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Digital Marketing and Brand Image as Determinants of Purchase Intention: An Empirical Investifation of Janji Jiwa Coffee Shop Consumers in Pontianak

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A B S T R A C T

Increasing competition among coffee shops in Indonesia has encouraged businesses to adopt effective marketing strategies to sustain consumer purchase intention. This study examines the influence of digital marketing and brand image on customers' purchase intention at Janji Jiwa Coffee Shop, Pontianak, West Kalimantan, using the Theory of Planned Behavior (TPB) as its theoretical foundation. Within the TPB framework, brand image represents consumers' attitudes toward the brand, while digital marketing contributes to shaping social perceptions that influence purchase intention. This quantitative study collected data from 100 respondents selected through purposive sampling using structured questionnaires distributed at the Janji Jiwa outlet on Jl. Purnama 1 between January and February 2026. The hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The measurement model met all reliability and validity criteria, with outer loadings above 0.70, AVE above 0.50, composite reliability above 0.90, and HTMT values below 0.90. The results indicate that digital marketing has the strongest positive effect on purchase intention ($\beta = 0.546$, $t = 5.629$, $p < 0.001$), followed by brand image ($\beta = 0.389$, $t = 4.102$, $p < 0.001$). Together, both variables explain 71.2% of the variance in purchase intention ($R^2 = 0.712$), while the model demonstrates satisfactory predictive relevance ($Q^2 = 0.483$). These findings suggest that integrating digital marketing with strong brand image development can effectively enhance consumer purchase intention in the competitive coffee shop industry.

INTRODUCTION

Coffee shop going has turned into a routine part of urban life across Indonesia, and this shift has driven a nationwide boom in new outlets. The trend is not confined to the largest metropolitan centers secondary cities such as Pontianak in West Kalimantan have also seen a growing variety of coffee shop concepts aimed at

different customer segments. Because this growth is now widespread rather than isolated, brands find themselves competing in a crowded marketplace where value propositions must be constantly updated to keep consumers engaged.

Among the brands competing in this space, Janji Jiwa is notable for having expanded quickly since its 2018 launch, relying on affordable pricing, a clean modern look, and an active social media presence to become a familiar name to consumers. Even so, conditions in Pontianak reveal how easily loyalty can erode in this industry: the brand once operated three outlets in the city but now runs only one (*Kompas.Id*, 2024). Such a decline invites a meaningful question, namely whether Janji Jiwa's present digital marketing efforts and brand image remain strong enough to retain, and ideally expand, its customer base in this particular market.

Two constructs frequently appear at the center of marketing discussions on what drives consumers to buy digital marketing and brand image. Digital marketing refers broadly to the use of online tools, including social media, content marketing, search engine optimization, and targeted advertising, to build awareness, engage audiences, and prompt purchasing behavior (Kotler, n.d. 2021). Brand image, meanwhile, describes the mental picture and evaluative judgments that consumers form about a brand as a result of exposure, direct experience, and communication (Keller, 2021). Prior research links both constructs to purchase intention, but most studies have treated them separately, and few have explored their combined effect within secondary Indonesian cities, a context that remains underrepresented in the literature.

Researchers investigating comparable settings (Zulfikar et al., 2022) have reported positive links between these two constructs and purchase intention. A gap nonetheless persists: relatively few studies place both variables inside a single structural model, and even fewer focus specifically on the coffee shop sector in provincial Indonesian cities, where consumer behavior can differ substantially from that observed in larger metropolitan areas. Comparable joint models tested outside the coffee shop sector, however, support the plausibility of a combined effect (Kamilla, 2026) found that digital marketing significantly improves both brand image and purchase intention among Ultra Milk consumers in Semarang, (Mutiara et al., 2024) reported a partial-mediation pattern for local fashion products in Surabaya explaining 55 percent of the variance in purchase intention, and (Putra et al., 2022) found that digital marketing and brand image jointly predicted 59.5 percent of purchase interest for Footstep Footwear consumers in Bandung.

