	0.045	0.554	0.290	Not supported
H9	Social Media Marketing → Brand Image	0.446	5.465	0.001	Supported

Continued

Indirect-Effect Hypothesis Testing

H10	Storytelling → Brand Image → Purchase Intention	0.026	1.488	0.068	Not supported
H11	e-WOM → Brand Image → Purchase Intention	0.046	1.797	0.036	Supported
H12	Influencer Marketing → Brand Image → Purchase Intention	0.010	0.549	0.292	Not supported
H13	Social Media Marketing → Brand Image → Purchase Intention	0.098	2.897	0.002	Supported

Source: Data processed by researchers (2026)

Discussions

The findings indicate that digital marketing factors influence purchase intention through different mechanisms. Storytelling and social media have significant direct effects on purchase intention, whereas e-WOM and influencer marketing do not show significant direct effects. Brand image also has a significant positive effect on purchase intention. These results demonstrate that not all forms of digital marketing directly stimulate consumers' intention to purchase Fore Coffee products. Some factors operate directly, while others influence purchase intention through the formation of brand image. This interpretation is consistent with the research model, which positions brand image as a mechanism linking digital marketing factors with purchase intention.

The significant direct effect of storytelling supports Wijayanti et al., (2024) and Wu et al., (2024) who suggest that storytelling can encourage purchase intention by creating emotional appeal and meaningful brand communication. Storytelling also has a significant positive effect on brand image, supporting Chang (2025). In the context of Fore Coffee, creative and memorable stories may help Generation Y and Generation Z consumers develop favorable perceptions of the brand while simultaneously stimulating their interest in purchasing its products. However, the indirect effect of storytelling through brand image is not significant. This finding indicates that storytelling primarily influences purchase intention directly, even though it also contributes to a positive brand image. Therefore, brand image does not mediate the relationship between storytelling and purchase intention.

In contrast, e-WOM does not have a significant direct effect on purchase intention. This result differs from Febrian and Fadly (2021) and Kamalasena and Sirisena (2021), who found that online reviews and consumer recommendations directly encouraged purchase intention, but it is consistent with Tanjung and Keni (2023), who reported an insignificant direct effect. The finding may indicate that online information alone is insufficient to immediately persuade Fore Coffee consumers to purchase. Generation Y and Generation Z consumers may evaluate the credibility, consistency, and relevance of online reviews before using them as a basis for purchasing decisions.

Nevertheless, e-WOM has a significant positive effect on brand image and a significant indirect effect on purchase intention through brand image. The effect of e-WOM on brand image supports (Afifah et al., 2022), Fazrin et al., 2024), and Maulita et al., (2023), who explain that online reviews, comments, and shared experiences can shape consumer perceptions of a brand. The mediation result indicates that e-WOM strengthens purchase intention only after it improves consumers' perceptions of Fore Coffee. Therefore, brand image provides indirect-only mediation in the relationship between e-WOM and purchase intention. Positive online communication appears to function more as a source of brand evaluation than as an immediate purchasing stimulus.

Influencer marketing does not significantly affect either purchase intention or brand image. This finding differs from Lestari and Yuniarinto (2024), Wardhani et al., (2025), Theodora and Kurnia, (2022) who found that influencer marketing positively influenced consumer responses. The insignificant results may indicate that the popularity of an influencer alone is insufficient to persuade Fore Coffee consumers. Influencer content may be ineffective when consumers do not perceive the influencer as credible, authentic, relevant, or compatible with Fore Coffee's identity. Generation Y and Generation Z consumers are frequently exposed to sponsored content and may therefore evaluate influencer promotions more critically.

Brand image also does not mediate the relationship between influencer marketing and purchase intention. Since influencer marketing does not significantly strengthen brand image or directly stimulate purchase intention, its indirect effect is also insignificant. This result indicates that influencer collaborations have not yet become an effective mechanism for shaping consumers' perceptions or purchasing intentions toward Fore Coffee. Fore Coffee may therefore need to prioritize influencer–brand compatibility, content authenticity, product experience, and audience relevance rather than relying primarily on the influencer's number of followers.

Social media emerges as the most influential digital marketing factor in this study because it has significant positive effects on both brand image and purchase intention. This finding is consistent with Cayaban et al., (2023), Pop et al., (2020), and Jasin, (2022), who explain that social media influences consumer responses through communication, interaction, and engagement. Social media also has the strongest effect on brand image among the examined exogenous constructs. For Fore Coffee, social media provides an effective channel for communicating product information, promotional programs, lifestyle-based messages, and brand values. Continuous exposure to relevant content may strengthen consumer awareness, interaction, and interest in purchasing Fore Coffee products.

The indirect effect of social media on purchase intention through brand image is also significant. Since social media has both significant direct and indirect effects, brand image provides complementary partial mediation. This means that social media increases purchase

intention in two ways: directly through exposure, interaction, and promotional communication, and indirectly by strengthening Fore Coffee's brand image. The result confirms that social media is not merely a promotional channel but also an important instrument for forming favorable consumer perceptions of the brand.

The results further confirm that brand image has a significant positive effect on purchase intention, supporting Chang (2025) and Junianto and Ruswanti (2025). Consumers are more likely to intend to purchase Fore Coffee products when they perceive the brand positively. For Generation Y and Generation Z consumers, brand image may reflect not only product quality but also reputation, lifestyle relevance, trust, and the overall impression developed through digital interactions. A positive brand image can therefore reduce uncertainty, strengthen favorable attitudes, and encourage consumers to consider purchasing Fore Coffee products.

Overall, brand image mediates the effects of e-WOM and social media on purchase intention but does not mediate the effects of storytelling and influencer marketing. Storytelling operates primarily as a direct emotional and promotional stimulus, while e-WOM influences purchase intention through consumers' evaluations of the brand. Social media operates through both direct and brand-image mechanisms, whereas influencer marketing does not produce significant direct or indirect effects. These findings suggest that Fore Coffee should prioritize consistent social media communication and encourage positive e-WOM, while maintaining creative storytelling and improving the credibility, authenticity, and relevance of its influencer collaborations.

5. CONCLUSION

This study examines the effects of storytelling, e-WOM, influencer marketing, and social media marketing on purchase intention, with brand image as a mediating variable, among Generation Y and Generation Z consumers of Fore Coffee in Batam City. The findings show that storytelling and social media marketing have significant direct effects on purchase intention, while e-WOM and influencer marketing do not have significant direct effects. Brand image also has a significant positive effect on purchase intention. Furthermore, brand image mediates the effects of e-WOM and social media marketing on purchase intention but does not mediate the effects of storytelling and influencer marketing. These findings indicate that brand image plays an important role in explaining how e-WOM and social media marketing strengthen consumers' intention to purchase Fore Coffee products.

The findings provide several practical implications. Fore Coffee should continue to strengthen its social media strategy because social media marketing has the strongest influence on brand image and significantly affects purchase intention both directly and indirectly. The

company should also encourage positive e-WOM by maintaining product quality, service consistency, and customer satisfaction because online consumer experiences can strengthen brand image and subsequently increase purchase intention. Storytelling should remain creative, memorable, and consistent with Fore Coffee's overall brand identity because it directly strengthens brand image and purchase intention, although its indirect effect is not significant. Influencer collaborations should also be evaluated by considering the credibility, authenticity, relevance, and audience fit of selected influencers, particularly for Generation Y and Generation Z consumers.

This study has several limitations. First, the research focuses only on Fore Coffee, so the findings may not fully represent other coffee brands or businesses in the food and beverage industry. Second, the study is limited to consumers in Batam City, which restricts the generalizability of the findings to other geographical areas. Third, the respondents are limited to Generation Y and Generation Z consumers, while other generational groups may respond differently to digital marketing activities. Fourth, the cross-sectional design captures consumer perceptions at only one point in time and cannot explain changes in purchase intention over time. Fifth, the study uses self-reported questionnaire data, which may be influenced by respondents' subjective perceptions. In addition, several constructs were measured using only two indicators, which may limit the comprehensiveness of construct measurement.

Future research is recommended to compare Fore Coffee with other contemporary coffee brands and include respondents from different cities or regions to produce broader and more generalizable findings. Further studies could also compare different generational groups using multi-group analysis to determine whether digital marketing factors influence purchase intention differently across age segments. Methodologically, future research may use longitudinal PLS-SEM, covariance-based SEM, or experimental designs to provide a more comprehensive examination of causal and indirect relationships. Additional variables, such as brand trust, customer engagement, perceived value, customer satisfaction, brand authenticity, and brand loyalty, may also be included to better explain how digital marketing activities shape brand image and purchase intention.