Addressing this gap, the present research applies the Theory of Planned Behavior (TPB) as a lens for understanding how marketing-related factors shape consumers' willingness to purchase. TPB holds that intention arises from three components is attitude, subjective norms, and perceived behavioral control. Here,

brand image is positioned as the attitudinal component, capturing how consumers evaluate the coffee shop, while digital marketing is treated as influencing both subjective norms, through the social signals it generates, and perceived behavioral control, through the ease of access and transaction it provides. This theoretical structure allows for a systematic account of how the two constructs work together to shape purchase intention

This study pursues three specific aims: first, to measure how digital marketing affects purchase intention at Janji Jiwa Pontianak; second, to measure the effect of brand image on purchase intention in the same setting; and third, to assess how much explanatory and predictive strength the two constructs together contribute to variance in purchase intention. The results are expected to contribute to theoretical knowledge about the antecedents of purchase intention in marketing, as well as to offer practical recommendations that local coffee shop operators can apply.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This study is about the Theory of Planned Behavior. The Theory of Planned Behavior says that what people want to do is affected by three things: how they feel about it what they think others will think and how easy or hard it is to do. The way people feel about something is what we call attitude. It is like their opinion, about a behavior. Then there are norms, which is what people think others will think of them if they do something. And there's perceived behavioral control, which is how easy or hard people think it will be to do something. The Theory of Planned Behavior is important to understand how people make decisions about what they want to do. In the study, brand image is conceptualized as the attitudinal camponent, as acaptures consumers' overall evaluation and preception of the coffee shop. Digital marketing, perticularly through social media and online platfroms, plays a dual role by shaping subjective norms through peer influence, reviews, and socal visibility, and by enhancing percived behavioral control through easier access to information and purchasing channels. Purchase intention is thus treated as the direct behavioral outcome influenced by these psychological factors.

Digital marketing is broadly understood as the strategic deployment of internet-based technologies and platforms to communicate value propositions, nurture consumer relationships, and drive commercially relevant behaviors (Chaffey & Ellis-Chadwick, 2019). For businesses operating in the food and beverage sector, where physical visibility is inherently localized, digital channels extend market reach, enable real-time consumer dialogue, and provide cost-efficient mechanisms for stimulating purchase interest (Kotler, n.d. 2021).

A growing body of empirical work attests to the purchase-activating role of digital marketing. (Zulfikar et al., 2022), established that social media marketing positively predicts purchase intention among young Indonesian consumers,

highlighting the particular salience of platform-based engagement for this demographic.(Nainggolan, 2024), similarly found that digital marketing enhances purchase interest by raising brand visibility and fostering parasocial connections between brands and their online audiences. Such digital engagement helps cultivate favourable attitudes and emotional responses toward the brand, which in turn translate into heightened purchase motivation. Comparable direct effects of digital marketing on purchase intention have also been reported in other Indonesian retail contexts, including dairy products (Kamilla, 2026). local fashion (Mutiara et al., 2024), and footwear (Putra et al., 2022), reinforcing the generalizability of this relationship across product categories. On this basis, the following hypothesis is advanced:

H1: Digital marketing exerts a positive and significant effect on consumers' purchase intention.

Brand image encapsulates the configuration of consumer beliefs, associations, and evaluations attributable to a specific brand, formed cumulatively through direct consumption experiences, marketing communications, and social context (Keller, 2021). A well-constructed brand image serves as a cognitive shortcut that reduces decision-making complexity, signals product quality, and attenuates perceived purchase risk all of which facilitate a favorable disposition toward buying (Aaker, 1991). In markets characterized by high product homogeneity, such as the coffee shop sector, the distinctiveness and warmth of a brand's image can constitute a decisive competitive advantage.

Evidence from the Indonesian market corroborates the purchase-enabling role of brand image. (Saputro et al., 2024), documented a significant brand image effect on purchase intention among student consumers, a segment that closely mirrors the demographic profile of Janji Jiwa's customer base. (Kristinae, 2025), extended this line of inquiry to show that brand image not only exerts a direct effect on purchase intention but can also amplify the impact of digital marketing when the two are aligned. Connecting these findings to the attitudinal component of TPB, it follows that positive brand evaluations predispose consumers toward purchase action.This positive relationship is echoed across other Indonesian consumer categories: (Kamilla, 2026) reported that brand image significantly strengthens purchase intention among Ultra Milk consumers, (Mutiara et al., 2024) found brand image to be the stronger of the two predictors of purchase intention among Surabaya fashion consumers, and (Putra et al., 2022), similarly showed that brand image exerts a significant positive effect on purchase interest for Footstep Footwear products. Accordingly, the second hypothesis is stated as:

H2: Brand image exerts a positive and significant effect on consumers' purchase intention.

The research model positions digital marketing (X1) and brand image (X2) as independent reflective constructs, each hypothesized to exert a direct positive effect

on purchase intention (Y). Both constructs are specified as first-order latent variables operationalized through multiple observable indicators, consistent with the reflective measurement paradigm recommended for attitudinal and perceptual constructs in PLS-SEM (Ringle & Sarstedt, 2017). Figure 1 depicts the structural relationships embedded in the model.