REFERENCES

Abduh, M., Alawiyah, T., Apriansyah, G., Sirodj, R. A., & Afgani, M. W. (2022). Survey Design: Cross Sectional dalam Penelitian Kualitatif. *Jurnal Pendidikan Sains dan Komputer*, *3*(01), 31–39. https://doi.org/10.47709/jpsk.v3i01.1955

Afifah, L. I. N., Worang, F. G., & Arie, F. V. (2022). The Influences Of E-Wom Of Reference Group And Instagram Influencer Toward Wardah And Maybelline Brand Image Pengaruh E-Wom dari Kelompok Referensi dan Influencer Instagram terhadap Citra Merek Wardah dan Maybelline. *Jurnal EMBA*, *10*(1), 143–151. https://doi.org/10.35794/emba.v10i1.37674

Aji, A. M. (2025, January 1). *Bisnis Coffee Shop di Indonesia tahun 2025: Peluang, Tantangan, dan Masa Depan*. https://www.bizsense.id/bisnis-coffee-shop-di-indonesia-tahun-2025-peluang-tantangan-dan-masa-depan

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Alfathi, B. R. (2025). *Indonesia Jadi Produsen Kopi Terbesar ke-4 di Dunia*. GoodStats. https://data.goodstats.id/statistic/indonesia-jadi-produsen-kopi-terbesar-ke-4-di-dunia-QA412

Azzahra, M., Abdurahman, A. I., & Alamsyah, A. (2023). Fenomena Ngopi di Coffee Shop pada Gen Z. *Social Science Academic*, *1*(2), 493–506. https://doi.org/10.37680/ssa.v1i2.3991

Cayaban, C. J. G., Prasetyo, Y. T., Persada, S. F., Borres, R. D., Gumasing, M. J. J., & Nadlifatin, R. (2023). The Influence of Social Media and Sustainability Advocacy on the Purchase Intention of Filipino Consumers in Fast Fashion. *Sustainability (Switzerland)*, *15*(11), 8502. https://doi.org/10.3390/su15118502

Chang, J. (2025). The mediating role of brand image in the relationship between storytelling marketing and purchase intention: case study of PX mart. *Future Business Journal*, *11, 23.* https://doi.org/10.1186/s43093-025-00447-4

Dinni Kurnianti, Ely Siswanto, & Titis Shinta Dhewi. (2025). Influence of Brand Ambassadors and Social Media on Purchase Intention in Beauty Industry through Brand Image. *International Journal of Economics and Management Sciences*, *2*(2), 48–62. https://doi.org/10.61132/ijems.v2i2.642

Duffett, R., & Mxunyelwa, A. (2025). Instagram Mega-Influencers' Effect on Generation Z's Intention to Purchase: A Technology Acceptance Model and Source Credibility Model Perspective. *Journal of Theoretical and Applied Electronic Commerce Research* , *20(2), 94*. https://doi.org/10.3390/jtaer20020094

Permana, E., & Haliza, N. (2025). Analisis Strategi Digital Marketing Fore Coffee dalam Menarik Konsumen Milenial dan Gen Z. *Jurnal Ilmiah Ekonomi, Akuntansi, Dan Pajak*, *2*(2), 263–278. https://doi.org/10.61132/jieap.v2i2.1087

Fazrin, I. F., Komariah, K., & Jhoansyah, D. (2024). The Role of Brand Image in Mediating The Influence of Electronic Word of Mouth (E-Wom) on Purchase Intention. *Dinasti International Journal of Economics, Finance & Accounting (DIJEFA)*, *5*(4), 3417–3429. https://doi.org/10.38035/dijefa.v5i4.3095

Febrian, A., & Fadly, M. (2021). The Impact of Customer Satisfaction with EWOM and Brand Equity on E-Commerce Purchase Intention in Indonesia Moderated by Culture. *Binus Business Review*, *12*(1), 41–51. https://doi.org/10.21512/bbr.v12i1.6419

Fore Coffee. (2025, June 26). *Public Expose of PT Fore Kopi Indonesia Tbk (FORE) 26 JUNE 2025*. PT Fore Kopi Indonesia Tbk. https://fore.coffee/press-release-public-expose-of-pt-fore-kopi-indonesia-tbk-fore-26-june-2025/

Jasin, M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *Journal Of Information Systems And Management*, *01*(04), 54–62. https://doi.org/10.4444/jisma.v1i4.258

Junianto, A., & Ruswanti, E. (2025). The Influence of Brand Image and Social Media Information on Purchase Intention Through Perceived Value. *International Journal of Applied Research in Business and Management*, *6*(1), 1–21. https://doi.org/10.51137/wrp.ijarbm.2025.ajtt.45673