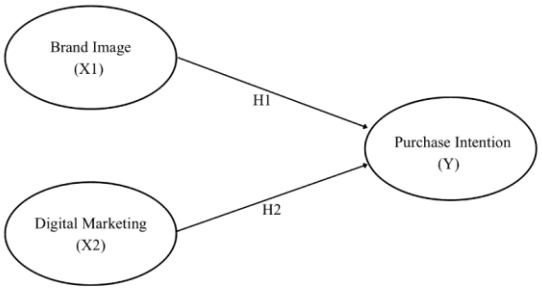


Figure 1. Conceptual Research Framework

RESEARCH METHODS

A positivist, quantitative research design was adopted, consistent with the study's objective of testing theoretically derived hypotheses through statistical analysis of numerical data. The cross-sectional survey method was chosen as it provides an efficient means of gathering attitudinal and behavioral intention data from a defined consumer population at a single point in time.

The accessible population comprised all individuals who had patronized the Janji Jiwa outlet situated on Jl. Purnama 1, Kecamatan Akcaya, Pontianak Selatan during the data collection window. Because no population register exists for walk-in coffee shop customers, a non-probability approach was necessary. Purposive sampling was applied, restricting participation to individuals who (1) had completed at least one purchase at this specific outlet within the preceding six months and (2) were aged 17 years or above. Consumers unable to satisfy these criteria were not invited to participate.

Sample adequacy was assessed against the ten-observations-per-indicator rule advocated (Ringle & Sarstedt, 2017). With 20 indicators distributed across three constructs, this rule establishes a floor of 100 respondents. Complementarily, a statistical power analysis conducted using G*Power 3.1 (Faul et al., 2009) for a multiple regression with two predictors, a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, and desired power of 0.80 indicated a minimum required sample of 68 observations. The minimum R^2 method proposed by Cohen (1992) similarly estimated the minimum sample size at 85 respondents for detecting a minimum R^2 of 0.10 with 80% power at

the 5% significance level. The obtained sample of 100 thus satisfies all three criteria by a comfortable margin. Data collection yielded 110 completed questionnaires; after screening for incomplete responses, 100 valid instruments were retained for analysis, representing a retention rate of 90.9%.

Survey instruments were administered face-to-face at the outlet premises across a six-week window spanning January to February 2026. Trained research assistants approached customers at the point of transaction, briefly outlined the study's academic purpose, confirmed eligibility, and invited voluntary participation. Anonymity and confidentiality were assured throughout. Before full deployment, the questionnaire underwent a pilot trial with 20 consumers to identify ambiguous wording; minor revisions were incorporated on the basis of pilot feedback.

All latent constructs were captured using multi-item reflective scales anchored to a five-point Likert continuum (1 = strongly disagree; 5 = strongly agree). The digital marketing scale comprised 10 items adapted from Saputro et al., (2024), covering social media content appeal, information reach, and audience interaction. Brand image was assessed with 4 items drawing on (Keller, 2021), tapping perceptions of brand distinctiveness, trustworthiness, quality, and recognition. Purchase intention was measured via 6 items adapted from (Sasono, 2025), capturing willingness to buy, repurchase intention, and likelihood of recommending the brand.

PLS-SEM, executed through SmartPLS 3.0 (Zambrano & Escobar-sierra, 2026), served as the primary analytical tool. This variance-based estimation technique was preferred over covariance-based alternatives given its established suitability for modest sample sizes, its tolerance for non-normality in observed data, and its dual capacity for simultaneous measurement and structural model assessment (Ringle & Sarstedt, 2017). Analysis followed a two-stage protocol: the outer (measurement) model was evaluated first to establish reliability and validity, whereupon the inner (structural) model was assessed to examine hypothesized paths and quantify predictive capacity.

ANALYSIS AND DISCUSSION

Descriptive Statistik

Descriptive statistics for all three constructs are reported in Table 1. Mean scores ranged from 3.898 to 4.017, placing all variables within the 'High' interpretive category under the adopted classification scheme. The comparatively narrow standard deviation for digital marketing (SD = 0.739) suggests greater uniformity of perception across respondents relative to brand image and purchase intention. These preliminary findings indicate broadly favorable consumer evaluations of Janji Jiwa's digital marketing efforts and brand standing, as well as a generally strong orientation toward purchasing.