Kamalasena, B. D. T. M., & Sirisena, A. B. (2021). The Impact of Online Communities and E Word of mouth on Purchase Intention of Generation Y: The Mediating Role of Brand Trust. *Sri Lanka Journal of Marketing*, *7*(1), 92–116. https://doi.org/10.4038/sljmuok.v7i1.58

Kartika, T. K., & Pandjaitan, D. R. H. (2023). Electronic word-of-mouth and social media marketing on brand image and purchase intention. *Jurnal Ilmiah Manajemen Kesatuan, 11*(3), 687–694. https://doi.org/10.37641/jimkes.v11i3.2162

Lestari, R. P., & Yuniarinto, A. (2024). Pengaruh Social Media Influencer Terhadap Purchase Intention Pada Brand Skincare Azarine Dengan Brand Awareness Sebagai Variabel Mediasi. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, *3*(1), 116–127. https://doi.org/10.21776/jmppk.2024.03.1.12

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, *19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Maulita, E. D., Handayanto, E., & Lestari, N. P. (2023). The Effect of Electronic Word-of-mouth Perception on Purchase Intention Mediated by Brand Image. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, *3*(03), 277–285. https://doi.org/10.22219/jamanika.v3i03.29490

Mukherjee, S., Das, M. K., & Chakraborty, T. K. (2023). Viral Marketing in Increasing Brand Awareness and Predicting Purchase Intention: Exploring Mediating Role of Brand Loyalty in FMCG Sector. *Scholars Journal of Economics, Business and Management*, *10*(04), 61–77. https://doi.org/10.36347/sjebm.2023.v10i04.001

Mulyaputri, V. M., & Sanaji, S. (2021). Pengaruh viral marketing dan brand awareness terhadap niat beli merek Kopi Kenangan di Kota Surabaya. *Jurnal Ilmu Manajemen, 9*(1), 91–101. https://doi.org/10.26740/jim.v9n1.p91-101

Pop, R. A., Saplacan, Z., & Alt, M. A. (2020). Social media goes green-the impact of social media on green cosmetics purchase motivation and intention. *Information (Switzerland)*, 11(9), 447. https://doi.org/10.3390/INFO11090447

Sudarsono, A. T., & Rum, Mokh. (2021). Faktor-faktor yang Mempengaruhi Keputusan Pembelian Kopi pada Kedai Sehari Sekopi Sidoarjo. *AGRISCIENCE*, *2*(2) 408–427. https://doi.org/10.21107/agriscience.v2i2.11937

Tanjung, R., & Keni, K. (2023). Pengaruh celebrity endorser dan E-WOM terhadap purchase intention produk skincare di Jakarta dengan brand trust sebagai variabel mediasi. *MBIA*, 22(1), 88–102. https://doi.org/10.33557/mbia.v22i1.2144

Theodora, D., & Kurnia, V. P. (2022). Pengaruh Influencer Media Sosial terhadap Brand Image Erigo. *Inter Script: Journal of Creative Communication |*, *4*(2), 68–77.

Utama, A. P., Sumarwan, U., Suroso, A. I., & Najib, M. (2021). Roles of regulation and lifestyle on Indonesian coffee consumption behavior across generations. *International Journal of Sustainable Development and Planning*, *16*(6), 1153–1162. https://doi.org/10.18280/ijsdp.160616

Wardhani, Y. P., Susanti, N., & Cempena, I. B. (2025). The Influence of Social Media Influencer on Purchase Intention with Brand Awareness and Brand Image as Mediatin Variable. *International Journal of Economics (IJEC)*, *4*(2), 750–761. https://doi.org/10.55299/ijec.v4i2.1073

Wibisana, L. I., Miswanto, M., & Gusmao, M. A. S. (2024). Improving Purchase Intention Through Celebrity Endorsement, Social Media Advertising, and Customer Experience With Brand Image as a Moderation. *International Journal of Business and Applied Economics*, *3*(2), 335–354. https://doi.org/10.55927/ijbae.v3i2.8468

Wijayanti, A., Supaijo, & Rosilawati, W. (2024). Pengaruh Storytelling Marketing, Brand Trust dan Price terhadap Purchase Intention Produk Skintific pada Aplikasi Belanja Online Shopee dalam Perspektif Bisnis Islam. *Jurnal Pemimpin Bisnis Inovatif*, *1*(4), 114–124. https://doi.org/10.61132/jpbi.v1i4.305

Wu, Y., Wang, L., & Wang, Q. (2024). Research on the Influence of Content Marketing on Consumer Purchase Intention--The Case of Damfool. *Academic Journal of Business & Management*, *6*(7), 33–39. https://doi.org/10.25236/ajbm.2024.060704