Descriptive statistics for the three constructs are presented in Table 1.

Tabel 1. Descriptive Statistics of Research Variables

Variable	Indicators	Mean	Std. Dev	Category
Brand Image	4	4.017	0.923	High
Digital Marketing	10	3.898	0.739	High
Purchase Intention	6	4.013	0,929	High

Measurement Model Evaluation

Measurement model evaluation preceded structural testing. Two items exhibiting outer loading values below 0.70 were sequentially removed: indicator Y3 from Purchase Intention and one item from the Digital Marketing scale. Their exclusion improved overall model fit without materially altering construct content. Table 3 documents results for the retained indicators. Every outer loading surpassed the 0.70 benchmark (range: 0.803–0.907), satisfying the requirement for individual indicator reliability. AVE values exceeded 0.50 across all three constructs, establishing convergent validity. Cronbach's Alpha and Composite Reliability scores both cleared the 0.80 threshold, affirming internal consistency.

Table 2. Measurement Model Evaluation (Outer Model)

Variabel	Indikator	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
Brand Image	X1.1	0,861	0,756	0,925	0,892
	X1.2	0,907			
	X1.3	0,832			
	X1.4	0,876			
Digital Marketing	X2.1	0,864	0,765	0,970	0,966
	X2.2	0,815			
	X2.3	0,895			
	X2.4	0,880			
	X2.5	0,873			
	X2.6	0,885			
	X2.7	0,882			
	X2.8	0,904			
	X2.9	0,854			
	X2.10	0,891			
Purchase Intention	Y1	0,803	0,693	0,931	0,911
	Y2	0,829			
	Y4	0,833			
	Y5	0,817			
	Y6	0,875			
	Y7	0,835			

Heterotrait Monotrait Ratio

Discriminant validity was interrogated via the Heterotrait-Monotrait Ratio (HTMT) procedure (Henseler et al., 2015). All inter-construct HTMT values fell below the conservative 0.90 ceiling (Table 3), furnishing satisfactory evidence that the three constructs capture meaningfully distinct aspects of consumer perception. Supplementary cross-loading analysis corroborated this conclusion: each indicator registered a higher loading with its designated construct than with any other latent variable in the model.

Tabel 3. Heterotrait-Monotrait Ratio (HTMT)

Variabel	*Brand Image*	*Digital Marketing*	*Purchase Intention*
Brand Image	-	-	-
Digital Marketing	0.656	-	-
Purchase Intention	0.799	0.833	-

Collinearity Statistics

Table 4 presents the Variance Inflation Factor (VIF) values for each construct in the structural model. VIF is a collinearity diagnostic used to detect whether predictor variables are too highly intercorrelated, which could distort path coefficient estimates. Following the threshold recommended by Hair et al. (2017) for PLS-SEM, VIF values should be below 5.0 to confirm the absence of problematic collinearity; more conservative guidelines suggest values below 3.3. Both Brand Image (VIF = 0.957) and Digital Marketing (VIF = 0.957) fall well below these thresholds, providing strong evidence that multicollinearity does not pose a threat to the integrity of the structural estimates. These low VIF values also serve as supplementary evidence against common method bias, corroborating the Harman single-factor test results reported in the limitations section. The near-identical VIF values for both predictors are expected given the symmetrical two-predictor model structure and further confirm that each construct contributes independent explanatory information to the prediction of purchase intention.

Table 4. Collinearity Statistics (VIF)

	Brand Image	*Digital Marketing*	*Purchase Intention*
Brand Image	-	-	0.957
Digital Marketing	-	-	0.957
Purchase Intention	-	-	-

Model Fit Assessment

The model fit indices reported in Table 5 are interpreted within the PLS-SEM framework, where the SRMR serves as the primary fit criterion. The obtained SRMR value of 0.081 falls below the recommended threshold of 0.08–0.10 commonly applied

in PLS-SEM research (Hu & Bentler, 1999; Henseler et al., 2015), indicating that the model reproduces the observed correlation matrix with acceptable fidelity and that the specified structural relationships are broadly consistent with the data. The identical values for the Saturated and Estimated Models confirm that no additional paths would substantially improve model representation, validating the parsimonious two-predictor specification. The NFI of 0.771, while below the 0.90 benchmark typically applied in CB-SEM, is expected in PLS-SEM contexts with modest sample sizes and does not constitute grounds for model rejection (Lohmöller, 1989). Collectively, these indices provide sufficient evidence that the measurement and structural configurations are adequately specified to proceed with hypothesis evaluation.

Table 5. Model Fit Assessment

	Saturated Model	Estimated Modal
SRMR	0.081	0.081
d_ULS	1.500	1.500
d_G	1.078	1.078
Chi-Square	530.410	530.410
NFI	0.771	0.771

Structural Model and Hypothesis Testing

Path coefficients, t-statistics, and p-values were derived through bootstrapping with 5,000 resamples, as reported in Table 4. Both hypothesized paths attained statistical significance at the 0.1% level, lending full support to the proposed model. Digital marketing registered the stronger of the two effects on purchase intention ($\beta = 0.546$, $t = 5.629$, $p < 0.001$), while brand image contributed a meaningful and statistically robust secondary influence ($\beta = 0.389$, $t = 4.102$, $p < 0.001$). The directional patterns are consistent with the expectations set out in the theoretical development section.

Tabel 6. Structural Model and Hypothesis Testing

Hypothesis	Relationship	Effect Type	Path Coeffcient (O)	t-value	p-value	CI 2.5%	CI 97.5%	Result
H1	Brand Image → Purhase Intention	Direct	0,389	4.102	0,000	0.281	0.668	Supported
H2	Digital Marketing → Purhase Intention	Direct	0,546	5.629	0,000	0.267	0.646	Supported

Effect Size (F Square)

Effect size estimates reported in Table 7 provide a construct-level supplement to the path coefficient results. Using Cohen's (1988) benchmarks as adapted for PLS-SEM by Hair et al. (2017), f^2 values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effects respectively. Brand Image registered an f^2 of 0.447 and Digital Marketing an f^2 of 0.394, placing both predictors firmly in the large effect size category. These values indicate that the omission of either construct from the structural model would produce a substantial reduction in the explained variance of purchase intention, underscoring the practical indispensability of both variables. The comparatively larger effect size for Brand Image relative to its path coefficient (β = 0.389) warrants note: f^2 captures the unique variance contribution of each predictor after controlling for the other, and the elevated f^2 for Brand Image signals that its explanatory contribution is particularly distinctive rather than redundant with the variance already explained by Digital Marketing. This pattern suggests a complementary rather than substitutive relationship between the two constructs, reinforcing the theoretical rationale for incorporating both within a unified model.

Table 7. Effect Size (F Square)

	Brand Image	*Digital Marketing*	*Purchase Intention*
Brand Image			0.447
Digital Marketing			0.394
Purchase Intention			-

Model Predictive Power

Table 5 consolidates the R^2 and Q^2 statistics used to characterize model-level explanatory and predictive performance. The coefficient of determination reached 0.712, indicating that digital marketing and brand image together account for 71.2% of the variability observed in purchase intention a level classified as substantial by Hair et al. (2017). The Q^2 statistic, produced via the blindfolding procedure with an omission distance of seven, was 0.483. As this value comfortably exceeds the zero threshold, the model is confirmed to possess strong predictive relevance beyond mere explanatory fit.

Table 8. Model Predictive Power

Endogenous Variable	R^2	Q^2	Interpretation
Purchase Intention	0.712	0.483	Strong

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

The study's first major finding is the robust positive relationship between digital marketing and purchase intention (β = 0.546, $p < 0.001$), which constitutes the

strongest effect in the model and confirms H1. This outcome is consonant with prior work (Zulfikar et al., 2022), both of which have established that systematic digital marketing activity amplifies consumer purchase interest. The magnitude of the coefficient in the present study suggests that Janji Jiwa's online content ecosystem spanning visually appealing product posts, interactive stories, and user-generated testimonials functions as a particularly powerful driver of consumer engagement, activating approach motivation and purchase readiness in ways that other channels may not replicate.

The preponderant role of digital marketing relative to brand image likely reflects the composition of the study's sample. With two-thirds of respondents aged between 20 and 25, and the majority identifying as students, this is a population whose consumption decisions are heavily mediated by online information environments. For such consumers, a brand's digital presence constitutes a primary touchpoint for product discovery, social validation, and ultimately purchase activation. This aligns with the argument advanced (Kotler, n.d. 2021) that digitally native generations experience the marketing funnel primarily through screen-mediated interactions, making online engagement strategies disproportionately influential relative to traditional brand-building mechanisms.

The second hypothesis also received empirical support: brand image demonstrates a meaningful positive association with purchase intention ($\beta = 0.389$, $p < 0.001$), confirming H2. This finding resonates with the broader theoretical argument that a cohesive and positively valenced brand image reduces decision uncertainty and instills the consumer confidence necessary to initiate purchase behavior (Keller, 2021). For Janji Jiwa, whose brand identity centers on accessibility, community orientation, and a contemporary local character, these qualities appear to generate sufficiently favorable brand associations to meaningfully elevate purchase intention among its core audience.

When considered alongside the work of (Kristinae, 2025), the current findings extend evidence for brand image as an important antecedent of purchase intention across various Indonesian market contexts and product categories. The comparatively smaller coefficient for brand image relative to digital marketing may not signal weakness per se, but rather reflects the particular stage of brand development: as an expanding local brand competing against many visually similar alternatives, Janji Jiwa's brand image may not yet carry the same degree of differentiation as its digital engagement strategy. This reinforces the strategic imperative to invest in brand distinctiveness as a longer-term competitive buffer.

The findings of this study support the applicability of the Theory of Planned Behavioral in explaning purchase intention eithin a digital marketing context. Digital marketing contributes to shaping subjectif norms by exposing consumers to peer opinions, social validiation, and online engagement, while also enhancing percived

behavioral control through convenience and accessibility of digital platfroms. At the same time, brand image functions as an attitudinal driver, where positive evaluatios of the brand increase the likelihood of purchase intention. These results indicate that purchese intention is not formed solely through rirect marketing exposure, but through a cobination of psychological mechanisms as described TPB.

This study extends the literature by applying the Theory of Planned Behavior to digital marketing within emerging local markets. It shows that digital marketing can shape both subjective norms and perceived behavioral control at the same time, while brand image functions as a reflection of consumer attitude. This finding highlights the evolving role of digital environments in shaping multiple psychological drivers of behavior within a single interaction space. The high combined R^2 (0.712) and confirmed predictive relevance ($Q^2 = 0.483$) validate the choice of digital marketing and brand image as theoretically motivated and empirically potent predictors of purchase intention within this industry and geography.

For practitioners, these results translate into several concrete guidance points. Coffee shop operators should allocate substantial resources to maintaining a high-quality, high-frequency digital marketing presence particularly on platforms popular with younger consumers with emphasis on authentic storytelling, community engagement, and visually compelling content. Concurrently, sustained investment in brand image differentiation is essential: consistent visual identity standards, excellence in service interactions, and distinctive experiential design can collectively strengthen brand associations in ways that outlast any single promotional campaign. A strategic alignment between digital marketing output and brand image messaging is likely to generate reinforcing effects that compound over time.

This study demonstrates that digital marketing and brand image significantly influence purchase intention within the framework of the Theory of Planned Behavior. Digital marketing strengthens purchase intention by shaping social influence and perceived ease of purchasing while brand image reinforces positive consumer attitudes toward the brand. Drawing on data from 100 consumers at Janji Jiwa Coffe Shop in Pontianak, digital marketing emerged as the more influential predictor ($\beta = 0.546$), with brand image contributing a secondary but nonetheless important effect ($\beta = 0.389$). The structural model accounted for 71.2% of the variance in purchase intention ($R^2 = 0.712$) and exhibited strong predictive relevance ($Q^2 = 0.483$), underscoring the theoretical and practical value of the two-predictor framework examined here.

Several constraints qualify the scope of these conclusions. The single-outlet, single-city data collection restricts generalizability to other Janji Jiwa locations or to the broader Indonesian coffee shop market. The cross-sectional design captures consumer perceptions at a single moment and is therefore unable to illuminate how these relationships might evolve across different competitive or seasonal conditions. Only two independent variables were modeled, leaving open the possibility that

unmeasured factors such as perceived value, service quality, or customer satisfaction account for some portion of the residual variance in purchase intention. Finally, the exclusive reliance on self-report survey data introduces the possibility of common method variance, a limitation that future research should seek to mitigate through multi-method designs.

Future investigations would benefit from widening the geographic scope of sampling to encompass multiple Janji Jiwa outlets across different Indonesian cities, thereby enabling cross-market comparisons and strengthening the generalizability of findings. Longitudinal panel designs would afford the opportunity to trace how digital marketing exposure and brand image evaluations evolve over time and whether their purchase-activating effects persist, diminish, or intensify with repeated consumer contact. The existing model could also be enriched through the incorporation of mediating constructs such as brand trust, consumer engagement, or emotional brand attachment and moderating variables such as consumer involvement level, prior brand experience, or digital media literacy that might clarify the boundary conditions governing the observed relationships.

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